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Rosenthal implements novelty platform

Rosenthal is taking a new approach to presenting its new products for this year. In a protected B2B area on the Rosenthal website, retailers receive an overview of all the new themes of the Rosenthal, Thomas, Arzberg, Hutschenreuther, Rosenthal meets Versace and Sambonet brands. Elaborately produced product videos, atmospheric photos, POS advertising material, catalogues and order forms can be accessed throughout the year.

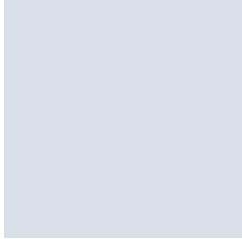
Rosenthal may have one of the longest traditions of Germany's companies, but is also one of the most modern. Just as we did when we were originally founded over 140 years ago, Rosenthal develops products equally for discerning end customers and for exacting professional clients from the restaurant and hotel trade. Our products stand out with exceptional form, function, quality and craftsmanship and represent a cultural asset "made in Germany", never ceasing to combine innovation and creativity. With its award-winning porcelain design, trendy lifestyle collections and modern, elegant classics, the Rosenthal brand raises the bar time and again for aesthetics and individuality.

Established figures from the worlds of architecture, design and art, but also the hottest newcomers and talents design avant-garde dinner table collections, foster a joy of giving and create sophisticated furnishings. The collections are manufactured in the Rosenthal porcelain factory in Selb and the "Thomas am Kulm" porcelain factory in Speichersdorf, which offer some of the porcelain industry's most advanced production facilities anywhere in the world and deliver sustainable manufacturing with careful use of resources thanks to the forward-looking investments that have been made.

New interior collections and accessories enrich the Rosenthal world by adding designer objects that go far beyond the limits of a conventional table

setting and round off the huge product variety.

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