

# Making its global presence felt



## Granada Collection

A stylish arabesque pattern that is perfect for weddings

With more than a century of high-quality tabletop production under its distinctly Japanese belt, **Nikko** enters 2014 with the aim of being globally recognised as the leading dinnerware manufacturer that it is

**F**ounded in 1908 in the historic city of Kanazawa in Japan, famed for its ironstone ceramics, Nikko moved its plant to Hakusan City in 1961, which is where it sits today, covering 30-plus acres and employing more than 300 highly skilled professionals.

It was here that western materials like fine and bone china were introduced and subsequently developed using Nikko's own advanced technologies and today, where all aspects of production, from glaze formulation to mould and decal making, are manufactured in-house by Nikko's skilled team of craftspeople.

It is such state-of-the-art manufacturing methods, alongside Nikko's development of innovative functional ceramics – fine bone china, ironstone, fine porcelain and fine vitrified china – which is seen as the best in the world, that positions Nikko today as the prestigious dinnerware manufacturer that it is.

Nikko is able therefore to produce fine china pieces – from

formal to bridal to everyday tableware – not just of outstanding strength and durability, but with amazing translucency and texture and innovative design, giving the pieces the appearance of being handmade.

Nikko's Perception China is loved by the hospitality industry for its incredible strength and durability; its Ironstone is heralded for sustaining impact better than common ceramics, so is widely used in casual tableware; while its Hakuro Fine China, which debuted in 2007, is not only stronger than common fine china, but delivers an amazing translucency, which say Nikko, is reminiscent of the white dew in Nikko's birthplace, Kanazawa.

While Nikko's own line of fine china tableware products are popular internationally with bridal registries, they also manufacture collectible Christmas dinnerware and gourmet pieces, like ramekins and oven dishes for the North American market. Nikko has had a US subsidiary for over 40 years and was one of the first tenants at 41 Madison Avenue in New York.

For more than 30 years in fact Nikko has been supplying some of

the world's best restaurants with its fine bone china and porcelain tableware. As well as manufacturing products under its own brand name, Nikko also does so for OEM customers, hotels and restaurants.

It is in fact the company's unparalleled quality of materials and manufacturing processes that speaks to private label business and Nikko now manufactures dinnerware for a number of better-branded suppliers and collaborates with designers on private label goods for leading retailers, hotels and restaurants.

Due to the fact that all set-up and manufacturing stages are dealt with under one roof by Nikko's experienced in-house design, development and manufacturing team, the company is able to deal with any number of special requests or commissions from hotels and restaurants, in particular.

Keen to further increase its global presence in 2014, and following on from its participation in Maison & Objet in Paris last September, Nikko will have a booth at Ambiente in order to showcase its own products. Find them in Hall 4.1, Stand F86.

## NEW COLLECTIONS

Find below Nikko's latest fine bone china collections, which debuted at the New York Tabletop Show in October.



## Fortune Collection

This luxury collection is ideal for special occasions



## Urban Décor Collection

An elegant gift collection splashed with either a desert leopard or snow leopard print

## FIVE FAST FACTS

1. Producing market-leading dinnerware in Japan since 1908.
2. Founded by Lord Maeda and other local nobles of Japan, who fostered arts and crafts.
3. Famous for producing the whitest of white fine bone china.
4. Nikko is committed to environmental responsibility and is ISO 14001 certified, as compliant with international standards for environment management systems.
5. Nikko has a flagship store in Tokyo's shopping district Ginza.



## Park Residence Collection

A luxurious collection fusing brown and gold