

**KAHLA with increasingly stronger export
German porcelain manufacturer announces slight rise in total annual revenue.
New investments in KAHLA pro Eco sustainability strategy.**

Kahla, February 2011 - The German porcelain manufacturer KAHLA/Thüringen Porzellan GmbH remains on course. Despite the uncertainty of the market in the course of the European financial crisis, the family business was able to slightly increase their total annual revenue. With 21.6 million Euros, KAHLA achieved a plus of one percent in 2011. The results in international business were outstanding: KAHLA export recorded two figure rates of increase.

New capacities with employees and machines

The positive results are also reflected in the rising number of employees: in 2011 KAHLA created 14 new jobs in the company head office in Thuringia. This year, the management of sales, as well as product and innovation management, wants to expand further. Alongside specialists, KAHLA has once again invested in its “KAHLA pro Eco” sustainability strategy. In November 2011 a new oven and handling system was initiated, which not only expanded capacity, but convinced amongst others by conserving resources. The state-of-the-art technology of the new plants allows automatic networking in the production of hollow and flatware. As a result, KAHLA achieved clear savings during material and also energy use.

Popular in the hotel industry and as promotional porcelain

In 2011 KAHLA expanded its list of customers due to a series of big names. The Burj al Arab, Dubai - which is ranked as the most luxurious hotel in the world - spoils the younger generation of guests with children porcelain sets from KAHLA. The 5 star hotel Grand Spa Arosa, Sylt also decided on the company from Thuringia. Here the wellness porcelain TAO is used for event catering, the first class catering trade uses the KAHLA collections Elixyr, Cumulus and Five Senses.

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New references for KAHLA Artvertising prove the high competency of the company in the promotional porcelain sector. Large German companies such as Mercedes, BMW, Otto or Miele belong to the list of renowned customers. Also design brands such as René Lézard or Frau Tonis Parfum gladly implement their exceptional ideas with the innovative partner KAHLA.

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KAHLA is the design brand under the German porcelain manufacturer. Over 70 international prizes for outstanding product design have been awarded to the pioneering concepts of in-house designer Barbara Schmidt and other creative designers. Alongside multifunctional ranges for domestic use, KAHLA provides a wide range of classic and creative hotel porcelain, as well as innovative promotional gifts. The porcelain factory founded in 1844 with head office in Thuringia has been family owned since 2000. Together with around 300 employees, managing director Holger Raithel consistently focuses on sustainably produced "Made in Germany" porcelain. KAHLA generates electricity from solar power with his factory's own photovoltaic system. The "KAHLA pro Eco" sign vouches for the environmentally oriented direction.

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