



Press Release Hotelympia Preview

***Stand No N1701,
26th February - 1st March 2012, Excel***

London, 22nd December 2012 – Are you looking for new ways of displaying hot and cold food food? Primeware has some innovative ideas at this years Hotelympia on stand N1701.

New products from their huge counter display range include their Quality Melamine range of unbreakable and like porcelain bowls, platters and dishes. With the look and feel of porcelain Primeware will be challenging you to tell the difference and to break them! Just think of your bottom line, not only are they are economically priced they also offer long term cost savings.

New products are continually being added to the Quality Melamine range; many items cordinating with each other allowing customers to create amazing displays. Primeware will be showing the full range including their new Triple Bowls. The Triple Bowls are available in 2 sizes in both square and round and black and white – these bowls are ideal to add a bit of pzazz for sauces, dips and desserts. Other new items include the simply stunning unbreakable large round and oval platters.

Customers are demanding more durability and value from all their dishes and our new more durable porcelain GN dish range with a 3 month chip garuntee provides just this?? These dishes are available in all GN sizes with clear lids. Also in this range are our induction friendly porcelain serving dishes.

With 2012 being the year of the London 2012 Olympics and the Queens Diamond Jubilee we have by special request commissioned two sizes of serving dishes. Whether you wish to subtely add a touch of patriotism or totally immerse your counter in these dishes be sure to order your dishes in time for the celebrations!

The traditional old english pie dish is another new signature piece to our bespoke range. This beautiful vintage design dish along with all our other ceramic & porcelain dishes is dishwasher, microwave, oven and freezer safe.

On the stand we will also be showing our famous Hot Tiles which magic bain maries both old and new from an open well to a solid top. New additions to our Hot Tiles are the black surround Carvery Hot Tile. We will also be showing our colourful ceramic Grundy, MultiPortion and GN range of dishes.

Primeware's team will be at Hotelympia to demonstrate the new prodcuts and assist with counter layout enquiries. To arrange an appointment please contact Heather on 020 8995 1306. Primeware look forward to welcoming you on stand N1701.- ends –

About Primeware

Primeware Ceramics is a manufacturer of high quality ceramic kitchen-to-table ware.

Founded in the UK in 1996, Primeware is headquartered in London with a Munich office covering Central Europe.

Market leader Primeware was the world's first company to manufacture and market coloured ceramic dishes with matching lids and Hot Tiles for the catering industry. Today, Primeware is still the only manufacturer with matching lids for all dishes and has the largest colour range.

With distribution in over 35 countries, Primeware offers the largest selection of colourful ceramic counter products in the world today. The Primeware Range includes Gastronom ceramic dishes and counter tops in over 75 different colour combinations.

For more information please contact Heather Brooks on tel: +44 (0)20 8995 1542, email: sales@primeware-ceramics.com or visit our website at www.primeware.co.uk