

Sambonet New Living.

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Sambonet's made-in-Italy skills and the tradition of Rosenthal porcelain from Germany join together in a collection with two spirits: kitchen and table. New Living, an elegant line of baking dishes with holders, is created using next-generation processing techniques for stainless steel, together with timeless artisan care.

The fine trays for these items, already available in shiny steel, silvered steel and the romantic Antique version, are an addition to the line with the new stainless Hi-Tech finishing. Sambonet is also continuing its research, developing special new colourings with Gold PVD and Copper PVD. Hi-Tech is an electrical polishing treatment for steel, a chemical technique that electrolytically removes metal from the surface, eliminating every type of imperfection, flaw and roughness. PVD, on the other hand, using a process of particle deposition, imparts special colour nuances to the steel. These baking dishes, available in round, oval and rectangular shapes, can go from the oven to the table in one motion, preserving the taste and the aesthetics of all your culinary creations.

## From Porcelain Pioneer to International Design Company

Founded in 1879, Rosenthal reflects on its longstanding company history. The story of Rosenthal is the story of a father and son – founder Philipp Rosenthal Senior and the visionary entrepreneur Philip Rosenthal Junior. The former laid the foundation for modern porcelain production, while the latter built Rosenthal into a renowned international brand. His credo: a passion for everyday luxury and a heartfelt commitment to design. For well over a century, established designers, artists, and trendy newcomers have crafted

elegant, high-quality tableware collections and exclusive pieces that enhance living spaces. Rosenthal's clientele includes not only households worldwide but also 800 international restaurants and hotels. Rosenthal is already on the path of green transformation and established the "Corporate Sustainability" unit in 2022. The company actively addresses sustainability in environmental and energy management and social responsibility. The Rosenthal portfolio features the Rosenthal, Hutschenreuther, and Thomas brands, along with collaborations such as Rosenthal meets Versace and Swarovski x Rosenthal. Since July 2009, Rosenthal has been part of the Italian Arcturus Group.

## **Contacts**



Barbara Stockinger-Torelli

Press Contact
Pr Manager
barbara.stockinger-torelli@rosenthal.de
+49 170 413 8510