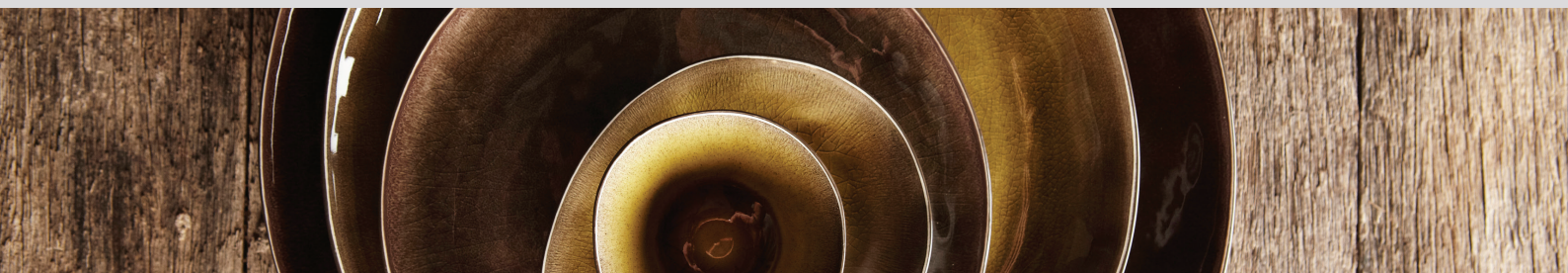


# PURE

Pascale Naessens

# SERAX



While making a documentary in Tunisia, Pascale came across Sabiha Ayari, a local ceramist who was hard at work. It hit her right in the gut. She felt the passion; it was almost pure jealousy. She wished she could do that too. When she returned home, she went in search of a studio. She took lessons for a number of years and attended several courses on ceramics, glazing and firing techniques. She started small. Her first potter's wheel stood in the kitchen, much to the annoyance of her husband. But she was absolutely thrilled.

She wanted to make her own tableware line. It's simply fantastic to eat your own home-made food from your a plate you created yourself.

Besides, she loved colour and glazing that was vibrant and vivacious; at that time the choice of tableware was almost always boring and white.

The idea of showing her plates to Serax came later. This led to the development and production of the 'Pure' ceramics tableware line, which became an international success. Top restaurants like Bouvy and the world-famous Hakkasan restaurant in London serve their food on plates and dishes designed by Pascale Naessens.

Pascale's tableware line was launched under the name 'Pure' and is distinguished by its colour, organic design and vibrant glazing.

## PASCAL NAESSENS



Having completed her studies in Economic Sciences, Pascale Naessens travelled the globe as an international fashion model. After five years of assignments in Paris, Milan, Madrid, Hong Kong, China and Tokyo, she returned to Belgium where she began a television career.

In addition to architecture and interior design, her other passions include health and cooking. Having dealt with her own problematic eating habits, she delves deeper into this subject. Her travels to the Far East inspired her, and she became a qualified health consultant specializing in traditional Chinese medicine. She practices tai chi and is a certified shiatsu therapist. She is also a qualified restaurateur and has taken a number of culinary courses ranging from macrobiotic cooking to classes in top restaurants.

Pascale Naessens became a best-selling culinary author in Belgium. She has since become a leading voice for pure and healthy eating. A number of her books have already been translated into French, English, German and Chinese. Her first book, in which she explains her food philosophy, was published in 2010. Her focus is on a natural way of eating, more a lifestyle than a diet. The book was an instant success.

Pascale became fascinated with ceramic pottery. She then embarked on her own studies with ceramic for several years and attended numerous courses on ceramics, glazing and firing techniques. She created ceramic tableware in her own workshop and then took her prototypes to Serax. This collaboration resulted in the 'Pure' ceramic tableware line. Both talents are a natural complement to her cookbooks, the common theme is: Pure. Because seeking to live a worthwhile and pure life is the basis of Pascale Naessens' world.

## MATERIALS

Stoneware

Main composition: Feldspar (20%), China clay (15%), Kaolin (40%), Quartz (15%) & Aluminite powder (5%)

Finishing: colored crackled reactive glazed coating

Firing temperature: reactive glaze fired at 1180°C & crackled glaze fired at 1230°C

Production: traditional molding

Thermal shock resistance: 120°C

## OPERATIONAL USAGE

Food safe

Tableware

Microwave proof: yes

Dishwasher proof: yes

Oven proof: no

Salamander proof: no

## SPECIAL CARE INSTRUCTIONS

Although frequently used in a commercial environment, this product range is chip sensitive due to the nature of the material.

Due to the artistic approach of the designer and in order to achieve an artisanal look and feel, color differences and glazing irregularities are part of the manufacturing process.

We advise to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box

Volume and dimensions of the complete range available upon request.



# PURE - SERIES LIGHT GREEN

Pascale Naessens

# SERAX

## MATERIALS

Stoneware  
Main composition: Feldspar (20%), China clay (25%), Kaolin (38%),  
Ball clay (8%) and Chinastone (7%)  
Finishing: colored glazed coating  
Firing temperature: 1180°C  
Production: traditional molding  
Thermal shock resistance: 180°C

## OPERATIONAL USAGE

Food safe  
Tableware  
Microwave proof: yes  
Dishwasher proof: yes  
Oven proof: no  
Salamander proof: no

## SPECIAL CARE INSTRUCTIONS

Although frequently used in a commercial environment, this product range is less chip sensitive than the craqueled glazed version.  
Due to the artistic approach of the designer and in order to achieve an artisanal look and feel, color differences and glazing irregularities are part of the manufacturing process.  
We advise to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box and regular brown box  
Volume and dimensions of the complete range available upon request.





# PURE - SERIES SEA GREEN

Pascale Naessens

# SERAX



## PURE SEA GREEN

'How you eat is as important as what you eat. These bowls and dishes are made to make life easier, more pleasant and more beautiful. There's nothing finer than a table set with large and small dishes and pots filled with delicious foods, salads and sauces from which guests can freely pick and choose. It instantly creates a relaxed ambiance where everyone decides what and how much to eat and the hostess is free to enjoy the evening without having to worry about allocating plates. This for Pascale is the epitome of pure pleasure and intimate dining.



# PURE - SERIES SEA GREEN

Pascale Naessens

# SERAX

## MATERIALS

Stoneware  
Main composition: Feldspar (20%), China clay (25%), Kaolin (38%),  
Ball clay (8%) and Chinastone (7%)  
Finishing: colored glazed coating  
Firing temperature: 1180°C  
Production: traditional molding  
Thermal shock resistance: 180°C

## OPERATIONAL USAGE

Food safe  
Tableware  
Microwave proof: yes  
Dishwasher proof: yes  
Oven proof: no  
Salamander proof: no

## SPECIAL CARE INSTRUCTIONS

Although frequently used in a commercial environment, this product range is less chip sensitive than the craqueled glazed version. Due to the artistic approach of the designer and in order to achieve an artisanal look and feel, color differences and glazing irregularities are part of the manufacturing process. We advise to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box and regular brown box  
Volume and dimensions of the complete range available upon request.



# PURE - SERIES BLACK

Pascale Naessens

# SERAX

## MATERIALS

Stoneware  
Main composition: Feldspar (20%), China clay (15%), Kaolin (40%),  
Quartz (15%) & Aluminite powder (5%)  
Finishing: colored glazed coating  
Firing temperature: 1180°C  
Production: traditional molding  
Thermal shock resistance: 180°C

## OPERATIONAL USAGE

Food safe  
Tableware  
Microwave proof: yes  
Dishwasher proof: yes  
Oven proof: no  
Salamander proof: no

## SPECIAL CARE INSTRUCTIONS

Although frequently used in a commercial environment, this product range is chip sensitive due to the nature of the material.  
We advice to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box and regular brown box  
Volume and dimensions of the complete range available upon request.





## MATERIALS

Normal glass  
Main composition: sand (62,5%), soda ash (21,5%), sodium nitrate (3,7%), other (12,3%) Firing temperature: furnace temperature 480°C  
Production: hand-blown  
Thermal shock resistance: 450°C

## OPERATIONAL USAGE

Tableware Food-safe: yes  
Microwave-proof: no  
Dishwasher-proof: yes  
Oven-proof: no  
Salamander-proof: no

## SPECIAL CARE INSTRUCTIONS

We advise to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box  
Volume and dimensions of the complete range are available upon request.



## MATERIALS

Normal glass

Main composition: Silica (74%), Sodium oxide (15%), Calcium oxide (3%), Alumina (0.8%) Firing temperature: furnace temperature 1580°C

Production: hand made

Thermal shock resistance: 550°C

## OPERATIONAL USAGE

Food safe

Tableware

Microwave proof: no

Dishwasher proof: yes

Oven proof: no

Salamander proof: no

## SPECIAL CARE INSTRUCTIONS

In order to avoid staining on the matt finish, we recommend rinsing after usage and prior to dishwashing cycle.

We advice to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box

Volume and dimensions of the complete range available upon request.





# PURE - CUTLERY

Pascale Naessens

# SERAX

## MATERIALS

Steel

Composition:

AISI 420 Fe 85.54% Cr 13.29% C 0.205%

AISI 304 Fe 72% Cr 18.17% Ni 8.06%

Finishing:

Black: Black PVD coating and Vintage finishing

Copper: Copper PVD coating and Vintage finishing

Stone wash: Vintage finishing

Production: Traditional molding

## OPERATIONAL USAGE

Food safe

Table ware

Dishwasher proof: yes

## SPECIAL CARE INSTRUCTIONS

In order to avoid staining on the matt finish, we recommend rinsing after usage and prior to dishwashing cycle.

We advice to use soft detergents for commercial dishwashers.

## PACKAGING

Gift box

Volume and dimensions of the complete range available upon request.



# PURE - WOOD

Pascale Naessens

# SERAX

## MATERIALS

Carbonised ash wood  
Main composition: cellulose (60%), hemicellulose (15%), lignin (25%)  
Finishing: sanding to smooth, without surface treatment  
Production: handmade, machining, traditional moulding  
Thermal shock resistance: 100°C - 120°C

## OPERATIONAL USAGE

Tableware, kitchenware  
Food-safe: yes  
Microwave-proof: no  
Dishwasher-proof: no  
Oven-proof: no  
Salamander-proof: no

## SPECIAL CARE INSTRUCTIONS

We advise hand washing by using cleaning tool and soft detergents. In order to avoid mildew on the wood surface, we recommend rinsing and drying after usage. Store in a clean and dry place.

## PACKAGING

Gift box  
Volume and dimensions of the complete range available upon request.

