

PRESS RELEASE

TOUCH – MeL presents JUMBO MUG

Touch-MeL sets the standards. Touch-MeL represents an important and unique experience in the world of tableware, presenting melamine in its purest composition, dressed in a rainbow of colours, with the most beautiful and cheerful textures. An experience which, by popular demand, now extends to the breakfast world with the launch of **Jumbo Mug**, the new line of colourful melamine cups presented for the first time in Stockholm, Paris, Milan and Frankfurt.

Made of the very highest quality melamine, the **cups** of the **Jumbo Mug** collection are all complete with saucers and are available in eight bright pastel **colours: red, orange, green, olive green, blue, turquoise, white and grey.**

Practical, shock-resistant, capacious and very colourful, the **Jumbo Mug** cups bring colour and joy to the table and, with their shape, reinterpret the pleasure of the most traditional Italian breakfast. The most classic of everyday gestures discovers the unique style of Touch-MeL and there really is no better way to start the day.

Focus on evolution of styles, taste and trends is one of **Touch-MeL's** design features, best expressed in this new line of colourful cups.

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