

NEW

ORIGINE  
FRANCE®  
GARANTIE  
AFNOR Cert. 85184

# PAMPILLE

*Colourful and resistant  
with a unique design*

MADE IN FRANCE

# Luminarc®

# MARKET EXPECTATIONS

## Market trends

**A need of NATURE  
even in our homes**



## What customers want?

Mineral effects,  
natural colors

**New sustainable concerns**



Long life product

**New home office  
and meals habits**



Versatile product  
for all occasions

**A need of happiness**



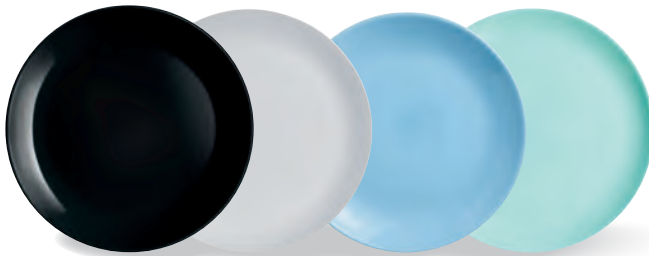
Joyful tableware

Consumers need **multipurpose** solution, but  
desire innovative design linked to nature  
& **resistant tableware at an affordable price.**

## Luminarc trends

**+38 %**

The increase of colored opal in 2020 (in volume)



Luminarc colored opal dinnerware is  
the most resistant colored plate on the market!

# LUMINARC ANSWER

## PAMPILLE

**23** references on **5** different styles!

Structured and innovative design



Non porous surface



Solid colors: resistant offer for every uses

Affordable price



Multifaceted effect



Marion Bendjaballah  
dinnerware product manager:



Mix & match possibilities

*"We have listened to our customers who need versatile tableware for all occasions without giving up their desire for innovation and connection with nature. Pampille is the perfect range: colourful and resistant with a unique design!"*

# THE RANGE

## *Black & White*

Timeless colors for a natural effect,  
easy to mix & match



Salad bowl  
24 cm



Multipurpose bowl  
13 cm



Dessert plate  
19 cm



Soup plate  
20 cm



Dinner plate  
25 cm



Salad bowl  
24 cm



Multipurpose bowl  
13 cm



Dinner plate  
25 cm



Dessert plate  
19 cm



Soup plate  
20 cm

## THE RANGE

### *Light Turquoise*

Soft color for a happy effect



Multipurpose bowl  
13 cm



Soup plate  
20 cm

### *Granit*

Natural color for a mineral effect



Multipurpose bowl  
13 cm



Dessert plate  
19 cm



Soup plate  
20 cm



Dinner plate  
25 cm

**Luminarc®**



Dessert plate  
19 cm



Dinner plate  
25 cm

## Clear

Lightness & resistance of the glass for  
all occasions



Multipurpose bowl  
13 cm



Salad bowl  
24 cm



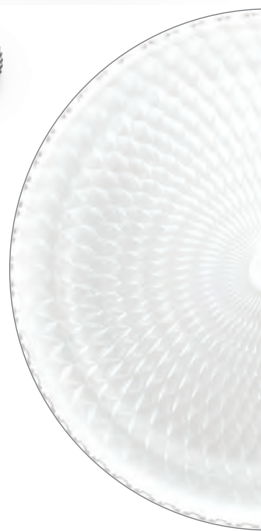
Soup plate  
20 cm



Dessert plate  
19 cm



Dinner plate  
25 cm



# Luminarc®



MADE IN FRANCE

## Luminarc®

*Quality plate for great experience*

### Colored opal strenghts:



- ▶ **High chips resistance:** 3 times more resistant to impacts than a ceramic or porcelain product of similar thickness
- ▶ **Micro wave & dishwasher safe**
- ▶ **100% FOOD SAFE:** 0% Porosity, 0% Bacteria
- ▶ **SOLID COLOR** = long life product
- ▶ **Thermal resistance:** 135°C

	Opal	Porcelain
Weight	++	-
Impact Resistance	++	-
Easy to store	++	+
Avoid burns	++	-
Design diversity	+	++
Price	++	-

### Glass strenghts:

- ▶ **Micro wave safe!**
- ▶ **Dishwasher safe!**
- ▶ **100% FOOD SAFE :** 0% Porosity, 0% Bacteria
- ▶ **High impact resistance** = long life product



MODERN AESTHETICISM perfect to mix & match  
ECONOMICAL for all life occasions

Luminarc®

# LAUNCH PLAN

## PROMOTIONAL OFFER ACTIVATION

A large range of 10 sets to play with colorama

### 18 pieces set



*Granit*

### 19 pieces set



*Turquoise & White*



*Black*



*White*



*Light  
Turquoise*



*Clear*



*Black*



*White*



*Clear*



*Black &  
White*

## SOCIAL MEDIAS ACTIVATION



## PRESS ACTIVATION



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