

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 summerly 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





LET'S SUMMER PARTY





Do you know our acrylic series?

It is simply perfect for the coming picnics, summer partes 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



LET'S SUMMER OUTSIDE







Thermos with gold bird 34,90 EUR



Ceramic jug 39,90 EUR



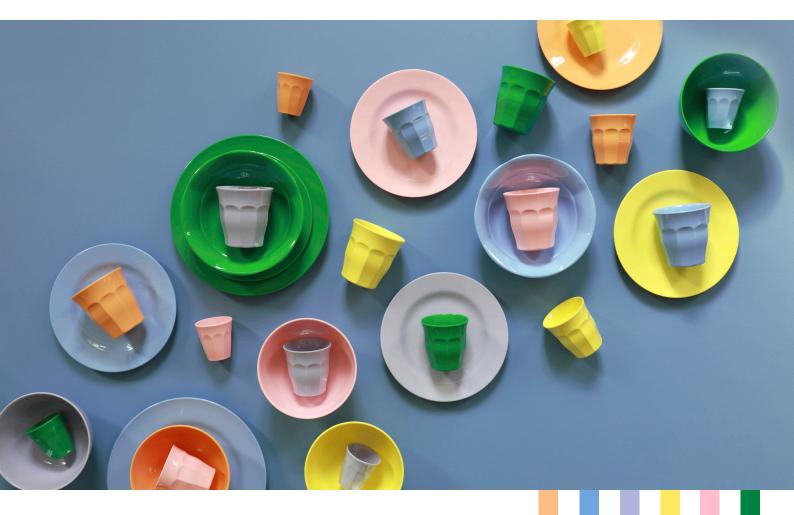
Melamine bowls with lid 46,50 EUR



Ceramic jug 39,90 EUR



LET'S SUMMER COLORS



Introducing new bio-degrabable packaging

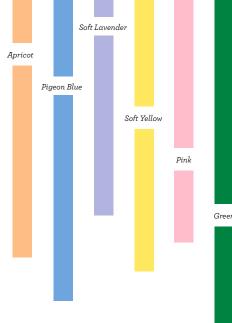
We want to leave a smaller footprint on the planet - therefore we have created this new biodegrable packaging to replace the plastic one.



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



LET'S SUMMER



FLOOR MATS FOR INSIDE AND OUT



