

## **SCHOTT CERAN® focuses on design and individuality**

### **Cooking surfaces become the focal point of a kitchen with attractive and innovative design options**

**Mainz, 12th August 2008.** SCHOTT CERAN® breathes new life into living spaces. Products with outstanding design open up new opportunities for manufacturers of kitchens and household appliances with equipment design, work surfaces and kitchen furniture. SCHOTT is setting new trends in design and aesthetics with special colors and shapes and is making the cooking surface the aesthetic focal point of the kitchen.

Colors with shiny metallic effects are specific to “Flash Colors”. With these decors, cooking surfaces can be effectively matched to suit the kitchen design. The color design does not have an effect on the durability nor the cleaning of the cooktop.

### **Functionality and market orientation**

Another product innovation is the CERAN CLEARTRANS® variation. The combination of a coated underside and a decorated surface means that the transparent cooktop has a particularly precious metallic look. Optical combination options are created by applying various coatings and textures in different intensity levels. The result is a mirrored, metallic and 3D effect. CERAN CLEARTRANS® is especially for use with induction cooktops and offers the opportunity for innovative function options alongside multifaceted designs. This means that multi-colored function displays will be able to be integrated into the cooktop in the future. The functional aspects and optics can therefore be individually combined with each other.

“We face the increasing demands and individual requirements of the consumer with contemporary product solutions”, says Dr. Lutz Klippe, Product Innovation Manager at SCHOTT. “This is why we regularly carry out trend studies to quickly track down and implement innovations in the field of design and shape.”

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