“The future is urban, green and digital”
KAHLA answers global megatrends with smart porcelain

#Digitalisation #Urbanisation # Mobility # NeoEcology #ZeroWaste #Gamification
#Snackification

Frankfurt, February 2020

At Ambiente, the world’s largest consumer goods show in Frankfurt, KAHLA/Thüringen Porzellan GmbH presents innovative products for the future living and dining culture. Under the slogan “The future is urban, green and digital”, the innovative German porcelain manufacturer shows minimalistic, mobile, ecological and smart tableware concepts to its international guests. KAHLA welcomes retailers and professional buyers from all continents. | 7th – 11th February 2020, Frankfurt Trade Fair Center, Hall 4.0, Booth C41

KAHLA is Ethical Style

For the first time, KAHLA is invited to be a part of the “Ethical Style” design guide. This special selection is made by an expert jury who only accepts sustainable, handmade and fair products and environmentally friendly brands. With its product portfolio and its “KAHLA pro Eco” strategy, KAHLA fits perfectly into all mentioned categories.

KAHLA in the Ambiente Trend Show 2020

A group of design experts selected several innovative porcelain objects created by designer Barbara Schmidt to be presented at the official Trend Show at Ambiente 2020. Barbara Schmidt, who is also a professor at the Berlin-Weißensee Art Academy, was frequently awarded for her extraordinary, contemporary porcelain collections. The chosen items are now integrated into the curated interior design compositions “shaped & softened”, “precise & architectural” and “artistical & diverse”. | Location: Galleria 1

KAHLA at SpeedDating@Ambiente 2020

Journalists from all over the world are invited to short lectures about selected trends. On the Academy stage, Sheila Rietscher, Director Brand & Strategy, speaks about the digitalisation of porcelain products and the advantages of RFID and NFC technology for the gastronomy, for hotels and the catering business. | 8th February 2020, 4 pm, Hall 6.0, Booth D40

Press contact:
KAHLA/Thüringen Porzellan GmbH
Nicole Eckert
Christian-Eckardt-Straße 38
07768 Kahla/Germany

Telephone +49 (0) 3 64 24 • 79-228
Fax +49 (0) 3 64 24 • 79-283
presse@kahlaporzellan.com
www.kahlaporzellan.com
DIGITAL: Smart porcelain for an interactive brand communication
Smart porcelain cups carry dishwasher-safe NFC transponders, intelligent logos that can communicate with smartphones. “With this technology, we enable companies to surprise their customers and employees with personal messages, product information, games, coupons and daily offers. This is how brand communication becomes multi-sensory, interactive, individual, up-to-date, playful and really smart.” explains Sheila Rietscher.

GREEN: Environmentally friendly Zero Waste products for a mobile society
KAHLA launches a trilogy of porcelain concepts for eco-friendly dining on-the-go and plastic-free, hygienic storage at home. With cupit, keepit and snackit, the family-owned porcelain company supports the global Zero Waste movement.

URBAN: Minimalist tableware concepts for urban people
The new minimalistic Short Sets and Snack Sets satisfy all the needs of mobile people and urban households. The multifunctional porcelain products serve the modern snack culture and also those who want to set new accents on a small budget.

ETHICAL: Hand-glazed porcelain in a ceramic look
The popular Homestyle collection gained a new look. A fresh color and numerous new items complete the extensive range of hand-glazed pieces. The unique Homestyle products have already proven themselves in the catering industry, where the resistance of the stoneware-looking hard paste porcelain is highly appreciated.

[3.481 characters incl. spaces]
The brand KAHLA stands for multifunctional porcelain “Made in Germany”, which has received over 100 prestigious design awards. Based in Kahla in Thuringia, the family-owned enterprise, which employs around 250 people, exports its products for private homes, the restaurant sector and advertising clients to 60 countries in the world. The innovative product design is guided by the demands and living and life style habits in the society of today. The brand owes its international reputation and its business success to its courage to embrace innovation – from unconventional design concepts over the sustainability strategy "KAHLA pro Eco" to the use of ever new progressive technologies.