



# NEWSLETTER

**MONTHLY  
PYRAMIS  
UPDATE**

June 2010

## NEW PRODUCTS

### New pressure cooker

Pyramis has added a new pressure cooker to its cookware range. The new Expert Plus pressure cooker features a technologically advanced lid, which can be secured easily wherever it is placed on the pan, and with just one hand, if necessary. This easy to use and secure pressure cooker comes in three

sizes: 6 litres, 8 litres and 10 litres. The pan and lid are made from 1mm thick 18/10 stainless steel and both the handles and components of the lid are made from black Bakelite with a soft-touch coating. The **Expert Plus** pressure cooker is also available as a 2x2 set with a 4.5 litre casserole pan.

CODE	LINE
015306301	PRESSURE COOKER EXPERT 6lt
015308301	PRESSURE COOKER EXPERT 8lt
015310301	PRESSURE COOKER EXPERT 10lt
015301301	SET EXPERT 2X2 (P.C. 8lt+ KETTLE 4.5lt)



### Steam basket

An additional steam basket for the **Expert Plus** pressure cooker can be

ordered separately.

015301401	STEAM BASKET
-----------	--------------





# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEW PRODUCTS

### Ceramic Cookware - Evergreen

**aubecq**  
INNOVATION RESEARCH & DESIGN



Two new non-stick ceramic coated cookware lines have been added to the Pyramis collection. The first is the **Evergreen by Aubecq** range:

CODE	LINE	THICKNESS
014120601	FRYING PAN 20	3.2 mm
014126601	FRYING PAN 26	3.2 mm
014128601	FRYING PAN 28	3.2 mm
014124601	FRYING PAN WITH LID 24	3.2 mm
014128301	SAUTE POT 28	3.2 mm
014120201	STEW POT 20	4.0 mm
014124201	STEW POT 24	4.0 mm



This is a new eco-friendly cookware collection from Pyramis, which is represented by its fashionable citrus green enamelled coating. Featuring seven different pans including four frying pans, two sauce pans and one sauté pan, all have glass lids and stylish stainless steel handles. Using a low temperature production process with temperatures under 200° C, carbon emissions are greatly reduced making these pans more en-

vironmentally -friendly. The new eco ceramic coating features no **PTFE** or **PFOA** nor any heavy metals such as cadmium, lead, chrome or mercury. Using advanced German technology, the non-stick properties have higher than average resistance to scratches, abrasions and high temperatures. The new **Evergreen** range is packaged in a colour sleeve and will be available from the **end of July**.





# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEW PRODUCTS

### Ceramic Cookware - Ceratech

The **Ceratech** line features six different-sized frying pans, all available in an attractive porcelain enamelled finish in 'bordeaux'. The pans are made of aluminium 3mm thick and the handles of soft touch Bakelite. The cream inner ceramic coating uses a revolutionary compound composed of silicon nanoparticles which represents real innovation in the field of cookware. Because the silicon molecules are so tightly compacted, the result is a completely smooth non stick surface, which is easy to cook with and

very easy to clean. It also provides a very high resistance to scratches, abrasions and high temperatures. The Ceratech line also uses the same production process as the Evergreen range, thus reducing the **CO<sup>2</sup>** emissions into the atmosphere due to being manufactured at low temperatures.

All frying pans in the Ceratech line will be packed in polybags (six pieces per master carton) and will have a round label inside each pan.

CODE	LINE	HEIGHTS
014220601	FRYING PAN CERATECH 20	4,2cm
014222601	FRYING PAN CERATECH 22	4,4cm
014224601	FRYING PAN CERATECH 24	4,5cm
014226601	FRYING PAN CERATECH 26	4,8cm
014228601	FRYING PAN CERATECH 28	4,9cm
014230601	FRYING PAN CERATECH 30	5,0cm





# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEW PRODUCTS

### Pyramis Waste Disposers

Recycling should not end with newspapers, bottles and cans. You can recycle so much more just by using your sink! Hidden away under the sink unit, a waste disposer can recycle food scraps and leftovers like potato peelings, egg shells and all compostible waste. Pyramis has re-

cently introduced three waste disposal models that are easily installed beneath the sink that will safely unload any unhygienic food waste. A waste disposer is designed to be a far more environmentally-friendly solution than just leaving food waste in a standard kitchen bin.



#### CLASSIC

**Noise Level:** Less than 70db  
**Voltage:** 220V  
**Frequency:** 60Hz  
**Power:** 375W (1/2 HP)  
**Amps:** 2.25A  
**Weight:** 3.8 kg  
**RPM:** 2600rpm

**Product Code:** 037000101  
**Bar Code:** 520 1217 17301 2



#### SUPER

**Noise Level:** Less than 70db  
**Voltage:** 220V  
**Frequency:** 60Hz  
**Power:** 550W (3/4 HP)  
**Amps:** 3.25A  
**Weight:** 4.8 kg  
**RPM:** 2600rpm

**Product Code:** 037000201  
**Bar Code:** 520 1217 17302 9



#### DELUXE

**Noise Level:** Less than 70db  
**Voltage:** 220V  
**Frequency:** 60Hz  
**Power:** 375W (1/2 HP)  
**Amps:** 2.25A  
**Weight:** 3.7 kg  
**RPM:** 2600rpm

**Product Code:** 037000301  
**Bar Code:** 520 1217 17303 6



#### Air switch suitable to control waste disposer's function

**Product Code:** 037000601



#### Plumbing kit for waste disposer

To install properly a waste disposer on bowl with overflow or a sink with more that one bowls you will need a plumbing kit.

**Product Code:** 521089401

### Guarantee

2 years from the date of the purchase. PYRAMIS will replace the entire disposer if there is a defect in materials

or workmanship relating to functional parts only (appearance parts are excluded).



# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## New color for Pyragranite Tetragon inset sinks

Now, Pyragranite Tetragon models 41x50, 61x50 and 79x50 of inset bowls are also available in Granite Beige Color.

PYRAGRANITE TETRAGON  
(41x50) 1B GRANITE BEIGE

AR. NUMBER: 075700301  
BAR CODE: 520 1217 15788 3

PYRAGRANITE TETRAGON  
(61x50) 1B GRANITE BEIGE

AR. NUMBER: 075800301  
BAR CODE: 520 1217 15789 0

PYRAGRANITE TETRAGON  
(41x50) 1B GRANITE BEIGE

AR. NUMBER: 075900301  
BAR CODE: 520 1217 15790 6



## NEW PRODUCTS

### Low Pressure Kitchen Taps

Aimed as a solution for kitchens where under-sink hot water boilers are still in use, these special taps have been developed with three flexible connection hoses in order to connect the taps directly with the tank. Using this additional simple moderation, the hot water tank is no longer under

pressure; hence the name of these 'Low-Pressure' taps. The result is that the boiler is protected and becomes pressureless and the tap itself protects it from further water pressure in the house (3-4 bar). The hot water hose must never be closed in these circumstances.



**MODO LP CHROME**

Product Code: 095191004  
Bar Code: 520 1217 16816 2



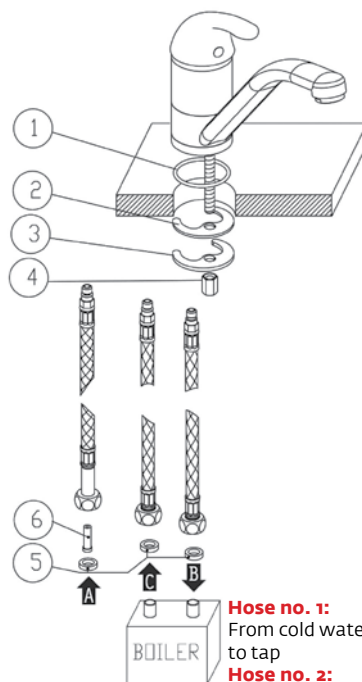
**MODO LPDV CHROME**

Product Code: 095190004  
Bar Code: 520 1217 16817 9

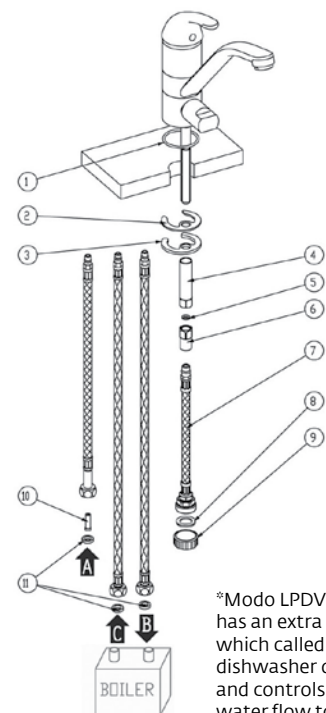


**FESTIVO CHROME**

Product Code: 095201004  
Bar Code: 520 1217 16215 5



**Hose no. 1:**  
From cold water pipe to tap  
**Hose no. 2:**  
From tap to hot-water boiler  
**Hose no. 3:**  
From hot-water boiler back to tap



\*MODO LPDV tap has an extra part which called dishwasher diverter and controls the water flow to the inlet of dishwasher machine



# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEW PRODUCTS

### Integrated and Inset Waste Bins for Kitchens

For those who are environmentally conscious and care about how their waste is disposed, Pyramis has developed a number of new clever waste solutions for the kitchen.

Differing in function and design, each of these integrated or inset waste bins are designed to fit in every type of kitchen unit.

#### Built-in waste bin with 4 compartments



**Frame:** -  
**Bin:** Plastic Gray  
**Capacity:** 2 x 17 + 2 x 8lt  
**Accessories:** Bin Base-Mat, 4 Bin Covers  
**Min. Base Unit:** 60cm

**Ar. Number:** 038000001

#### Built-in waste bin with 2 compartments



**Frame:** -  
**Bin:** Plastic Gray  
**Capacity:** 2 x 17lt  
**Accessories:** Bin Base-Mat, 2 Bin Covers  
**Min. Base Unit:** for 45cm & 60cm (has to be cut)  
**Ar. Number:** 038000101

#### Inset waste bin with 3 compartments



**Frame:** Black  
**Bin:** Plastic Light Gray  
**Capacity:** 1 x 16 + 2 x 7,5lt  
**Accessories:** Complete Cover (Partly Swinging)  
**Min. Base Unit:** 45cm

**Ar. Number:** 038000201

#### Inset waste bin with 2 compartments



**Frame:** Black  
**Bin:** Plastic Light Gray  
**Capacity:** 2 x 16lt  
**Accessories:** Complete Cover (Partly Swinging)  
**Min. Base Unit:** 45cm

**Ar. Number:** 038000301

#### Inset waste bin with 2 compartments



**Frame:** Grey  
**Bin:** Plastic Gray  
**Capacity:** 2 x 14lt  
**Accessories:** Complete Cover (Partly Swinging)  
**Min. Base Unit:** 30cm

**Ar. Number:** 038000401

#### Inset waste bin with 2 compartments



**Frame:** Grey  
**Bin:** Plastic Gray  
**Capacity:** 2 x 7,5lt  
**Accessories:** Folding Cover (Opens Automatically)  
**Min. Base Unit:** 30cm

**Ar. Number:** 038000501

#### Built-in round waste bin



**Frame:** -  
**Bin:** Stainless Steel / Gray  
**Capacity:** 13lt  
**Accessories:** Folding Cover (Opens Automatically)  
**Min. Base Unit:** 40cm

**Ar. Number:** 038000601

#### Built-in round waste bin



**Frame:** -  
**Bin:** Plastic White  
**Capacity:** 13lt  
**Accessories:** Folding Cover (Opens Automatically)  
**Min. Base Unit:** 40cm

**Ar. Number:** 038000701

#### Built-in corner waste bin



**Frame:** -  
**Bin:** Stainless Steel / Gray  
**Capacity:** 16lt  
**Accessories:** Folding Cover (Opens Automatically)  
**Min. Base Unit:** 40cm

**Ar. Number:** 038000801

#### Built-in corner waste bin



**Frame:** -  
**Bin:** Plastic White  
**Capacity:** 16lt  
**Accessories:** Folding Cover (Opens Automatically)  
**Min. Base Unit:** 40cm

**Ar. Number:** 038000901



# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEWS

### Children's Cooking Workshop

Working in association with the **Olympic Sports Museum of Thessaloniki**, Pyramis organized a special **Open Cooking Workshop for Children** on Sunday 16th May. The imposing entrance hall of the Museum was transformed into a huge kitchen fully equipped with Pyramis kitchen appliances and cookware. Under the expert supervision of chef, **Mr Stathis Passalidis**, the children cooked a number of exciting recipes and made salads together with baking fresh bread and muffins. They were also able to experiment with different food types and tastes, while learning about 'healthy nutrition' in order to be able to try recipes at home. A further 'craft lab' was set up in order for

children to make their own customized chefs hats and to make fantastic food-related creations out of paper. To entertain and add stimulus for the children, a mime act by **'Poupoulo'** was specially choreographed to promote the healthy food message. While the children were cooking and playing, their parents were able to enjoy some relaxation by enjoying refreshments on the verandah of the Museum. They also took part in a special Pyramis Competition to win a number of branded prizes, including cookware. This was the final event of the **"Pame Ma...geirevontas"** Children's Cooking Lab at the Sports Museum, which Pyramis has sponsored since October 2009.





# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEWS

### Press Campaign 2010

A new creative advertising campaign has been developed and launched by Pyramis for its domestic market. Each advertisement features the chef ambassador for the brand, **Mr Vaggelis Driskas**, who is a well-known TV chef and writer in Greece. Using three creative executions, the advertisements feature Mr Driskas to promote each of the major Pyramis product divisions: kitchen appliances, cookware and sinks and taps. Full page advertisements

are appearing in targeted home interest, lifestyle and food magazines.

As Mr Driskas is only well-known in Greece, Pyramis has created a different product-based copy execution for its international markets, which features a beautiful image of the Crystalon series and highlights the company's core stainless steel sinks and taps collections.

**Μία νέα μαγειρική Τεχνική**  
Για να γίνετε μάγειρα να ανακάλυψτε, γρήγορα να φτιάξετε να απολαύσετε!

**Μαγειρική Συμβουλή**  
Cook - Cook smart

50 YEARS | **PYRAMIS**

**Η μαγειρική είναι Συναρπαστική...**  
Είναι όμορφο να αγοράζεις να μαγειρεύεις!

**Μαγειρική Συμβουλή**  
Cook - Cook smart

50 YEARS | **PYRAMIS**

**Design Αναπροσαρμογή Φακετότητα**  
"Μία νέα ζωή για τα Ανοξείδια"

**Μαγειρική Συμβουλή**  
Cook - Cook smart

50 YEARS | **PYRAMIS**

**Some things in life are worth investing.**

**PYRAMIS SINKS**

50 YEARS | **PYRAMIS**



# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## NEWS

### New Cookware Catalogue

Pyramis cookware represents **16%** of total sales of the overall market for Pyramis in Greece. It is the second strategic product range for the business thus the company has decided to support and increase sales of cookware both nationally and internationally. To that end, a new standalone brochure which features the full range of cookware products has been developed.

The new brochure will encompass all of the new launches that have been showcased in this Update and will include the six existing cookware lines, plus additions that include square trays, coffee pots and stainless steel plates. By integrating all cookware ranges and accessories into one catalogue, it is designed to offer the ideal solution for all Pyramis cookware requirements and to help promote this aspect of the business in the future.



### Pyramis Summer Holidays

As every year Pyramis is preparing for the summer vacation, which is programmed for 3 weeks in August.

During this time, the factory and the headquarter offices will operate on minimum staff.

### Pyramis Apron

Aimed at the Greek market initially, the Pyramis branded apron has been designed and stamped with a delicious and simple recipe.

Created as a gift incentive, it is designed for consumer customers in order to increase brand awareness. It will be offered with sales of PYRAMIS cookware products.



# NEWSLETTER

MONTHLY  
PYRAMIS  
UPDATE

June 2010

## PROMOTIONAL MATERIAL Bathroom Accessories Stand

Featuring a simple and elegant design, the new Pyramis bathroom accessories stand is ready to be launched for retail purposes. The 160cm x 50cm stand accents the aesthetics of all Pyramis stainless steel bathroom accessories and will feature the **Nashi-**

**ra** and **Zafira** lines on each side, back to back. The stand is made from black polished melamine and is delivered flat-packed and is very easy to assemble. Using just three screws to secure the bottom base, the stand will be in place.



## New Pyramis Sinks And Taps Displays

Specially designed to display four sink models in either **Pyragranite** or **stainless steel**, a new freestanding **136cm x 214cm** display unit has been launched for retail purposes. Using a similar design concept, a display stand for Pyramis taps has also been developed.

The new **71cm x 177cm** stand is available in two versions, one for the presentation of 10 different models of kitchen taps, while the second one can be used for the presentation of 6 sets of bathroom taps. Both stand displays are made from aluminium and melamine and are delivered flat-packed for easy assembly.

