



Press release

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Arc achieves major commercial success thanks to its innovative ranges in culinary opal and colored opal

Arc realizes its goal with the Smart Cuisine range in culinary opal

In recent years, the openness of kitchens and dining rooms has revolutionized our interiors and inspired more and more consumers.

To support this evolution, the R&D, Marketing and Industry departments of Arc Group, world leader in Tableware, have focused their efforts on creating collections that serve a dual purpose, such as a baking and display dish.

Arc's R&D and Industry teams have successfully met this challenge by creating Luminarc's **Smart Cuisine** range. This new range, launched in 2018, is composed of several models of extremely light oven dishes, easy to handle, with a simple and modern design, aiming to be easily moved directly from the oven to the table.

The Smart Cuisine collection is made of culinary opal glass, one of the Group's latest innovations. This new material is 30% lighter than materials traditionally used for baking dishes. Healthy and non-porous, culinary opal has an impact resistance that is 3 times higher than porcelain; its composition also remains unaltered up to 250°C. *"The creation of Smart Cuisine was a real R&D challenge. It took us 2 years of research, 55 tests and 2200 thermal tests to obtain products that met our requirements: aesthetic, functional and culinarily efficient,"* explains Sébastien Donze, R&D Director at Arc.

Since this launch, 5 million Smart Cuisine dishes have been sold worldwide. The range has been a great success in Europe, Russia and the Middle East and has been awarded the "Product of the Year 2019" prize, as well as the prestigious German Design Award. Building on this success, Arc Group plans to expand the Smart Cuisine line by adding new shapes to meet specific needs of its target markets.

Colored opal, an innovation only Arc knows how to achieve

At the end of 2018, Arc also launched its first models of colored opal glass plates under the Luminarc brand. The initial offering contained three colors: grey, blue and turquoise.

The material is directly tinted, which allows the color of these collections to be ingrained into the structure of the opal. This manufacturing process guarantees a complete long-term color resistance to dishwashing. With a very contemporary style and a technology only available within Arc, these new ranges are exclusive.

Since its launch, Luminarc colored opal tableware has been acclaimed beyond Europe's borders. Russia and the United States recorded very encouraging sales levels: more than 20 million pieces have already been sold since its launch. To satisfy its customers' future expectations, Arc is currently studying the possibility of extending the range with new colors and designs that will be launched in 2020.

"We are very proud to have won the German Design Award twice," explains Gwenaëlle L'Hénoret, VP Sales & Marketing at Arc, *"our teams have worked hard to design and launch these two collections*



and we are delighted with the success of the colored opal tableware and this new entry into the culinary

world. Thanks to these two innovations, which bring real functionality to our customers, consumers no longer have to choose between functionality, design and price.”

Arc, which holds the secret to this unique know-how, is guided by a strategy focused on operational efficiency and optimum quality service to satisfy its customers. Today, colored opal and Smart Cuisine are two innovations, made in France, that perfectly illustrate the Group's ability to understand, create and solve consumers' needs and desires. Two challenges that have been met by the leader in tableware.

Arc

Arc employs more than 10,000 people worldwide, including 4,500 in France. The Group, whose head office is located in Arques, in the French Pas-de-Calais region, achieved gross sales of €933 million in 2018. Armed with its know-how in glassware, it developed globally and currently markets its complete tableware ranges to more than 160 countries.

The Group covers the Consumer Goods and Food Service markets through a portfolio of brands – Luminarc®, Arcoroc®, Arcopal®, Cristal d'Arques® Paris, Eclat Cristal d'Arques® Paris, Chef&Sommelier®. For over 40 years, the Group has also been serving professional customers – industrial groups, wholesalers, manufacturers of semi-finished and finished products, service providers – with a wide range of tailor-made solutions to meet their specific needs (industry, advertising, premiums, loyalty).

Arc is present in five continents with its production sites (France, United States, China, United Arab Emirates, Russia), distribution subsidiaries (United States, Spain, Portugal, Italy, United-Kingdom, Russia, India, Australia, Japan, South Africa, Singapore, South Korea) and sales offices.

The Group has adopted a strategy of sustainable development in order to balance economic requirements, social responsibility and respect for the environment, and joined the U.N.'s Global Compact in 2003.

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