



REVOL

BASALT COLLECTION

BASALT - 10 YEARS

- Basalt's 10th anniversary
- An opportunity to re-energise and rediscover the range
- It's a name you can rely on: a **Best-Seller** in the demanding world of tableware!
- The perfect embodiment of our desire to anticipate professionals' needs without fail

10
ANS
YEARS
ANNIVERSARY



BASALT - 10 YEARS

NEW ADDITIONS

To celebrate this iconic collection, Revol has added 6 new pieces to the Basalt range

The design has evolved: lighter, more streamlined with a particular focus on the "wood + black ceramic" combination

- 1 gourmet plate (ø27cm)
- 2 flat coupe plate (ø21cm, ø26cm)
- 1 oval plate with wooden tray ø35cm,
- 2 signature pieces: handled dish (ø13 and 18cm)



BASALT - 10 YEARS

MARKET TREND

Strong consumer demand inspired by world restaurants:
Gluten free/Veggie/organic/local food/healthy cuisine...

BASALT has the answer:
Its appeal lies in its authenticity, mineral elegance,
absolute reliability in hygiene terms, and natural ability to
enhance the look of vegetable dishes.



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MARKET TREND

Yet meat is still being consumed all around the world, too!

The Basalt boards are a choice backdrop for exceptional meat (signature dishes with pure-bred meat).

The material is very resistant and will not be marked by knives or forks.



Steak set > 800 gr lighter = easier service / cf. - MSDs

New oval plate = 1.1 kg

New bamboo tray = 500 gr

→ Rect steak plate = 1.4 Kg

→ Tray for steak plate = 1 kg



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MARKET TREND

Social networks/Instagram in particular are the new showcases for restaurant owners.

Basalt forms a unique and inimitable setting, magnificently highlighting all your culinary creations

Its subtle colour, varying between grey and black according to the light, brings out the colours of ingredients wonderfully.

Revol provides gorgeous visuals to use on social media and get people talking about Basalt



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BENEFITS/ADVANTAGES

MASTERY & PERFORMANCE

- Ceramic cookware 100% Black Bodied
- High-performance technical properties:
 - Does not scratch or chip
 - Shock-resistant
 - Healthy: 100% food safe and non-porous
- Elegant and mineral rough **finish** with delicate veined pattern. The surface develops a patina and becomes smoother with repeated use
- A **variety** of boards, plates, bowls and handled dishes
- **Indents** on a selection of products to mix & match with bowls, cups, miniatures...

Long-lasting, healthy, high-performance tableware, ideally suited to the demanding and intensive restaurant business.



BASALT - 10 YEARS

WAYS TO USE IT

BUDDHA BOWL



MEAT PLATE



BASALT - 10 YEARS

WAYS TO USE IT

CAFÉ GOURMAND



TAPAS/TRAY USED ON ITS OWN



BASALT - 10 YEARS

WAYS TO USE IT



BASALT - 10 YEARS

WAYS TO USE IT

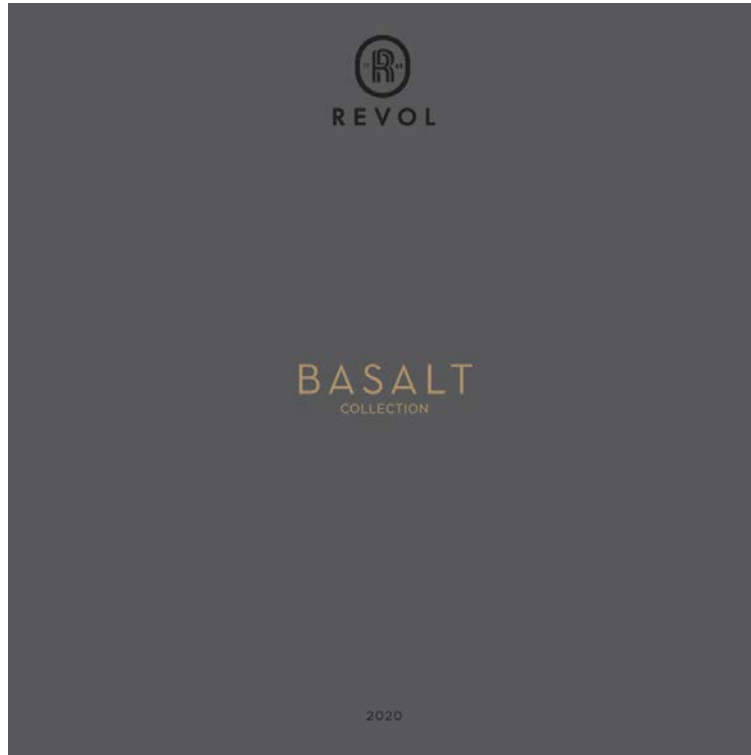


LAIID TABLES



BASALT - 10 YEARS

BROCHURE



With prices = 654 363; 5000 copies
Without prices = 654 362; 5000 copies

PRICES
Excel spreadsheet with 2020 prices



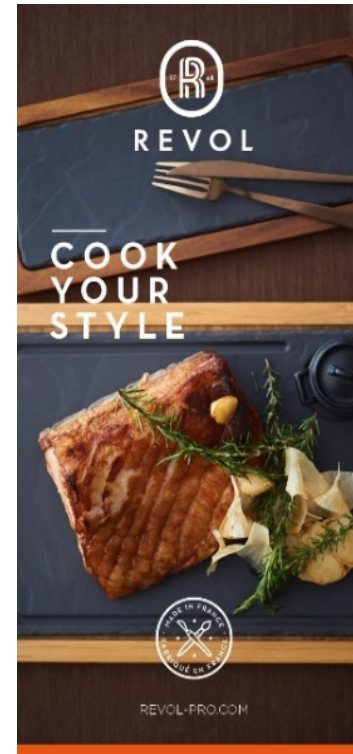
BASALT - 10 YEARS

OTHER MARKETING TOOLS



Basalt ceramic shelf talker + plexi holder
654149

Basalt ceramic shelf talker only
654453



KAKEMONO
Ref 650979



SHELF TALKER
Ref 652517