



SALES TRAINING

COOK YOUR STYLE

- I. History of a brand with strong values
- II. Why choosing REVOL culinary porcelain?
- III. Manufacturing process
- IV. The collections
- V. Cook Your Style
- VI. REVOL in the world



I. History of a brand with strong values

REVOL, MADE IN FRANCE SINCE 1768

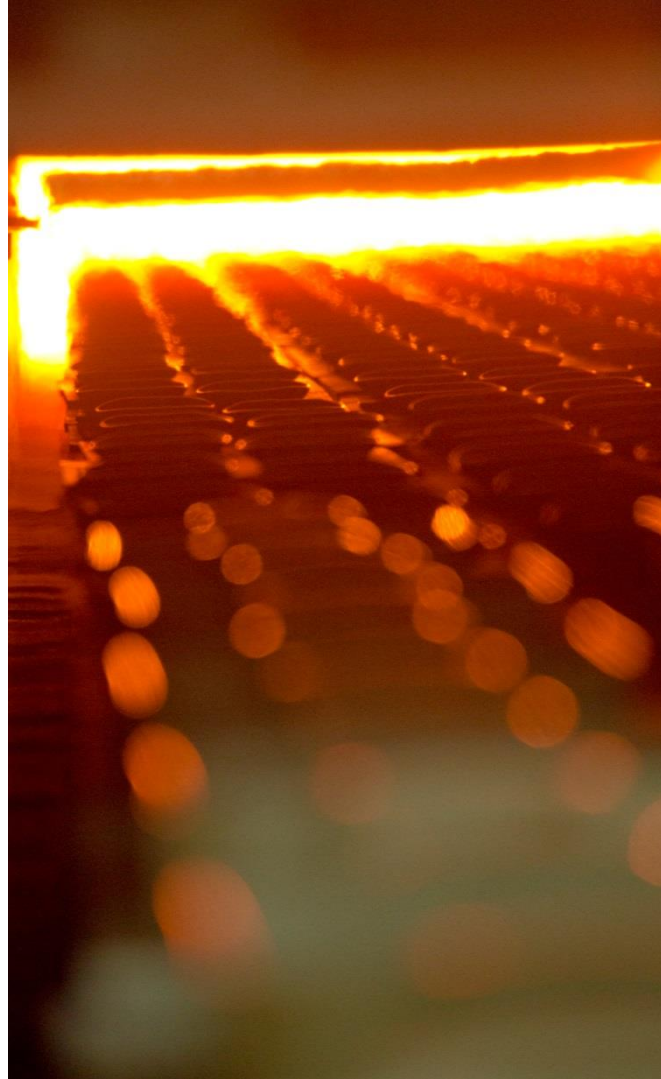
- REVOL has been creating and manufacturing porcelain in the Drôme valley for **9 generations**
 - Artisans are the **true strength of REVOL**
- A brand with strong values
 - **Audaciousness** – Dare to experience
 - **Creativity** – Porcelain offers the possibilities of infinite creations
 - **Human** – Humans are the heart of our work, their hands, know-how, expert eyes
 - **Excellence** – Precision and perfection in each gesture



II. Why choosing REVOL culinary porcelain ?

PORCELAIN'S CHARACTERISTICS

- **High-end performance:** ceramic with greater hardness
- **Unique features**
- **White and translucent**
- **Very low porosity** (<0,05%)
- Fired at very high temperature (1320°C/2408°F) for an **exceptional resistance**
- Naturally **non-stick**
- The **best dish to cook in:** diffuses heat progressively to the centre of the food



BENEFITS OF REVOL CULINARY PORCELAIN



NONPOROUS

- **Non-porous:** does not absorb oils, nor odours, nor bacteria



EASY TO CLEAN

- **Smooth and resistant enamel:** does not scratch and is easy to clean thanks to its non-stick properties



THERMAL RESISTANCE

- **Resistant to thermal shocks**



MECHANICAL RESISTANCE

- **Resistant to mechanical shocks:** exceptional strength of its material



100% NATURAL

- **Respect of the environment:** 100% natural product, contains neither lead nor cadmium and presents no risk of noxious migration into the food



FOOD SAFE

- **Food grade:** conforms to international regulations



TEMPERATURE REGULATION

- **Maintains temperature**
- **Convenience of use:** thought for a multiple use in the kitchen



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OVEN

REVOL REINVENTS PORCELAIN

- **Innovation** through **materials**, **textures**, **colours** and **shapes**
- REVOL constantly researches **new effects...**
- Introduction of **natural pigments** in the porcelain to transform its colour
 - **Black clay**
 - **Grey clay**
- **Rough** or **enamelled** clay



Basalt collection: rough black clay



Les Naturels collection: grey clay with a transparent enamel

COLOURS

- REVOL has introduced **colour to the kitchen**
- Today, REVOL ranges include **about fifty colours**
- **REVOL makes its own coloured enamels!**
- From immaculate white to cast iron black, bright colours or pastel ones
- Made for all tastes... **What are yours?**



III. Manufacturing process

AN ARTISANAL AND PERFORMING FACTORY

- **Almost 250 years of know-how and expertise** transmitted in our workshops
 - Men and Women that succeed one another in our workshops, as the generations pass, **bring soul to our products**
- With a **performing and modern industrial process**
 - Investment in Research & Development
 - **Innovation** to answer constant evolutions of the world cuisine
 - Importance of the **Design**



Stripping of a Froisse tumbler



Decoration workshop (in the 70's)



Automated machine

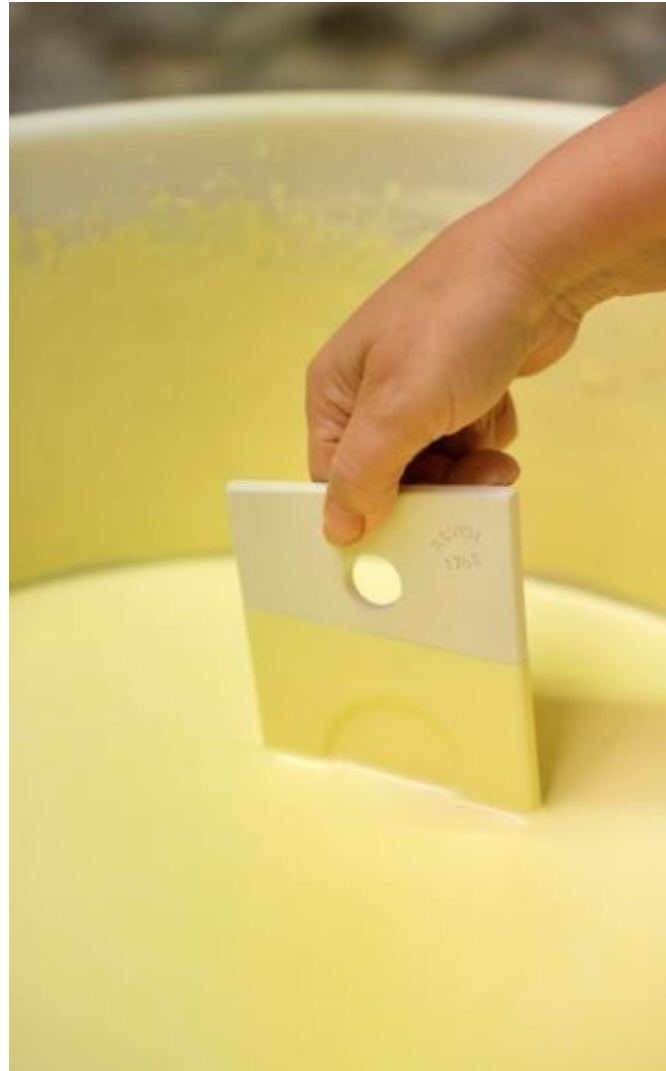


New tunnel oven of 45 metre (2014)

ALL PIECES ARE HAND FINISHED

One of the last factories mastering both clay and enamel fabrication

- 3 manufacturing techniques
 - Slip casting
 - Jiggering
 - Pressure slip casting
- **Each piece is hand finished**
 - Perfection in workmanship
- **Enamelled** by dipping or spraying
- **Hand posed decorations** in our workshops



Color Lab inspired by our enamel tests



Arborescence unique hand finish



Finish of a Belle Cuisine dish

IV. The Collections

ARBORESCENCE

- A **natural and contemporary** design inspired by **Nature**
- A **texture masterpiece** :
 - **2 years of R&D**: new mold and finish techniques
 - Each piece is **unique** and **hand finished**
- A **large collection** with different shapes: round, rectangular, coupe, mug and cup, bowl, salad bowl, large coupe...
- **3 finishes** to mix and match through the meal
 - Ivory
 - Pepper
 - Liquorice
- **Resistant and long-lasting**: no scratch, non-porous



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BASALT

- Culinary porcelain dyed in the mass in black
- **Imitates perfectly natural slate**, with all of the **benefits of porcelain**:
 - **More resistant than any slate**: Does not scratch nor flake
 - **Softens after 2 or 3 washes**
 - 100% food safe: non-porous
- **Design and ergonomic**
 - Grooves to retain juices and sauces
 - Ideal to cook and serve
- **Large choice of shapes and sizes**: round, square, rectangular or bowl
- **2 finishes, black and white**, for more creativity
- Pictograms engraved at the back for **ease of use**



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BELLE CUISINE

- A **MUST HAVE** – the multipurpose baking dish
- French culinary tradition
- 2 finishes, **2 styles**: timeless **White** and modern **Cast iron style**
- **Resistant** monobloc handles (the handles are part of the mould, finished by hand; they ensure that the dish is strong and easy to manipulate)
- **Perfect oven baking** (the heat is equally distributed) and keeps dishes warm
- Each piece is **hand finished**
- **Very easy to clean**
- **Large choice of shapes**:
 - Round and rectangular dishes, terrine, salad bowls, individual ramekins...



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COLOR LAB

- A palette of **6 trendy colours**
- Ideal for **hot beverages** and **coffee breaks**, amenities, **breakfasts** and **brunches**...
- Colours to associate with food (toppings, pastries, fruits...)
- Many shapes: 2 sizes of cups and saucers, 2 sizes of plates, bowl, creamer jug, salad bowl, large coupe
- Small tiles for spoon, knife, chopstick rest or amuse-bouche
- **Made by hand and then stamped with REVOL's quality seal**



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EQUINOXE

- Innovation through **colour and texture**
- Collection made in **culinary porcelain dyed in the mass in black**
- Each piece is **hand finished** unveiling a **thin black contour**, making it **unique**
- A **complete collection of plates** and **new shapes** (oval and rectangular plates, conic bowls, tasses...)
 - **Dim sum set** for steamed or smoked recipes
- A **non-porous** collection and **highly resistant**



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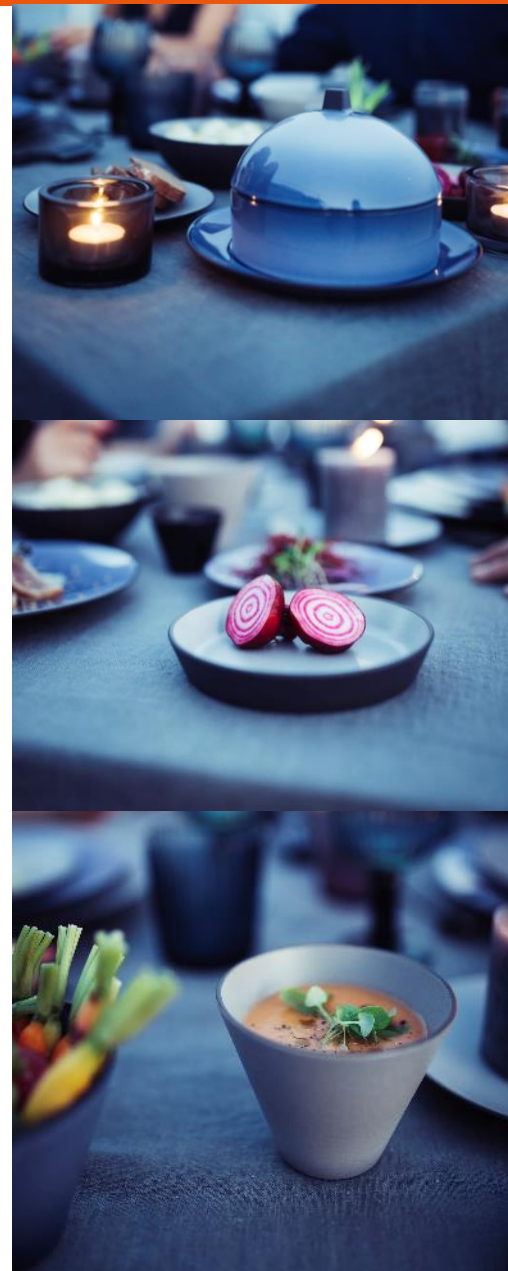
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FRENCH CLASSIQUE

- **French chic** with a **touch of modernity**
- French culinary tradition, **professional quality**
- Classic dishes
 - **Immaculate white**
 - **Modern cast iron style**
- **Incomparable finishes**
- **A large choice of pieces:** Ramekins, soufflés, eared dishes, terrines, Lion-head soup bowls...



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FRENCH CLASSIQUE

- FRENCH CLASSIQUE is also available in **colour!**
- For **everyday cooking** – practical and decorative
- A French and **Provençal tradition**
- **5 colours**
- Chicken dish:
 - Ideal to pour juices
 - Does not dry the meat
 - Designed to contain an entire chicken



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FROISSES



- An **original idea** – turning a plastic cup into porcelain
- Often imitated, **never equalled...**
- There are those who **collect** them, those who **cook** or **decorate** with them, those who use them as **water glasses, ice-cream bowls** or **coffee cups**, those who keep their **toothbrushes** or their **pencils** in them...
- Available in **7 sizes, 20 colours** and **46 patterns!**
- The model is **16 years old...**
- ...And it's still as wrinkled!



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LES NATURELS

- **Elegant** and oven-to-table dishes
 - Revisited silhouettes, **8 shapes** for all your pastry needs
 - A **non-stick** graphic palette bottom
 - 2 finishes: **Cream** and **Sesame grey**
- Designed handles for **easy grip**
- **Scratch-proof**: cut and serve directly from the dish
- Raw material **rigorously selected**, completely free of any chemical substances that might become volatile while baking
- **Keeps your food warm on the table**
 - Guarantee of an even baking for soft baked desserts and crispy crusts
- **Gift box** with a label and its ribbon



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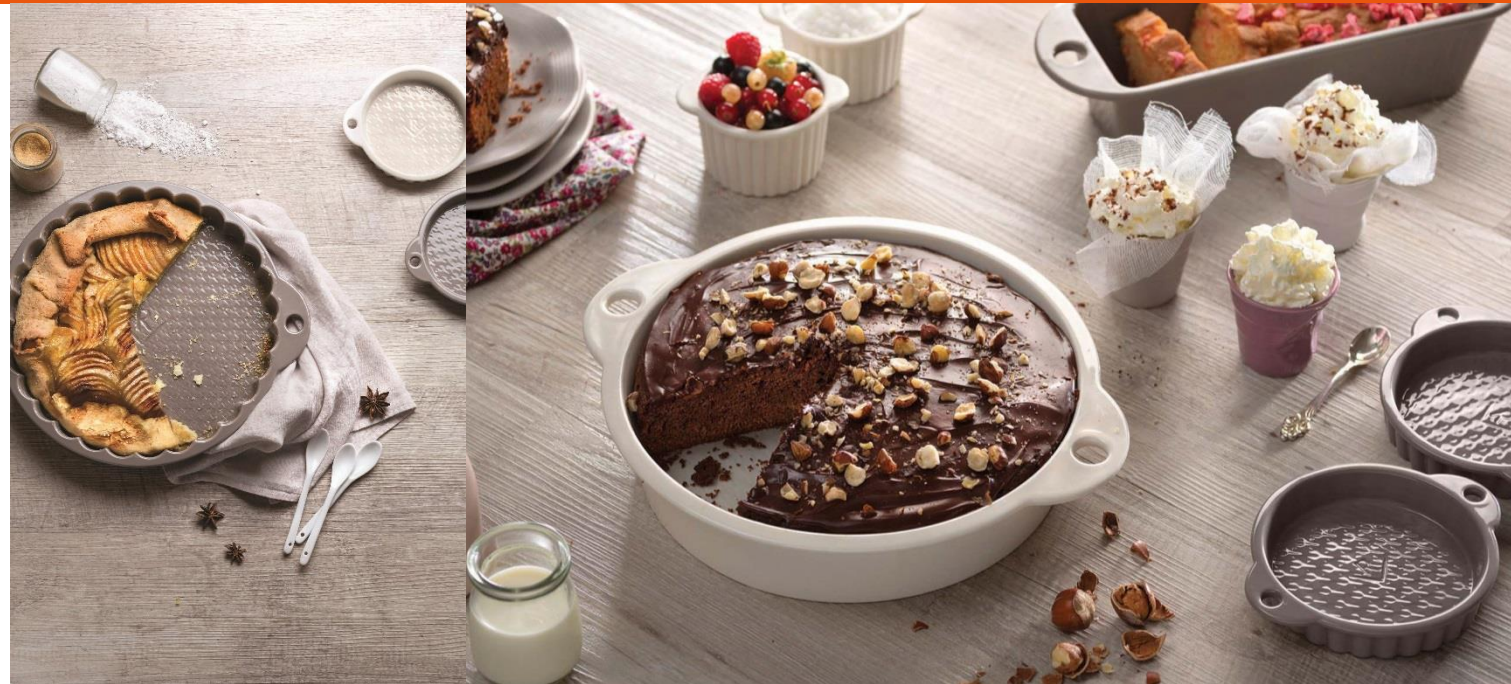
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REVOLUTION 2

- **High-performance ceramic that is induction-proof**
 - **Twice as robust as a classic porcelain**
 - Ultra resistant, **very light** and **does not stick**
 - **Exceptional baking quality** of the food
 - **Flat bottom** that connects with **any** induction systems
- **Healthy baking:** non-porous, does not rust
- Design, colourful and ergonomic
- **Lifetime Warrantee**
- **A large choice of shapes and sizes**
 - Cocottes from 19 cm (7 ½ inch) to 32 cm (12 ½ inch)
 - Tajines 32 cm (12 ½ inch)
- Available in a flame only version (about 30% cheaper)



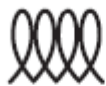
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INDUCTION



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STOVE TOP



ELECTRIC



SUCCESSION

- Partnership with **PETITE FRITURE**, « Editeur de Design(s) » and **Färg & Blanche**, Franco-Swedish designers
- Thought to bring **design** in your interior, one of a kind, each piece **impose its style**
- Products with **raw porcelain on the exterior** and **enamelled interior** to enjoy gustatory, visual and tactile experience
- True challenge for the pattern maker
 - Return to **traditional techniques for moulding**
- REVOL porcelain quality: **Non-porous, Highly resistant** to shocks and **100% food safe** – with no impact on the environment



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V. Cook Your Style

COOK YOUR STYLE

- **Creativity** drives REVOL developments
- Desire to be a **source of inspiration** to you, so that you can express **your personality, your style**
- Let's share our common passion for cooking on **social media!**
 - Instagram @revol.porcelaine & @revol_usa
 - Facebook REVOL & REVOL USA
 - All the collection are available on www.revol1768.com



Social media posts...

VI. REVOL in the world



STOCKMANN

SHINSEGAE

MatsuZakaya

MANOR

LOTTE

MITSUKOSHI
日本橋本店

LE BHV/MARAIS

GLOBUS

CASA | PALACIO

de Bijenkorf

GALERIES
Lafayette

WILLIAMS-SONOMA

laRinascente

RH
RESTORATION HARDWARE

PRINTEMPS

bloomingdale's

ISETAN

Crate&Barrel

REVOL, TOP CHEF'S FIRST CHOICE



Antonio SALINAS, Balcón del Zócalo, Mexico



Régis Marcon, Hotel restaurant Régis et Jacques MARCON, France



Shinsuke Ishii, Sincer, Tokyo, Japon



Kaspars, The Savoy, Londres, Angleterre



David Vandenabeele, Langham Fifth Ave, NY, USA



Philippe Chevrier, Chez Philippe, Genève, Suisse

REVOL used every day in the professional kitchen all around the world!



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