

Press Information

High tech meets the perfect steak: KYOCERA presents steak knives with sharp and long-lasting ceramic blades

Incomparably sharp, uniquely light, rust-proof and easy to clean: the new KYOCERA steak knives with blades made from Zirconia ceramic are an outstanding alternative for all steak-lovers compared to conventional knives with metal blades.

Kyoto/London, June 21st, 2018. For meat-lovers, there's nothing better than a perfectly grilled, tender and juicy steak. In order to maintain perfection and maximal enjoyment from the preparation right through to dining, steak-fans need the right knife to cut steaks cooked to any level. That's because the role a good knife plays in enjoying a great steak should not be underestimated: only a truly sharp knife enables clean and effortless cuts, without allowing fibres to emerge at the point of cutting on medium-rare steaks.

That's why Kyocera is now making its high-level of expertise in fine ceramic tools available to steak-lovers, too: the new steak knives from the Japanese technology group meet the highest standards and provide major advantages at the table.

When meat is cut with the micro-serrated ceramic blade of the new Kyocera steak knife, it is put under less pressure – so it rarely loses juice, which has a positive effect on the texture and flavour. The micro-serrated blade allows cuts to be made without the need for force. At the same time, the ultra-hard ceramic blades maintain their cutting durability for a very long period of time. They cannot rust, and therefore require no additional maintenance and can be easily cleaned. With each knife weighing under 30 grams, the steak knives with ceramic blades are also noticeably easy to handle.

Designed in Japan: the highest level of elegance on a table set for entertaining

The elegant design of the new steak knives from Kyocera was developed in Japan. Their handles and blades are deliberately designed to be slim, so that they look sophisticated on a elegantly-laid table. Thanks to the ergonomically curved handle, they sit comfortably in the hand and provide maximum control when cutting, with almost no effort required.

The Kyocera steak knives are available in three colour variations: white blade with white plastic handle (WH-WH), white blade with black plastic handle (WH-BK) or black blade with black plastic handle (BK-BK). They are offered as sets of two or four and can be purchased via stationary or online outlets from June 2018.



The sets are delivered in an attractive gift box and have the following recommended retail prices (incl. 19% VAT):

KYOCERA steak knife set with ceramic blade (available from June 2018)	
SK-2PC WH-BK EU (Set of 2)	€ 89.00
SK-2PC WH-WH EU (Set of 2)	€ 89.00
SK-2PC BK-BK EU (Set of 2)	€ 109.00
SK-4PC WH-BK EU (Set of 4)	€ 149.00
SK-4PC WH-WH EU (Set of 4)	€ 149.00
SK-4PC BK-BK EU (Set of 4)	€ 179.00

For more information on KYOCERA: www.kyocera.co.uk

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 264 subsidiaries (as of March 31, 2018), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the oldest producers of solar energy systems worldwide, with more than 40 years of experience in the industry.

The company is ranked #522 on Forbes magazine's 2017 "Global 2000" listing of the world's largest publicly traded companies. With a global workforce of over 75,000 employees, Kyocera posted net sales of approximately €12.04 billion in fiscal year 2017/2018. The products marketed by the company in Europe include printers, digital copying systems, microelectronic components, and fine ceramic products. The Kyocera Group has two independent companies in the United Kingdom: Kyocera Fineceramics Ltd. and Kyocera Document Solutions.

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 approximately €764,000 per prize category).

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