

**Five questions for Dr. Lutz Klippe, Product Innovation Manager
at SCHOTT CERAN®****You know all about the current trends as Product Innovation Manager. What are the new developments in glass ceramic cooktops?**

The kitchen is continuing to gain more importance as a living space and is the expression of functionality and lifestyle. The design of cooktops is therefore becoming more and more important. In order to be the first to track down the trends, we regularly undertake trend studies such as color studies. Obviously black is still the most popular color but metallic grey, and metallic effects in general, are gaining popularity. The household equipment manufacturers are generally developing families of product which can be appliance with the same front and color. The color brown could become a future trend because kitchen manufacturers are working with lots of woods and earthy tones. The type of heat is also following a definite trend: induction is continuing to gain popularity and the classic electric radiant heat is starting to take second place.

What is important to the customer apart from attractive design?

Due to the growing interest in induction cooktops, we can identify the consumer's demand for fast and energy efficient cooking. The general climate change is also increasing the consumer's awareness of the environment. For this reason, SCHOTT has developed CERAN SUPREMA®, a glass ceramic cooktop which can not only be used with all types of heat but is also the first cooktop in the world to be produced without the toxic heavy metals arsenic and antimony in a patented melting process.

Are there any international influences?

Obviously we observe the international markets as a leading global manufacturer of glass ceramic cooktops. The wok is the traditional cooking appliance in Asia but Asian food is becoming more and more influential in European professional cooking. This is why we have developed a SCHOTT CERAN® cooktop with a wok cooking trough. There is a special wok pan which is specially made to fit perfectly onto our product. This is just one of many product developments with which we comply with the changing demands of our customers.

Are there any new products to clean CERAN® cooktops?

SCHOTT tests and optimizes products with leading cleaning agent manufacturers in order to adapt cleaning to meet the needs of the CERAN® cooktops perfectly; we worked with the company Vileda on the introduction of a special glass ceramic sponge to the market. This allows the user to remove dirt gently. The consumer also has the peace of mind that a certified care product is being used thanks to the SCHOTT CERAN® logo printed on the sponge.

SCHOTT CERAN® cooktops have been the epitome of modern cooking for the past 30 years. What is the secret of the company's success?

SCHOTT CERAN® is the market leader and stands for the highest quality and aesthetics. In addition to the functionality, the elegant design and durability convinces customers.

Furthermore, the glass ceramic can be used with all heat techniques and conducts hardly any waste heat into the air. This allows fast and energy efficient cooking and is certain to be the reason why more than 90 million CERAN® cooktops have been sold throughout the world. Only cooktops with the SCHOTT CERAN® logo are guaranteed to be a real CERAN® cooktop.

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