## GERMAN PERFORMANCE





## FOR PROFESSIONALS ONLY

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to produce a convincing performance – from your knives to the porcelain on which the food is presented. The guests don't

It gets hot when professionals cook. Blazing heat, full concen-tration. Every move has to be right, every cog has to click into place. You need strong nerves, know-how and the right tools get to see this battle behind the scenes. They only savour the a gourmet restaurant or in a canteen, at a stand-up reception result. And firstly, it should appeal to their eyes – whether in a gourmet restaurant or in a canteen, at a stand-up reception or a festive banquet, in a hospital or on a Business Class flight. Only professional performance invites guests to enjoy.



### PERFECT PRESENTATION CALLS FOR THE RIGHT FINGERTIP FEEL

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We have been developing and manufacturing high quality professional porcelain in SCHÖNWALD for over 130 years. No more and no less. The advantage is that we are truly masters of our speciality. We know the tough conditions that our products have to stand up to in food service industry. And we also know our customers' different needs and demands. Restaurateurs and hoteliers in more than one hundred countries around the world have come to depend on our professional solutions and the reliability of SCHÖNWALD quality made in Germany.



### DESIGN FC

# r real life

# 1,700 ITEMS 40 COLLECTIONS PURE PLEASURE

Our collections translate the diverse faces of modern dining culture into porcelain. From traditional banquet to informal finger food they create a suitable setting for entirely different dining options. SCHÖNWALD's clear focus on professional porcelain allows us to develop an astonishingly diverse range of shapes and styles. Our customers can choose from more than 40 attractive porcelain collections with over 1,700 individual items. Our extensive glass collection further expands this broad selection.

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### PLATFORMS FOR GASTRONOMIC FANTASY

Our products often receive design awards. Naturally, this pleases us but, to be frank, what concerns us more is the feedback from the people who use our tableware all the time. We don't want to be admired in a museum – we're far more interested in daily life in professional kitchens, where imaginative cooking and presentation is going on every day. We want to create new space for this gastronomic creativity. Fresh scope. We offer design that doesn't restrict you but constantly inspires you to create new presentations. That is why SCHÖNWALD porcelain is associated with a discreet elegance which, despite its sublime appearance, always makes way for the food arrangements, providing a platform for culinary inventiveness.





### THE RIGHT ANSWERS TO THE LATEST FOOD TRENDS

People these days are very mobile. They eat in bars, hotels and trains. Although people like to enjoy their meals in peace, there is often only time for a hasty snack. Alongside the renaissance of regional cuisine, exotic flavours are also taking the food scene by storm. To keep up with the multicultural diversity of food trends, SCHÖNWALD provides versatile porcelain collections which can perform a variety of duties at the dining table, depending on the role assigned to them by the chef.

### INVITING FORMS OF PRESENTATION

SCHÖNWALD knows how to present food in a varied and interesting way, using a wide array of elements. Take EVENT, for example. This hit collection creates a perfect bridge between modern buffet and superior dining. The porcelain from which the guests serve themselves at the buffet is also used at the of exciting presentation.

table. The borders between table and buffet have become porous, thus creating a new harmonious unity. Compelling porcelain pieces are complemented by a product mix of wood,



## CUSTOMIZED FORMATS FOR SPECIAL REQUIREMENTS

If the customer so requires, SCHÖNWALD also develops special formats. These pieces are produced in keeping with the customer's wishes, or for tricky tasks, e.g. airline porcelain, or special formats for hospitals or canteens. After thorough analysis, customized solutions and designs are worked out that precisely match the respective needs. The development process extends from 3D design and 3D models through to production of a porcelain sample.

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IDEAS THAT GIVE SHAPE TO A SOLUTION

SCHÖNWALD does not do off-the-peg dining presentation. The best example here is DONNA SENIOR. Those who develo porcelain for individuals with limited coordination have to step into their shoes and study their disabilities. It is only in this way that solutions can be found to make eating easier and to give these people more self-confidence. The special

hape of this SCHÖNWALD tableware is barely visible, but it is atremely helpful in answering the everyday problems of older eople. SCHÖNWALD is completely attuned to many different eeds and demands – because each type of food service calls or different solutions: The demands of superior dining are ifferent from those in works canteens or in hospitals.



### LONG-LASTI

## NG QUALITY

# 4TH GENERATION FOUNDED IN 1879 1,100 EMPLOYEES

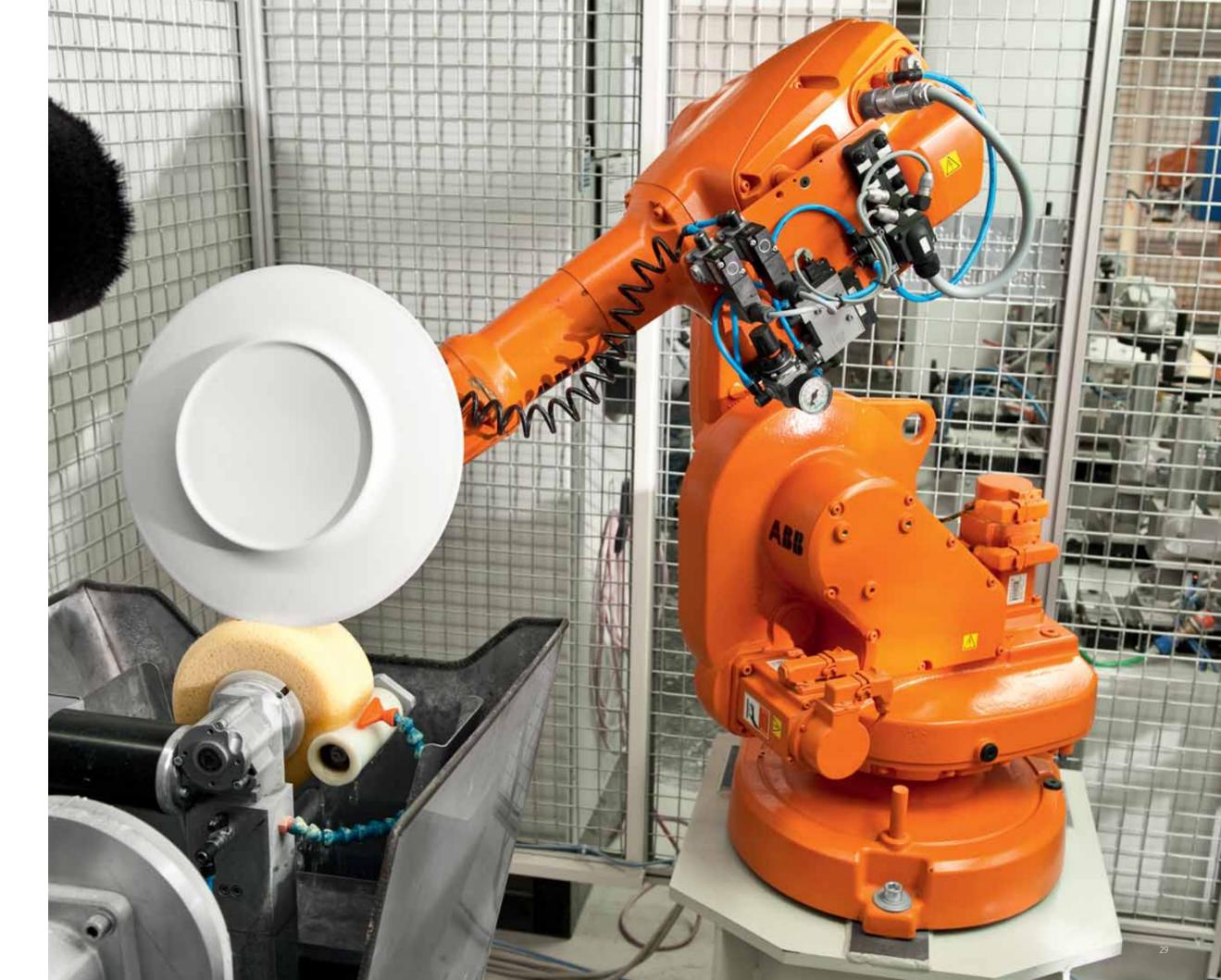
Quality isn't a kind of medal to simply pin on our chest, it's a permanent endeavour to achieve perfection – and we've been striving towards that goal for over 130 years. Manufacturing professional tableware calls for a precise understanding of how that tableware will be used, a great deal of experience and a high level of commitment. That's what our 1,100 employees stand for – just as their forefathers did, in some cases. To ensure that they're always fully up-to-date, we regularly invest in training. Thanks to our employees' high qualifications and commitment, we are able to preserve our manufacturing facilities in Germany.



### VORSPRUNG MADE IN GERMANY

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Hotel porcelain has to be highly resilient. It takes a special mix of porcelain body and glaze, and an extremely high firing temperature of over 1,400 °C (2.600 °F) to ensure that the pressures of professional kitchens leave as few traces behind as possible. SCHÖNWALD porcelain is manufactured in one of the world's most modern and highly automated production facilities. A new fast-firing kiln with groundbreaking technology was installed in 2009, offering both a degree of flexibility that was hitherto unknown in the industry, and optimum energy efficiency. The kiln's improved performance contributes to the production of 45 million pieces / 13,000 tons of porcelain per year. This is a technological edge in which double-digit million figures have been invested in recent years. We are securing this edge with continuous research and development.



### ENVIRONMENTALLY FRIENDLY PRODUCTS FROM GERMANY

Porcelain and the environment go well together. After all, our product is manufactured from only a small number of natural raw materials and has an excellent environmental record. The biggest challenge still remains the substantial amounts of thermal energy that are required during the ceramic firing process. Nevertheless, SCHÖNWALD has successfully reduced its overall energy use by a third over the past 15 years.

CO<sub>2</sub> emissions have been significantly reduced too, thanks to the very latest rapid firing technology and the use of lightweight kiln furniture made of high-tech ceramics. Consequently, SCHÖNWALD is exempt from participating in CO<sub>2</sub> trading schemes. The company has consistently filtered gaseous fluorine compounds, the only harmful substances worthy of note, from its flue gas since as far back as 1990. As far as "sustainable management" is concerned, SCHÖNWALD now successfully recycles all of its raw and intermediate products. It has also put into operation a water treatment facility, launched various energy and water saving projects and reduced the amount of raw materials that it uses. All in all, our résumé is very impressive indeed. In 2012, we became the first company in the industry worldwide to gain ISO 50001 certification, and we are also certified to ISO 14001 in recognition of our exemplary environmental management system.

Our commitment to maintaining our production sites in Germany enables us not only to guarantee our high quality standards, but also to observe environmental and ethical principles when manufacturing our products. At the same time, ensuring occupational health and safety is as much a priority as complying with internationally recognised human rights legislation. In our company, child labour and the exploitation of human beings are unthinkable. After all, we treat people in the same way as we would like to be treated ourselves.

> SHAPED BY RESPONSIBILITY ISO 14001 + ISO 50001 CERTIFIED





### CUSTOMIZ

### ED SERVICE

# 1 CALL 15,000 PIECES 72 HOURS

Sometimes things have to move fast. When this is the case, our highly automated decoration and logistics centre (DLC) starts running at top speed. This is where all the threads of planning, order handling, manufacturing, warehousing, transport and worldwide shipping run together. It is a highly complex process to which SCHÖNWALD owes its reputation as a flexible problem solver. There are around 200 employees in the DLC, exclusively dedicated to ensuring that every consignment reaches its destination on time, quickly and undamaged.



### THE BEST PROFESSIONAL CUSTOMER CARE AND ADVICE

SCHÖNWALD porcelain's attractive design and reliability are highly prized by professionals in the hospitality industry around the world. Providing our services to customers across the globe is only possible with a highly customized service concept and perfect logistics. Our specialists personally advise each customer, using our broad portfolio to devise solutions that are tailored to meet their needs. Together with the customer, we develop customized solutions all the way through to specially manufactured items – for airlines, for example. At SCHÖNWALD, the customer buys not just a few cups and saucers, but a made-to-measure all-round package which combines professional porcelain of excellent quality with personal care, fast delivery and a long availability guarantee. It is precisely this flexible orientation to special needs and conditions that makes the difference for our customers.





### PERSONALIZED CALLING CARDS

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Porcelain serves not only to present food in an appetising way. It also has the job of giving the host a personal signature that leaves the guest with a positive impression. The most successful way of achieving this is with a logo or a special decor that harmonises with the given establishment's overall concept. That is why our experts take plenty of time for in-depth consultation. If a customer prefers a personalized decor, our specialists will work with him to develop an idea in keeping with his wishes. We are also happy to visit our customers' premises to capture a feel of the ambience and coordinate our designs accordingly. You decide how restrained or flamboyant, how affordable or opulent the realisation of our suggestions should be. Alternatively, we can offer you a wide range of attractive standard decors, with which you can create special highlights.

REFERE

# ENCES

## OUR MANY TALENTS ARE IN DEMAND ALL OVER THE WORLD

All around the world, superior establishments count on SCHÖNWALD. They value the inspiring variety of shapes, as well as the elegant design and the high functionality. In over 100 countries, SCHÖNWALD porcelain provides a platform for culinary vision. And, by the way, the SCHÖNWALD brand is owned by BHS tabletop AG, the world's market leader for professional porcelain and an international dining culture trendsetter.









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PAGE 44 GRAND RESORT BAD RAGAZ, BAD RAGAZ, SWITZERLAND COLLECTION: CUSTOMIZED DECORATIONS ON FINE DINING

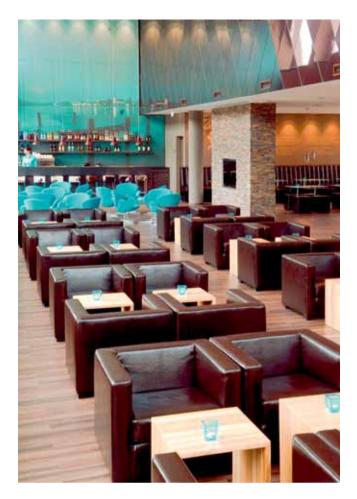
PAGE 45 TOP THE ADDRESS DUBAI MARINA, DUBAI COLLECTION: CUSTOMIZED DECORATIONS ON WELLCOME

PAGE 45 BOTTOM HILTON GARDEN INN FRANKFURT AIRPORT HOTEL, FRANKFURT COLLECTIONS: CHARACTER, AVANTI, EVENT, SCENARIO<sup>GN</sup>

PAGE 46 TOP MOTEL ONE COLLECTION: CUSTOMIZED DECORATIONS ON VARIOUS COLLECTIONS

PAGE 46 BOTTOM KEMPINSKI ISHTAR DEAD SEA, JORDANIEN COLLECTIONS: GRACE, FINE DINING, SCHÖNWALD GLASS MADE BY AXUM

PAGE 47 HOTEL LOTTE, MOSCOW COLLECTION: EVENT







We are sure you still have one or two questions. Simply give us a call. Our number is +49 9287 56-0. Or you can get in touch with one of the contacts shown here. Our representatives will be happy to visit you for a personal consultation on all questions about porcelain, or to discuss choosing and designing decors and logos.

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