

Press information

KYOCERA Ceramic Knife Shipments Exceed 10 Million Units to Date

Quality and reliability born of Kyocera's decades of pioneering fine ceramic technology

April 29, 2013 – Neuss – Kyocera Corporation announced today that total shipments of its ceramic knives recently passed the 10 million unit mark.

In 1984, Kyocera was one of the first companies in Japan to begin manufacturing and selling kitchen knives with blades made from [fine ceramics](#), also known as *advanced ceramics*. Since then, Kyocera has been continually enhancing the material technology and design of its knives, developing its product range with various colors and styles, expanding its sales network and converting more and more customers around the world to fans of ceramic knives. Recently the popularity of Kyocera's knives has been growing even more rapidly, with annual shipments exceeding one million units in the past few years and total shipments since 1984 surpassing the 10 million unit mark.

The appeal of Kyocera: quality and reliability born of Kyocera's many years of developing advanced ceramic materials

Since its establishment in 1959, Kyocera has built a powerful base in advanced ceramic materials and processing technology in the semiconductor, electronics, and medical industries. This wealth of experience has led to the production of high-quality ceramic knives with outstanding strength and sharpness. As one of the pioneers in the field of ceramic knives, the company has gained a reputation for product reliability and is currently one of the leading ceramic knife

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suppliers to premium cutlery retailers worldwide.

Making ceramic knives a staple in kitchens around the world

Since sales began in Japan in 1984, Kyocera's ceramic knives have become favored kitchen tools in many households, thanks to their unique features, which include: blades which keep their extremely sharp edges for a very long time and do not alter the flavors of foodstuffs; their ergonomic and lightweight feel; and the fact that they are very easy to clean because of the non-porous quality of the advanced ceramics. In addition, over the years Kyocera has been able to enhance its manufacturing technology and its economies of scale, allowing the knives to be sold at a more affordable price.

In 2005, Kyocera extended its sales and marketing to beyond its domestic market and now the products are available all over the world, with over 9,000 stores carrying its ceramic knives.

Color variations mean more choice in the kitchen

In 2006, Kyocera launched its Color Series ceramic knives. With the same high quality and functionality, this series also offered a new, rich variety of fashionable handle colors for the kitchen. The Color Series has been particularly popular with consumers, enabling them to add an individual touch to their kitchen decor.

For more information about Kyocera Ceramic Knives:

www.kyocera.eu

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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 235 subsidiaries (as of April 1, 2012), 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 3,0 gigawatts of solar power having been installed around the world to date.

With a global workforce of about 71,000 employees, Kyocera posted net sales of approximately €10.58 billion in fiscal year 2012/2013. The products marketed by the company in Europe include laser printers, digital copying systems, microelectronic components, fineceramic products and complete solar power systems. The Kyocera Group has two independent companies in the Federal Republic of Germany: Kyocera Fineceramics GmbH in Neuss and Esslingen and Kyocera Document Solutions in Meerbusch.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, 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).

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