

Press information

Summer food: Crispy salads, crunchy vegetables, juicy fruit

Easily prepared delicatessen with ceramic knives from KYOCERA

Kyoto / Neuss, 31 May 2012 – Juicy fruits and crunchy vegetables are perfect during the warmest time of the year when the appetite for refreshing "vitamin bombs" is particularly great. Especially now, fresh foods are abundant and can easily be served as delicious meals. Whether green salads, classic pasta salads with vegetables, raw vegetable salads, or fruit salads — salads are delicious and can be quickly prepared. During barbecue season these are very popular as side dishes or as a refreshing dessert. Kyocera ceramic knives are ideal for cutting light foods, because the quality ceramic blades slice easily and with high precision.

Sunny afternoons and warm summer evenings are very inviting for a relaxing barbecue with friends and family. The ceramic knife specialist Kyocera offers a wide range of practical kitchen tools for quick and easy preparation of salads for your grill party. These indispensable kitchen accessories for various salad creations include knives, slicers and peelers with ultra-sharp ceramic blades which glide effortlessly through the foods making preparation a real pleasure. Even intensive cutting can easily be carried out by hand thanks to the ergonomic handle and surprisingly low weight of the Kyocera ceramic blade. After use, the blade can simply be cleaned under water, without fear of rusting. Furthermore, the high-quality Kyocera blades, made from corrosion-free zirconia ceramic, keep their extreme sharpness for a very long time.

Contact:

Kyocera Fineceramics GmbH
Daniela Faust
Manager Corporate Communications
Hammfelddamm 6
41460 Neuss
Germany
Tel.: +49 2131/16 37 - 188
Fax: +49 2131/16 37 - 150
Mobil: +49 175/7275706
daniela.faust@kyocera.de
www.kyocera.eu

Weber Shandwick Deutschland GmbH
Anja Eckert-Ellerhold
Account Director
Hohenzollernring 79 - 83
50672 Köln
Germany
Tel.: +49 221 - 94 99 18 - 62
Fax: +49 221 - 94 99 18 - 10
aeckert@webershandwick.com
www.webershandwick.de

Press information

Practical kitchen helpers for peeling, cutting and slicing

The Kyocera Santoku knife is ideal for precise cutting and is a true all-rounder for the kitchen. The approximately 11-centimetre long and 3-centimetre wide ceramic blade is perfect for cutting vegetables. Due to its extreme sharpness, the foods are not squashed during preparation and do not stick to the blade. Even tomatoes can be cut extremely thin. But also for those who want to make more than just vegetarian foods, the Kyocera ceramic knife is the tool of choice: the Santoku knife is also ideal for the preparation of both fish and meats without bones.

The Kyocera peeler is recommended for cleaning vegetables such as carrots, cucumbers, zucchinis, radishes, and much more can be quickly peeled without much pressure.

When exact precision work is required, the Kyocera slicer is convincing: with its 8-centimetre long, double-edged ceramic blade, this kitchen helper is ideal for preparing vegetables and fruits. Its specialty: very smooth and even slices — for salads, snacks and garnishing.

For more information about Kyocera: www.kyocera.eu

About Kyocera

Headquartered in Kyoto, Japan, Kyocera Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the Kyocera Group, which is comprised of 208 subsidiaries (as of March 31, 2011), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the largest producers of solar energy systems worldwide, with more than 1.2 gigawatts of solar power having been installed around the world to date.

With a global workforce of about 66,000 employees, Kyocera posted net sales of approximately €10.83 billion in fiscal year 2011/2012. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, finceramic products and complete solar power systems. The Kyocera Group has two independent companies in Germany: Kyocera Finceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs, helping to support the Kyoto Prize, a prominent international award, which is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals and groups worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (converted at present €500,000 per prize category).

Contact:

Kyocera Finceramics GmbH
Daniela Faust
Manager Corporate Communications
Hammfelddamm 6
41460 Neuss
Germany
Tel.: +49 2131/16 37 - 188
Fax: +49 2131/16 37 - 150
Mobil: +49 175/7275706
daniela.faust@kyocera.de
www.kyocera.eu

Weber Shandwick Deutschland GmbH
Anja Eckert-Ellerhold
Account Director
Hohenzollernring 79 - 83
50672 Köln
Germany
Tel.: +49 221 - 94 99 18 - 62
Fax: +49 221 - 94 99 18 - 10
aeckert@webershandwick.com
www.webershandwick.de