

TableWare

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The Art of Licensing

WE LOOK AT THE POTENTIAL OF
LICENSING FOR THE TABLE

Exhibition Diary

OUR ANNUAL ROUND-UP
OF 2011 SHOWS FOR THE
TABLEWARE INDUSTRY



شركة محمود سعيد لصناعة الزجاج
MAHMOOD SAEED GLASS INDUSTRY CO.

News



Augarten up and coming ceramic designer spotted at 100% design

Vienna based manufactory Augarten took the recent 100% design show in London as the perfect opportunity to launch work from their new designer to the market.

Philipp Bruni, a young and upcoming Austrian designer was on the company's stand showcasing his new 'Pinocchio' vase to the shows unique mix of visitors.

Philipp is known for his multidimensional thinking and clever ideas. The manufactory uses Philipp as a source of strong new ideas and allows him to incorporate them into designs. He told Tableware International: "Aesthetics, functionality, technology, ergonomics, economics, comfort, security, feasibility, sustainability, and so forth... the success of a product is based on many aspects. The way I see it, intelligent design means to find the perfect balance between all these factors, with the objective of maximizing each single one of them."

New report on consumer trends: 'lessons have been learnt'

Consumers will be looking to the long term as we move into 2011 - with nine consumer trends identified for the forthcoming year. Global consumer product market research specialists Mintel claim that although consumers are still reeling from the aftershock of the current financial crisis, lessons have been learnt, behaviour changed and consumer adaptability and created a new way of life.

The nine key points included topics such as the 'thinking ahead' mentality required by today's brands, the rise on online retail as opposed to bricks and mortar, utilising modern technology capabilities through smart phones, and a re-address of the traditional means of education and learning balanced with uncertain

futures and highly competitive job industry.

The report also suggested brands should re-address their strategies with the key female market - almost inferring to a 'masculinisation' of women as their earning and roles in the workplace become on par with and in cases superseding those of their male counterparts. Previously brands and products traditionally target at males could be also applied to women and vice versa.

The rise of working beyond retirement, the increasing obese population, the home-grown trend for gardening and growing food and the 'no-human' trend for less workers in the marketplace are also considered points of interest as we move into the new year.

V&B celebrate 20 years of sponsoring Rosette Awards

2010 marks the 20th anniversary of Villeroy & Boch's sponsorship of the prestigious AA Rosette Awards. Over the last two decades the leading tableware brand has created the award winners' plates, which are credited to the UK's most esteemed restaurants. Holders of the AA Rosette Award receive a commemorative plate to display as a mark of first-rate quality and presentation in fine dining; creating a natural partnership with innovative brand Villeroy & Boch.

The AA Rosette Awards dinner and presentation took place as part of the AA Hospitality Awards on Monday 27th September at the stylish London Hilton on Park Lane. The event was attended by world-renowned chefs, prominent hoteliers, hospitality gurus and key industry media and was hosted by television presenter and newsreader Penny Smith. Patrick Heeley, MD of Villeroy & Boch UK co-presented several of the awards and also received a special certificate from the AA acknowledging the company's support.

New Owner at Goebel

German based manufacturer Goebel has got a new owner. The company is now owned by PM Kapital GMBH, who have been active in the ceramic industry for many years and are also current shareholders for Kaiser Porzellan.

At the end of August previous shareholders of Goebel sold their shares to the company, uniting both Goebel and Kaiser under the roof of PM Kapital.

Both companies are of a similar age - Goebel having started in 1871 and Kaiser just a year later in 1872. It is understood that both companies will keep their legal independence, but will seek synergies in administration, product development and other business areas.

"Now is coming together what belongs together", says Mr. Langsch, CEO and managing partner. Both companies are busy in nearly the same distribution channels, markets and technologies, but focussed on different collections. Projects to join their activities have already been discussed in the year 2000. "

With the combination of our two companies Goebel and Kaiser we are now enjoying increased competence and relevance in the market and look forward to make use of these potentials even better in the future".