



L'Art de la Table
1825

Press Release

Moscow, 7 June 2010

Arc International releases ZENIX® new generation dinnerware on the Russian market

Arc International, world leader in Tableware, has announced the release of Zenix®, a new highly resistant vitrified mineral material in Russia. It is a key market for Arc International with an average growth of 6% since the year 2000, despite a brutal fall in 2009 following the devaluation of the rouble. Consumption is growing with the progressive emergence of a middle class that is proving to have promising purchasing intentions.

Arc International is currently the leader in tableware in Russia. This is the third largest European market for the group and the second biggest market for the Luminarc brand in Europe. These results have mostly been achieved in dinnerware segment, both in the rapidly modernising supermarket distribution sector and for the Food Service industry. In the drinkware, Arc International's products are positioned in the medium top of the range bracket with very fashionable selections.

"Russian customers and distributors looking for new products on our stand during the Ambiente Fair in Frankfurt were impressed by our innovations", reveals Guillaume de Fougères, Chairman of the Board for Arc International. "This makes us confident about the welcome Zenix can expect on the Russian market, which we anticipate will grow by 10-15% per year for the next five years."

After the launch in France in the first quarter of 2010, Russian consumers will be able to acquire this new generation of dinnerware designed in Zenix® from June. This original material offers a new high quality alternative to porcelain. Products made in Zenix®, manufactured exclusively in Arques (France) combine aesthetic and practical qualities: a perfectly smooth appearance that shines on the front and back, a new colour (*bone*), new shapes, a new material that will withstand scratching from knives in the long-term and that is one of the most resistant on the market.

Zenix® is the result of an innovative manufacturing procedure. For two years, Arc International's research and development centre had 50 researchers and engineers working on the project to design the manufacturing procedure for Zenix®. Its exceptional qualities come from, amongst other factors, the inclusion of alumina, a very durable component, and very high temperature fusion of mineral based raw materials.

The material's key features are:

- **Excellent shock resistance:** Zenix® stands out because of its mechanical resistance
- **High scratch resistance:** Zenix® offers a strengthened surface which is perfectly smooth and non-porous. Stainless steel knives glide naturally across Zenix® without leaving a mark, day after day and wash after wash (300 household cycles and 2000 industrial cycles).
- **A perfect finish:** The extremely consistent material Zenix®, offers tableware a lasting quality and shine on both sides.

"Arc International remains the forerunner in its market; a market in which it is the world leader. Through its products the Group is promoting the values of the tradition of French style Tableware. The launch of Zenix® demonstrates that putting innovation to the service of consumers is at the heart of our strategy." affirmed Guillaume de Fougères, Chairman of the Board for Arc International.

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Arc International employs 12 200 people worldwide including 8 000 in France. The group, whose head office is located in Arques, in the French Pas-de-Calais region, achieved a turnover of 1 billion Euros in 2009. Armed with its know how in glassware, it developed globally and diversified its activities through the integration of materials other than glass. Today, it markets a full range of tableware products in more than 160 countries.

The Group covers the Consumer Goods and Food Service markets through a portfolio of brands, Luminarc[®], Arcoroc[®], Cristal d'Arques[®] Paris, Pyrex^{®1} and Chef & Sommelier. For more than 40 years the Group has also been addressing professional customers – industrialists, traders, manufacturers of semi-finished and finished products, and service providers – by offering them tailored-made solutions to meet their specific requirements (for industry, advertising, premiums and customer loyalty programmes).

Arc International is present in five continents with production sites (France, USA, China, UAE), distribution subsidiaries (France, US, Spain, Australia, Mexico, Brazil, Japan) and sales offices.

Finally, the Group has adopted a strategy of sustainable development in order to balance economic requirements, social responsibility and respect for the environment, and joined the U.N.'s Global Compact in 2003.

* Tableware

¹ Pyrex[®] is a trademark of Corning Inc., licensed by Arc International Cookware SAS in Europe, the Middle East, and Africa

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