

PRESS RELEASE

TOUCH – MeL presents SANTORINI and RABAT

Touch-MeL now presents itself with the new catalogue of **Pure Melamine** table serving products. The renewed programme of striking textures and gleaming colours clearly describes a material of great practicality and cleanliness.

The **London** and **Madrid** collections, which have become a Touch-MeL icon on tables throughout Europe, have now been enhanced with **five new shapes**: the **soup plate** and **dessert plate**, to thus complete the table set range; the **two-handle tray**, the small single-portion **salad bowl** and a reduced 36 cm version of the much-loved **oval tray**, objects which, given their practicality, will make many people happy, catering to both the needs of the single user and of those who use them for professional service. The small salad bowl, the 36 cm oval tray and the rectangular tray with handles further enhance the **Porto** collection, one of the most complete and appreciated in the range.

These novelties, already enthusiastically welcomed by the market, are flanked by three objects destined to conquer the heart: a threesome of **leaf-shaped trays** which further enhance the **York** collection, the latest creation of 2017.

2018 opens with two **new decorations**, in full agreement with that attention to the evolution of styles, taste and trends that represents one of **Touch-MeL's** design characteristics, subject to constant updating of shapes and decorations. Decorations that narrate a world made up of conviviality, rich in charm and with a less frenetic pace. While the white and blue of **Santorini** immediately recalls the Aegean islands - speaking of relaxation, sun and holidays - **Rabat** has all the feeling and taste of Atlantic Morocco, suspended between Europe and the Maghreb, with its mixture of history, influences and cultures.

The new **Rabat** collection includes the dinner plate, the soup plate and the small dessert plate, while the 31 centimetre salad bowl, the risotto dish, the sandwich/coffee tray and the pair of oval trays are now available for serving, in the two 36 and 50.8 centimetre versions.

Emporio Zani e Touch-MeL sono marchi di ZANI SERAFINO srl



The **Santorini** range is even more complete, offering a dinner plate, soup plate and dessert plate, each with a different design, accompanied by a series of high-impact serving accessories: a 31 centimetre diameter salad bowl, four small bowls, a round tray, a chip&dip tray perfect for an aperitif, an elegant oval tray, a practical rectangular tray with handles, a three-section starter dish, a fun fish-shaped tray and a set with four coasters/bread mats. Accessories which, when combined, give the table a touch of versatility and uniqueness.

Once again, **Touch-MeL** is a trailblazer. Since January 2016, there has been a virtuous rethinking in the world of tableware. Melamine has reappeared in its purest and most sustainable composition and guises – in a rainbow of colours and in the most beautiful and cheerful textures. Touch-MeL authoritatively represents the history of decorations, accompanies the evolution of styles and indicates, along its path of continuous development, the modern table layout. It enables people to rediscover the joy of festively serving food to diners.

Focus on the evolution of styles, taste and trends is one of Touch-MeL's design features, reflected in the constant updating of shapes and decorations.

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