



NEWSLETTER

**#1
PYRAMIS
UPDATE**

March 2012

Pyramis @ social media, facebook & twitter!



Be the first to spread the news about our brand-new products and our corporate events, take a virtual tour of our production facilities and explore our ad campaigns on our Pyramis facebook page. A pleasant surprise for the Cooking enthusiasts is "The Recipe of The Day" to

expand your range of gastronomical delights! You are welcome to upload your own favorite homemade recipes or any useful tips you may wish to share.



"True Leader 2010" award by ICAP Group



Pyramis Metallourgia A.E. has been assessed by ICAP Group as one of the 51 "True Leaders" of the Greek business community of 2010. ICAP's function is to recognise the companies that fulfill four objective and measurable criteria, such as profitability, employment growth, credit rating and industry ranking. Out of a total of 27.000 companies, ICAP recognized just 25 companies and 26 groups that:

- Are among the 500 most profitable companies or 200 most profitable groups based on EBITDA profits, for 2010.

- Are included in the 500 companies or 200 groups with the largest number of employees and have experienced an employment growth from 2009 to 2010.
- Are ranked in the 10 top positions of their respective industries.
- Are evaluated with BB and above ICAP Credit rating (for groups the parent company was evaluated).

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Junior Master Chef: Inspired young contestants cooking in Pyramis kitchens!!!



For the second consecutive year, Pyramis is the sponsor of the Greek version of TV Cooking Competition "Master Chef". This year we are sponsoring the talent and the imagination of the young contestants in "Junior Master Chef". Induction hobs, electric ovens, stainless steel sinks and kitchen taps comprise the inspirational set in which the young

chefs will try their best to amaze both the judges and the audience.

Pyramis guarantees the excellent quality, state of the art and innovative design of its complete kitchen solutions- just what every budding chef needs!



Pyramis supports the childrens charities, "The Child's Smile" and "SOS Children's Villages"



Pyramis is supporting the efforts of "The Child's Smile" and "SOS Children's Villages" by donating electrical appliances and cookware for all children's homes throughout the country.

Our company responds immediately to the needs of our society by helping and supporting charity institutes. Pyramis

Group operates in a multinational environment, while maintaining its Greek identity and its human face to society. Pyramis believes in social responsibility as a core value and is proud to support charity organisations in Greece.



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The Pure Water Process of Pyramis Kitchen Taps

The innovative production method for Pyramis taps involves a galvanization process called Pure Water which prevents the leaching of toxic metals, such as lead and nickel, in drinking water. The Pure Water Process consists of two phases:

- During the first phase, lead is chemically removed from the brass parts of the tap.
- The second phase ensures the tap's chroming with a nickel electrolyte containing additives, which prevent the infiltration of nickel ions whenever any surface comes into contact with drinking water.

Cooker Hoods

Intenso

Intenso combines an understanding of dynamic modern design with upgraded technology. The new Pyramis Elegant cooker hood, is made entirely of stainless steel. Its original shape, a peripheral absorption of 1000 m³/h, 4 speed levels, clean air function and light dimmer, make Intenso a unique centerpiece in any contemporary kitchen.

Oriente

Creativity goes beyond the ordinary and redefines style in the kitchen. Oriente, Pyramis' Elegant black glass cooker hood, offers the ultimate choice, for those who appreciate top class design and high performance. The 800 m³/h extraction, the 4 speed levels and the clean air function are just some of its impressive features.

