



RICE RELEASES NEW SUMMER COLLECTION FOR 2020

...with bright colors and a commitment to the UN Sustainable Development Goals

RICE meets 2020 with a no single-use plastic philosophy, floor mats made from 100% recycled plastic and new biodegradable packaging and of course amazing items for a gorgeous outdoor living.

It is winter outside and Christmas is close. But RICE is – as always – spreading a little summer feeling and Everyday Magic with gorgeous colors, cute prints and lots of great products for a fun and cozy 2020 outdoor living. However, with the SS20 collection, RICE also commits to leaving a smaller footprint on the planet.

The new SS20 collection is called “Let’s Summer”... because RICE loves summer and everything that can be coined with the word. The collection is full of subtle, bright colors, fun and flowery prints and a gorgeous product line that invites you to create a fun and funky 2020 summer living – products for summer parties, summer picnics, summer holiday and summer fun in the garden.

You will find cushions and blankets for a cozy atmosphere on the terrace, gold cutlery and Portuguese ceramic jugs for a summery outdoor dining, and everything you need for the perfect picnic: To-Go cooler tanks, reusable acrylic glass – and of course the RICE classic strong and reusable melamine tableware in 6 gorgeous new prints and colors.

In short, Let’s Summer is all about fun outdoor living.



Let's Summer also means doing business with a heart

Since start 2019, RICE has made a commitment to the UN Sustainable Development Goals. The goals have become an integral part of the RICE Code of Conduct, and with the SS20 collection RICE maintains a strong focus on reusability and sustainability and has taken several initiatives in this connection.

The SS20 collection therefore introduces new colorful floor mats that look and feel like fabric but are made from 100% recycled plastic. These mats are perfect for the coming summer to create an extra cozy atmosphere on the terrace.

Moreover, RICE has removed all single-use plastic from the product line, and as a response, has introduced sustainable bamboo straws that can be reused again and again. The straws have an organic look and come with a small brush making them easy to clean. Another initiative has meant a goodbye to plastic packaging of the 6-pack melamine cups and melamine plates and instead introducing a new bio-degradable and sustainable packing that includes less material.

The RICE mission is to color the world a happier place - and doing it with a clear conscience. With the RICE "Let's Summer" collection, the customer gets a trip to beach and the perfect picnic with baskets full of blankets, reusable acrylic glasses and colorful lunch articles. But the customer also gets a promise from RICE to leave a smaller footprint on the planet.

We hope you like the new collection. Let's Summer away together...

RICE has selected 3 key SDG:

- No. 12. Responsible consumption and production
- No. 14. Life below Water
- No. 17. Partnership for the Goals

In our commitment to the chosen goals, we have partnered with international organizations working for the same goals:

- The G7 Ocean Plastic Charter
- Oceans Plastic Forum
- The UN Global Compact

#wedobusinesswithaheart #ricedk #ricecsr

*For more information on RICE CSR, please visit www.ricebyrice.com
For questions, please contact press@ricebyrice.com*



rice
Everyday Magic

LET'S SUMMER PARTY



INFO:

Bamboo straws
- with a small brush...
Sipping with an
enviromental conscience

Do you know our acrylic series?

It is simply perfect for the coming picnics, summer parties and trips to the beach - and it looks like crystal



Acrylic wine glass
8,90 EUR



Acrylic tumbler
8,50 EUR



Reusable bamboo straw
9,90 EUR



Cotton beach bed
99,90 EUR



Cushion with print
39,90 EUR

*** rice**
Everyday Magic

LET'S SUMMER OUTSIDE



Thermos with gold bird
34,90 EUR



Ceramic jug
39,90 EUR



Melamine bowls with lid
46,50 EUR



Ceramic jug
39,90 EUR

LET'S SUMMER COLORS



Introducing new bio-degradable packaging

We want to leave a smaller footprint on the planet - therefore we have created this new bio-degradable packaging to replace the plastic one.



Melamine side plate
in biodegradable giftbox
47,50 EUR



Small melamine cups
in biodegradable giftbox
20,90 EUR



Melamine latte spoons
10,90 EUR



Melamine bowl
8,90 a piece EUR



Melamine pasta bowl
8,50 a piece EUR

LET'S SUMMER PRINTS



The classic RICE melamin plate in the 6 new SS20 prints

LET'S SUMMER



TIP:

Create an easy outdoor kitchen by using old pallets - just disemble and be creative

FLOOR MATS FOR INSIDE AND OUT



Made from 100% recycled plastic

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Meet Stella, Scuzi and Otto.
Three unique dogs!
Collaboration with American
artist Katie Kimmel, who
makes customized vases of
people's dogs.

✱ rice



KATIE
KIMMEL



✱ rice
Everyday Magic