



ZAFFERANO AMERICA ANNOUNCES NEW TABLEWARE DIVISION AS IT MAKES RETURN TO ATLANTA MARKET

Reablu, Perle, Stone, Spirale, and Graffito will be the first dinnerware lines to debut in 2023

ATLANTA, GA (January 11, 2022): [Zafferano America](#), the exclusive distributor of award-winning lighting and tableware design from Quinto di Treviso, Italy, announces its new Tableware Division, led by industry veteran Chris Collins, at the Atlanta Market 2023. Several new dinnerware collections--including Reablu, Perle, Stone, Spirale and Graffito -- will show at the Zafferano America booth [AmericasMart, High Design Temporaries B2 1-203] to mark the announcement and will be offered to wholesalers and consumers in 2023.

“Our Tableware Division celebrates new and expanded dinnerware collections that are both designed and handmade in Gallese, Italy,” said **Chris Collins** Vice President of Sales & Marketing for Tableware. “We created these designs to stand on their own and also to round out our existing lines and our increasingly popular glassware and cordless lighting. We now have everything you need to design the perfect tablespace and complete your story.”

Zafferano has acquired a new state of the art ceramic factory in Gallese, Italy, where it is producing its new dinnerware with elegant shapes and designs uniquely fashioned in the Italian traditions. Using an Italian Bisque firing technique, Zafferano America’s expanded dinnerware lines will be both durable and beautiful.

[Reablu]: a blue-grey glazed stoneware with a finish both stylish and rustic, *Reablu* shows off its true Italian heritage. Designed and made in Italy; oven, microwave, and dishwasher safe and chip resistant.

[Perle]: both inspired by and complements Zafferano America’s ever-popular and award-winning Perle colored glassware, *Perle* dinnerware is a clean-looking stackable collection available in four bold colors that evoke a subtle playfulness. Designed and made in Italy; oven, microwave, and dishwasher safe and chip resistant.

[Stone]: a fiery and brightly glazed stoneware collection with a charming rim of hand-painted design with a unique reactive glaze, *Stone* delivers emotions that reflect both Italy’s deep

history and modern design sense. Designed and made in Italy; oven, microwave, and dishwasher safe and chip resistant.

[Spirale]: a new bold and solid-colored dinnerware collection designed to not only complement but build out the existing Zafferano America lines with chargers, mugs, small bowls, and other complimentary pieces. Designed and made in Italy; oven, microwave, and dishwasher safe and chip resistant.

[Graffito]: Offered in a beautiful pure white and a trend-forward vibrant Zafferano green, *Graffito* is truly one-of-a-kind. With uniquely sculpted accents on the rims and with signature designs on the underbelly of the dinnerware, the line is reflective of the skillfulness of the local Italian Artisans who expertly craft each piece. Designed and made in Italy; oven, microwave and dishwasher safe and chip resistant.

Zafferano America has made its mark in North America, selling its famous indoor/outdoor cordless lamps to restaurants and consumers, resulting in a frenzy of demand. With home entertaining making a comeback post-COVID, the new expanded Tableware division will be an important addition as consumers' desire for high-quality and beautiful glassware and dinnerware increases.

For more information, visit the company's website: ZafferanoAmerica.com

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High-Res images are available upon request.

For more information: <https://zafferanoamerica.com/pages/press>

About Zafferano America

Zafferano America is the exclusive distributor of the award-winning lighting and glassware designs of Federico de Majo, owner of Zafferano SRL of Treviso, Italy. Available in the United States, Canada, and Mexico, Zafferano collections include Cordless lamps, custom lighting, decorative glasswork, and tableware for hotels, restaurants, designers, and retail establishments. Design and workmanship find perfect synergy and expression in Federico de Majo's work, stemming from 40 years of experience in designing lighting projects and artistic glasswork. Zafferano America's products are built to be not only functional and decorative but also to bring dreams and emotions to life, creating unique interiors that stir emotions with their eye-catching decorative effects of light and color. www.zafferanoamerica.com

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