



Terraillon®



kitchen

Media release – 14th June 2016



Terraillon launches new range of stylish and space-saving kitchen accessories at this year's Exclusively Housewares

Express Your Chef: Terraillon's innovative new range offers a unique twist on essential kitchen accessories

Terraillon, leading innovative housewares brand, will showcase an all-new line-up of kitchen accessories dedicated to baking and pastry making at this year's Exclusively Housewares event at the Business Design Centre, London between 14-15 June (Stand number 337). In collaboration with Studio 55, a renowned French product design agency in Paris, Terraillon has created a one-of-a-kind range of mixing bowls and baking accessories to complement their existing range of kitchen products.

A desire to create, differentiate and innovate

"It has been our desire to solidify Terraillon's position within the kitchen sector for some time now, having established a leading position within the houseware industry. I am overjoyed that we finally have the chance to do so with our all new kitchen utensils range. By offering a unique, French perspective to baking and pastry making, Terraillon can now show our expertise in precision within all aspects of cuisine," said Didier Bollé, President and CEO, Terraillon Group, who will be attending Exclusively Housewares this year.

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"With more and more aspiring home cooks on the rise in the UK, we wanted to expand on our existing innovative products with a range designed specifically to pastry making and baking. With these new accessories, we want to encourage cooks and pastry lovers in the UK, to get a real feel for accuracy and creativity in the kitchen at an affordable price. This goes hand in hand with our 'Express Your Chef' tagline," said Mark Ryan, Trade Marketing Manager, Terraillon UK.

Terraillon's new range of kitchen accessories will premiere at the bespoke Exclusively Housewares event, from 14 to 15 June 2016 at the Business Design Centre, London (stand 337).

EXCLUSIVELY housewares

14-15 June 2016 Business Design Centre, London

For requests on media passes and interviews, please contact our UK representative

About Terraillon

Founded in 1908, Terraillon, a leading innovative houseware brand, designs and manufactures appliances which exceed consumer expectations in health and well-being. Taking advantage of the latest technologies, Terraillon creates cutting-edge smart and connected health-focused devices; ranging from bathroom, medical and kitchen scales to activity trackers and blood pressure monitors. Besides offering precision and comfort, these devices provide real benefits to users through Terraillon's "Wellness Coach" mobile app for smartphones. Winner of multiple international awards ("Grand Prix de l'Innovation", "Red Dot Design Award" etc.), Terraillon's innovative designs have been exhibited at the Museum of Modern Art in New York. Today, Terraillon is a European leader in the kitchen and bathroom scale markets and exports to over 80 countries in 5 continents. The company sells over 3 million devices worldwide annually. Headquartered in Croissy sur Seine in France, Terraillon has an international team collaborating across different research and development units across the globe. The company also has offices in London, England, Hong Kong and China. For more information, please visit: <http://www.terraillon.com/en>

Press Contact

Nessa Payet (UK PR Consultant)

+33 (0)1 55 02 14 67

n.payet@open2europe.com