

PRESS RELEASE**TOUCH-MeL presents:
AMALFI – OCEAN – TASMANIA
The three new collections**

An icon on tables all over Europe and a reference point on the tableware market with its **top-quality melamine**, Touch-MeL is a fast-evolving project that testifies to the research carried out by Emporio Zani into textures and colours able to anticipate trends and appeal to an increasingly more discerning public in search of products able to make their tables more appealing every day, but which are at the same time practical and long-lasting.

All characteristics that fully reflect the product philosophy of Touch-MeL, which even in a difficult year like 2020 has maintained its success, and once again this year welcomes spring by launching **three new collections** on the market, reinterpreting the most popular shapes with new decorations.

Amalfi, Ocean and Tasmania - in shops from the end of March - these are the names of the new collections - very different from one another in terms of decoration, but which once again demonstrate that attention to the evolution of styles, taste and trends which is one of Touch-MeL's design features.

Never before have people been so desirous for colour, travelling and dreaming. Hence, Touch-MeL's new journey starts in Italy. From Taormina we move to the Coast, where the lemons of **Amalfi** grow under the sun in the warm southern winds. Sun, sea and that world-famous lemon which here appears as a painting in the centre of truly beautiful dishes, with their classic decoration and all the good taste of Campania's ceramic art. A ray of light that creates a good mood, while waiting to return to the conviviality of the past and once again see Italy welcome tourists from all over the world.

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From the sea of the Amalfi Coast we then move on to the ocean shores, to take a dip in the depths. **Ocean** brings to the table a set of dishes, completed by a salad bowl and two large serving trays, in all shades of blue, the colour of immortality according to ancient oriental cultures. Blue in all its nuances, like a wave that crosses the table to lap our plates and convey a pleasant relaxing feeling to our eyes.

Now we cross the ocean and reach the tip of Australia, **Tasmania**, whose name evokes fascination and mystery and is still one of the most unspoilt places on earth. An outdoor paradise and a destination for fearless adventurers, Tasmania is home to some of the tallest and oldest trees in the world, the giant eucalyptus trees (a World Heritage Site), whose fronds seem to touch the sky.

It is precisely those Eucalyptus leaves which, as a symbol of protection, elegantly decorate the latest Touch-MeL collection, as if painted in watercolour. The name of this plant derives from the Greek *eu-Kalyptos*, "closed", precisely because the leaves protect the flowers and keep them well hidden until the moment of flowering, preserving their healing and beneficial properties. What better gift, both useful and symbolic, to give to a loved one?



Total compliance with all European health regulations, so as to ensure utmost safety for use in contact with foodstuffs, is one of the basic characteristics of Touch-MeL products, which are perfect both for everyday use at home, to the delight of you and your children, and for the catering world.

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