




GERMANY

TRAININGS GUIDE

BRAND IMAGE,
COLLECTIONS
AND PRODUCTION

- 
- THE BRAND ARZBERG
 - THE COLLECTIONS
 - THE MANUFACTURER
 - INTERNATIONAL AWARDS
 - WHAT DO WE OFFER
OUR CUSTOMERS?
 - BEST PRACTICE

THE BRAND ARZBERG

THE CORE BRAND VALUES

Since 1887 the brand Arzberg stands for

- passion for porcelain
- timeless design
- esthetically perfect products
- products that have a story to tell
- Made in Germany
- an authentic and transparent business culture



HERITAGE

ARZBERG ISN'T JUST ABOUT PRODUCING AND SELLING PORCELAIN. IT'S ABOUT HISTORY, DESIGN AND QUALITY.

The history of Arzberg dates back in the year 1887, but the breakthrough to becoming an internationally recognized and successful premium manufacturer begins in 1931 with the form 1382 by Hermann Gretsch. This shape impressed with its universal aesthetics of modern design. The form 1382 became a bestseller – and still is today; with continued potential for the future. Many renowned designers, following in the tradition of Hermann Gretsch and his successor Heinrich Loeffelhardt (‘Form 2000’), continued to develop best-selling products with added aesthetic and functional value for consumers.

In 2013 the brand Arzberg was acquired by the Rosenthal Sambonet Group, which is curating the collections with a deep respect for their heritage, adding new chapters to the living history of one of Germany's most renowned porcelain brands.



THE BRAND ARZBERG



MISSION STATEMENT

GOOD PORCELAIN LIVES

Arzberg creates good design for every day. Sustainability, authenticity, the new interpretation of traditions and the consciousness of our own identity are important in everything we do. We are internationally inspired, but we set great value upon local production. We are open minded, tolerant and independent from short-lived trends.

“Designing means finding the right form to meet life’s real needs.” Such were the words of the legendary German designery Hermann Gretsch, whose Form 1382 revolutionized the world of porcelain in the early 1930s. It is valid ever since. According to this principle we create products that you want to live with each day and that bring a casual, cosy and individual ambiance in every home.



CORPORATE DESIGN



The Arzberg colour palette consists of the primary colours anthracite and muted celadon green. The second colour palette consists of Mintgreen, Pale Pink and Apricot.

C 0 / M 0 / Y 0 / K 90
RGB 65 / 64 / 66
HTML # 414042



C55 / M 21 / Y 30 / K 0
RGB 132 / 267 / 174
HTML #7BA7AE



C 29 / M 0 / Y 17 / K 0
RGB 178 / 226 / 217
HTML #B2E2D9



C 2 / M 19 / Y 8 / K 0
RGB 244 / 211 / 214
HTML # F4D3D6



C 2 / M 53 / Y 49 / K 0
RGB 240 / 144 / 121
HTML # F09079



The brand logo is to be used solely in two colours: On dark background in white and on light background in anthracite.

THE COLLECTIONS

Our collections form the bridge between function and emotion. Since 1887 Arzberg produces high quality tableware in Germany. Until today Arzberg creates internationally awarded collections and patterns that are appreciated worldwide in shops, restaurants and hotels.



COLLECTIONS



JOYN

The core of the collection is the social sharing of food with friends, family or strangers, and the smart use of space. Joyn reflects a contemporary thus simple and natural aesthetic, offering a casual and relaxed take on fine dining at home. Less is more – few items but lot of possibilities in terms of use. Back to the essential. The combination of wooden pieces and the porcelain in white, powder and light grey gives it a light and natural thus urban and modern touch. The tableware Joyn should create an atmosphere to bring people together to eat, talk and fellowship. Joyn has been designed by the renowned British designer Robin Levien, one of Britain's most consistently successful product designers.



TRIC

Tric stands for freshness and colour. 13 soft and bright tones teem on the conical shape of the line and can be mixed on the table with varying degrees of wildness. Tric epitomises the ideal combination of style and quality without sacrificing any of the functionality. The collection is the perfect partner for any day – uncomplicated and flexible to use thanks to the practical individual parts. The German designer Michael Sieger designed TRIC for Arzberg and has been awarded a number of international prizes for his work.

COLLECTIONS



FORM 1382

In 1931 Arzberg launched a set that was to revolutionize the world of porcelain. Form 1382 by Dr. Hermann Gretsch: It was the rejection of impractical, ornate sets and a 'thumbs-up' to functional, aesthetic everyday porcelain. "We can no longer afford to launch things that the consumer quickly tires of because they are impractical, outdated and obsolete". The Form 1382 design has not been changed since and, to this day, it has not lost any of its allure. The collection belongs to the classics of modern industrial design and is one of the very few porcelain forms to feature in the Museum of Modern Art in New York.



CUCINA

Cucina is sheer understatement. The uncomplicated and robust design makes this collection the porcelain favourite for any day. The secret stars of this series are the pizza plates, the gourmet bowls and the small bowls in which you can serve pasta, soup, salad or desserts.

COLLECTIONS



FORM 2000

Heinrich Löffelhardt designed Form 2000 for Arzberg in 1954. Simple and elegant, fundamentally beautiful describes this white porcelain collection which is why it fits effortlessly with every zeitgeist and every style.

The 'Ramo' (Italian: branch) decoration by Flavia Fleming showcases branch motifs painted in water-colours on the clean and aesthetic Form 2000. Underplates and bread plates as well as bright celadon-green espresso saucers are a special feature and focal point on any table.



PROFI

Extra robust porcelain and soft pastel colours define the look of this collection. Characteristic features of the Profi collection include the soft lines and the distinctive rim that is everpresent in white even with coloured porcelain parts. Everybody is free to choose the basics from the different sizes of cups, bowls and plates. These can be plain-coloured or combined as a mix-and-match on the table. Ideal for a relaxed, Scandinavia-inspired furnishing style.

COLLECTIONS



KITCHENFRIENDS

The Arzberg 'fresh boxes' made from porcelain with a lid in six cheery colours are visually much more attractive than standard plastic containers. And they're practical, too: the tightly sealed lid protects the food from losing its flavour and from foreign odours. The Kitchen Friends box is also suitable for use in an oven and can be used in a microwave without the plastic lid. If anything is ever left, the leftovers can be frozen in the tubs. The everyday usefulness of the beautiful kitchen helpers in four different sizes also impressed the Eco-Test jury – the Arzberg fresh boxes have carried the Eco-Test seal with the rating 'good' since 2011. Quality 'Made in Germany' – from design to manufacture.

THE MANUFACTURER

PRODUCTION

The Arzberg collections are manufactured in the Rosenthal porcelain factory in Rothbuehl 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.

Hard-paste porcelain body is a natural product and primarily made up of kaolin (50 %), feldspar (25 %) and quartz (25 %). Rosenthal is one of very few manufacturers who still produce porcelain body and glaze according to a secret formula.

Arzberg high quality hard porcelain is fired at 2,555 degrees Fahrenheit (1,400 degrees Celsius). Hard porcelain has the highest scratch resistance to stainless steel cutlery and is unaffected by acids, except hydrofluoric acid. Arzberg porcelain is weatherproof and does not change after the last firing, no matter how old it gets. It is suitable for use in the microwave oven with the exception of items decorated with precious metals (gold, platinum).

High temperature decoration firing: in only 90 minutes, the porcelain is heated to 1.230 degrees Celsius, so that the decoration sinks into the liquefied glaze, which protects it at the same time. Arzberg’s high temperature decorations remain unaffected by outside influences and are dishwasher safe.

Despite of all the modernization and automation, a large part of the production process is still completed by hand. Every step in production – the design, drying, bisque firing, glazing, gloss firing, decorating and decorating firing – all demand specialist artisan and technical expertise. Porcelain production is one of the industrial manufacturing processes with the highest levels of vertical integration. And it is our passion.



THE MANUFACTURER



MADE IN GERMANY

The “Made in Germany” label has become far more than a technical seal of approval: today, it describes not just the high technological standard of production, it stands equally for authenticity and genuineness – at every stage of the process.

- Eco friendly production in Germany
- Arzberg generally uses only lead- and cadmium-free raw materials. Decorated items are all tested and meet all known limit standards
- Highest quality standards
- Traditional manufacturer with more than 130 years of expertise in porcelain

DESIGN REPUTATION

- Brand stands for good design
- Design of the times
- Purity of the form
- Perfect in form and function
- Well-known designers and artists create designs and collections for Arzberg with an unmistakable perception of the demands of their time
- International Design Awards

INTERNATIONAL AWARDS



DESIGN PLUS



- 1936 FORM 1382 Gold Medal VIth Triennale, Milan
- 1937 FORM 1382 Gold Medal World Exhibition, Paris
- 1954 FORM 2000 Gold Medal Xth Triennale, Milan
- 1995 CULT iF seal IndustrieForum Design, Hanover
- 1995 CULT "Red Dot" Design Zentrum Nordrhein Westfalen
- 1998 TRIC "Red Dot" Design Zentrum Nordrhein Westfalen
- 2001 CUCINA "Red Dot" Design Zentrum Nordrhein Westfalen
- 2002 MOVE "Red Dot" Design Zentrum Nordrhein Westfalen
- 2004 PROFI Good Design Award Chicago Athenaeum, Museum of Architecture and Design
- 2005 PROFI iF Seal IndustrieForum Design, Hanover
- 2006 FORM 2006 iF Seal IndustrieForum Design, Hanover
- 2007 FORM 2006 Design Plus Ambiente
- 2007 FORM 2006 "Red Dot" Design Zentrum Nordrhein Westfalen
- 2007 FORM 2006 Good Design Award Chicago Athenaeum, Museum of Architecture and Design
- 2008 GOURMET Good Design Award, Japan
- 2009 GOURMET iF Product Design Award, Internationales Forum Design, Hannover
- 2009 GOURMET Design Plus Ambiente
GOURMET Milkjug, Interior Innovation Award
- 2015 PROFI SERENA German Design Award Special Mention
- 2018 JOYN German Design Award Nominee

WHAT DO WE OFFER OUR CUSTOMERS?



Sustainability

The production is resource conserving, energy-efficient, social and eco friendly.

Arzberg porcelain is a natural product

Manufactured with raw materials such as kaolin, feldspar and quartz.

Arzberg generally uses only lead- and cadmium-free raw materials.

Decorated items are all tested and meet all known limit standards.



Wide product range

Classic and timeless collections (Form 1382, Form 2000) as well as modern design (Tric) and trendy collections (Joyn).

Durable product lines

Arzberg produces porcelain made to last. In a variety of ranges for different occasions, lifestyles and moods. Clients have reliability in planning and consistency in their assortment because our successful collections are being produced over decades such as 1382.

Highest quality

Decoration of the articles using the "in-glaze method", i.e. the colours are dishwasher safe.

Customization

Articles can be customized with companies' specific logos.



Online Service

B2B section on the Arzberg website. Login for registered retail partners: fast data download of

- Images -> Strong, high-quality photos, detailed photos
- Product data -> reference data with product details, size indications, indication of quantity, material, product descriptions
- Product information
- Videos

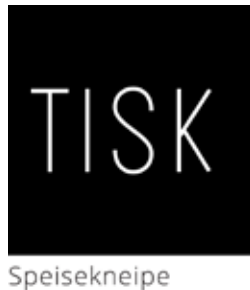
ARZBERG - THE PORCELAIN BRAND THAT'S KNOWN WORLDWIDE

The unique design of Arzberg porcelain is represented in shops, hotels and restaurants all over the world.



Germany • Austria • Switzerland • Netherlands • Belgium • Italy
• USA • England • Polen • Croatia • Serbia • Norway • Colombia
• Guatemala • Mexico • Venezuela • South Africa • Spain • Czech
Republic • Hungary • Lebanon • Israel • France • Denmark • Russia
• Turkey • Cyprus

BEST PRACTICE



With Martin Müller & Kristof Mulack's exciting take on modern German cuisine in a former Eckkneipe venue, Tisk is sure to set the bar high for Berlin's new wave of gastropubs. The dishes are served on the Arzberg Joyn Collection.

www.tisk-speisekneipe.de/restaurant



Berlin's trendiest culinary phenomenon "The Berlin Food Week" wants to take things to the next level, and even further. Berlin's Food Week wants to show how different, colourful, diverse and easy going the food scene can be. Arzberg is exclusive tableware sponsor.

45.000 visitors in 2017

<http://www.berlinfoodweek.de/>

BEST PRACTICE



The CooKs Connection is a culinary network in Berlin and a showroom for events, workshops, presentations and supper clubs. Together with young and innovative chefs the CooKs Connection develops formats from Street-Kitchen to Vegan-Cuisine and Tastings. They all use Joyn for their dishes.

www.cooksconnection.de/



Continental Europe's largest department store, Berlin's KaDeWe, offers international designer goods and exclusive brands on more than 60.000 square meters. Arzberg is listed among the tableware brands with Tric, 1382 and Joyn.

www.kadewe.de/



ARZBERG PORCELAIN
A brand of Rosenthal GmbH

*Philip-Rosenthal-Platz 1
D - 95100 Selb
GERMANY*

www.arzberg-porzellan.com

 *[/arzberg.porzellan](https://www.facebook.com/arzberg.porzellan)*

 *[@arzberg_porzellan](https://www.instagram.com/arzberg_porzellan)*