



Major product innovations inspired by CURVER, the heart of creative plastics, will hold their world premier at Ambiente 2011

CURVER will be present at Ambiente 2011, the international home design world, which takes place in Frankfurt, Germany, 11th to 15th February 2011. CURVER is sending invitations to journalists/professionals for its booth A 40 (located in Hall 5.1) to discover all the innovative, new and beautiful things this creative plastics specialist has to offer. Feeling good in your own four walls is still extremely popular, whether it is for cooking, living, giving. A sociable get-together in the comfort of own home, this is what drives CURVER innovation culture up to now for all consumers and this is reflected in many product innovations for this year.

At the largest event in the world for home design, CURVER invites you to take a seat at his booth and be inspired by the stylish ambience of its home and kitchen decorative product area. For sure CURVER current impressive kitchen accessories and home design achievements will set the trends for the seasons ahead.

A very contemporary design collection

The Aroma Fresh Premium® range, which comes after and completes the well-known Grand Chef® food keepers, represents a double noteworthy revolution for consumers. From a technological ground, CURVER R&D team comes with a new hygienic silicon seal solution and from an aesthetic appeal the new range aims to target the most demanding consumer requirements in food keepers design.

The Rectangular Metal Bin's originality was to ally the beauty of metal with the resistance and ease of use with plastics. The first premium product range launched in 2007 has been so successful on the market that CURVER has decided to innovate with a new Kitchen design concept, a revolutionary black version, which will be especially presented during Ambiente 2011.

The PetLife innovative range from CURVER, which was launched last year, is claimed to be the only plastic food keepers available on the market that are specifically designed for the daily needs of a pet. CURVER has applied his know how to this new segment in order to revolutionize the daily life of pet owners in terms of storage and convenience with the easy-open features, dedicated formats and portable eat-anywhere hermetic containers. Soon, CURVER will extend this range with the new Pet Food bi-injected kit, which is "the" solution to feed your animals while travelling. It includes a bowl for water, a bowl for food, the hermetic food keeper to store the food and the handle to secure the kit and carry everything away.

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Are you looking for an exceptional rattan like plastic box? With **the new storage STYLE range**, CURVER has taken the best from rattan and has added plastic advantages: resistant and highly protective all at a good quality price. The result is a perfect mix between the attractiveness of the natural fibres look and the convenience of plastic storage boxes, for storing all your goods in any room of the house.

A win-to-win partnership with Sun Dishwashers

From now on, through a close mutual recommendation partnership between CURVER and Sun, Unilever's most trusted dishwasher brand, consumers will enjoy the beautiful durability of their food keepers for longer.

Further to this partnership, CURVER recommends the use of Sun dishwashing products to clean its Grand Chef® range and the new Aroma Fresh Premium® will follow. From its side, Sun Dishwashers will recommend CURVER well-known food keepers as qualitative products which should be washed in dishwashers using the new Sun Green Powder®.

Always playing ahead of the game

At Ambiente 2011 both professionals and consumers will find everything their heart desires on CURVER booth. Through its contemporary design collection, CURVER wants to reaffirm its most significant role as the home design specialist for creative plastics. Adapting to the changing nature of consumer lifestyle, CURVER is constantly advancing on proprietary technology and the knowledge about his products to deliver ahead of the game. To illustrate, CURVER In Mould Labelling (IML) technology has already brought breakthrough personalized design to the PetLife® range with each animal's picture on box. CURVER also emphasizes the powerful design positioning of his products, which always brings something different, functional and decorative for consumers at a reasonable quality price, while providing choice and quality on shelves to aim at large retail concerns.

For sure, the container that is completely connecting with what the consumers care about is « *inspired by CURVER.* »

Find you local contact on www.CURVER.com

Corporate contact:

Pascal LEROY | Marketing Communication Manager

European Plastic Group Headquarters

Join us at www.curver.com



Tel. + 33 (0) 1 49 38 66 73 | GSM + 33 (0) 6 83 15 10 98 | Email: pascal.leroy@euopl.com

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