

SCHOTT To Highlight Ceran Cooktops' Functional, Ecological and Aesthetic Advantages at K/BIS 2008

April 11, 2008 (Chicago) – SCHOTT will be showcasing the many benefits of Ceran® glass-ceramic cooktops at the 2008 Kitchen and Bath Industry Show via exhibits and a special press dinner at its booth.

At the dinner, to be held at SCHOTT's booth, #N9427, at 5:00 pm Friday night, April 11th, skilled chef Grace Choi will prepare a meal for members of the press. She will demonstrate the differences between cooking on a Ceran glass-ceramic Induction cooktop and a conventional glass cooktop. As the meal is being prepared, a SCHOTT executive will discuss the functional, ecological and aesthetic advantages of induction cooking.

During the press dinner and at the show SCHOTT will discuss how:

- Ceran glass ceramic cooktops contain no added heavy metals in the manufacturing of the product and, when used with induction cooking technology, allow for faster cooking times with tighter temperature controls.
- Ceran Flash Color glass-ceramic cooktops' many distinct color variations enable people to customize their kitchens in colorful new ways and integrate the cooktop into a kitchen's overall design.
- Ceran Cleartrans® cooktops bring a new level of elegance and distinction to kitchen design with sophisticated, modern colors that incorporate thin layers of precious metals and surface textures.

Members of the media interested in attending the press dinner or scheduling an interview with a SCHOTT Ceran expert should call Brelyn Johnson at 212-943-5858 or email her at bjohnson@spectorandassociates.net. Alternatively, they can also contact Karen Elder with SCHOTT at the company's booth during the show.

For more background on Ceran cooktops, Ceran Flash Color cooktops, Ceran Cleartrans cooktops and induction cooking, please visit www.us.schott.com

High resolution photographs of Ceran products can be downloaded at www.schott-pictures.net, keyword "Ceran". Video of Ceran cooktops and induction cooking can be viewed at www.schott-video.com.