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 **SCHÖNWALD**  
Germany

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THE BEST PERFORMING PORCELAIN IN THE WORLD · THE BEST PERFORMING PORCELAIN IN THE WORLD · THE BEST PERFORMING PORCELAIN IN THE WORLD

# Generation

A MILESTONE IN THE HISTORY OF PORCELAIN



For the **first** time:  
Cream coloured hard porcelain

**Perfect** harmony:  
Beauty and function

Pure **design**: Retro  
look meets modernism



 **SCHÖNWALD**  
Germany

## A new kind of porcelain



A new GENERATION has arrived: A delicate cream-coloured porcelain which is also hard enough to withstand the tough day-to-day requirements of the food service industry. As a result of the newly developed Dura-cream® body, which, like any hard porcelain, is fired at 1,400 °C, GENERATION is also extremely scratch resistant and, what's more, particularly chipping resistant.

A combination of outstanding functional properties and visual characteristics never before attained in porcelain!



# HARD



# CREAM



## Cream-coloured hard porcelain

Up to now, white has been the basic colour for hard porcelain. With this new development, however, we can now also manufacture hard porcelain in a soft creamy tone. GENERATION impresses by virtue of its gentle cream shimmer, which offers you and your guests a new visual effect. You can now arrange your food creations on fine porcelain with a pleasantly warm shade of colour.



# EMOTIONAL



## Design with character

A hint of retro and lots of modernism. Characteristic of a new generation. GENERATION distinguishes itself by the purity of its shape which charmingly combines the hint of a retro-look with a clear and at the same time soft design to create a new style.

“Self-explanatory” is the credo of Hans-Wilhelm Seitz, the experienced designer of many successful porcelain products, who created GENERATION. Translated into reality this means a clear, simple design, which underlines the utility, functionality and aesthetic appeal of a porcelain article in everyday use. The declared principle behind GENERATION – good design is invisible!



# VARIATIONS



## Graceful variations

The rolling silhouette of the additional range of cups and the square and rectangular plates which are presented with an impressively wide rim is emphatically elegant. An attractive alternative to the formal familiarity of the rest of the collection. These porcelain articles communicate a sense of elegance – conveyed through the successful combination of graceful classicism and modern lightness. This creates a relaxed atmosphere with a festive tone for the guest.

A charming addition to Generation which stylishly emphasises the timelessness of this collection.



# STRUCTURE



## Finely woven patterns

This new versatile range of dishes continues the new chapter in the history of porcelain which began with GENERATION. Finely structured surfaces now extend over the gently curved rims of the elegant and opulent dishes. With its graphically stylised visual effect, this new structure resembles filigree braided rope or fine wickerwork.



Use the new structured variety of Generation to successfully present your meals in a way which lives up to the demands of fine establishments. Regardless of whether you use the structured dishes alone or a mixture of smooth and structured dishes on your table, Generation always provides remarkable character and offers great versatility when arranging your table in styles ranging from "classic-festive" to "modern country".



## Something fresh for the senses

The range of decorative concepts, which playfully and charmingly accentuate and interpret a subtly retro appearance, serve to underline the versatility of GENERATION. The discreet patterns set a new course and leave ample scope for developing creative arrangements with a new kind of emotional sensuality.

# SUBTLE



## A blend of retro and contemporary elegance

The pure shape and the creamy tone of GENERATION give you the freedom to create a wide variety of decorations. We would be more than glad to support the individuality of your establishment by helping you to realise your own creative ideas.



Decor pattern Living 62852\*



Decor pattern Living 62851, Plate 34 cm

Decor pattern Cremium 62849, Plate 34 cm



Decor pattern Cremium 62850



Esprit, Ratingen



Decor pattern Light 62854



Decor pattern Light 62853, Plate 34 cm

Decor pattern Retrostyle 62847, Plate 34 cm



Decor pattern Retrostyle 62848


















Hotel Maritim, Berlin

\* This pattern includes individual items that are decorated differently.



















# The range

Article	Code	Inch/Oz	Weight	Ø	Height	Height		
			1 pc.		1 pc.	11 pcs.	11 pcs.	
			Gramme	mm	mm	mm		
	<b>Plate flat with rim</b> 16	9340016	6.1"	210	160	17	90	
	20	9340020	7.7"	340	200	19	100	
	24	9340024	9.2"	555	235	22	115	
	27	9340027	10.5"	710	270	23	118	
	29	9340029	11.3"	870	290	25	125	
	31	9340031	12.1"	985	309	24	130	
	<b>Plate flat with rim embossed</b> 16	9340066	6.1"	210	160	17	90	
	20	9340070	7.7"	340	200	19	100	
	24	9340074	9.2"	555	235	22	115	
	27	9340077	10.5"	710	270	23	118	
	29	9340079	11.3"	870	290	25	125	
	31	9340081	12.1"	985	309	24	130	
	<b>Plate deep with rim</b> 16	9340116	6.2"	230	160	32	120	
	20	9340120	7.8"	385	200	37	135	
	23	9340123	8.4"	500	228	41	137	
	26	9340126	10.1"	705	258	45	156	
	30	9340130	11.5"	925	295	47	177	
		<b>Plate deep with rim embossed</b> 16	9340166	6.2"	230	160	32	120
20		9340170	7.8"	385	200	37	135	
26		9340176	10.1"	705	258	45	156	
30		9340180	11.5"	925	295	47	177	
	<b>Plate rectangular</b> 21 x 14	9340321	8.2"	395	L/W 212x145		29	110
	32 x 21	9340332	12.5"	1180	L/W 321x215		30	150
	<b>Plate square</b> 21	9340521	8.2"	555	L/W 213x213		28	128
	32	9340532	12.5"	1890	L/W 319x319		31	181

Article	Code	Inch/Oz	Weight	Ø	Height	Height	
			1 pc.		1 pc.	11 pcs.	11 pcs.
			Gramme	mm	mm	mm	
	<b>Soupcup and saucer</b> 30						
	S	9346918	6.2"	210	158	20	100
	S (emb.)	9346968	6.2"	210	158	20	100
	C	9342880	10.1 oz	225	115	62	-
	<b>Creamsoup stackable</b> K/28						
	S	9346918	6.2"	210	158	20	100
	S (emb.)	9346968	6.2"	210	158	20	100
	C	9342728	9.5 oz	235	101	56	437
	<b>Salad dish round</b> 13	9343163	5.1"	265	130	50	173
	15	9343165	5.8"	440	151	57	200
	18	9343168	7.2"	670	184	70	225
	21	9343171	8.4"	1015	216	82	272
	<b>Bowl</b> 22	9345372	7.4 oz	170	98	66	346
	30	9345380	10.1 oz	210	115	62	242
	<b>matching Saucer</b> S	9346918	6.2"	210	158	20	100
	S (emb.)	9346968	6.2"	210	158	20	100
	<b>Bowl stackable embossed</b> K/28	9345328	9.5 oz	230	101	56	437
	<b>Dip dish</b> 10	9346110		130	100	34	-
	<b>Gravyboat</b> 35	9343835	12 oz	250	116	67	-
	<b>Butterboat</b> 10	9343810	4 oz	110	76	50	-

# The range

Article	Code	Inch/Oz	Weight	Ø	Height	Height	
			1 pc.	mm	1 pc.	11 pcs.	
			Gramme	mm	mm	mm	
	<b>Egg-cup</b> 9344001		105	99	29	-	
	<b>Platter with rim</b>						L/W
	26 9342026	10.1"	590	263x201	23	110	
	29 9342029	11.3"	810	293x224	24	129	
	33 9342033	12.8"	970	332x253	26	127	
	38 9342038	15"	1435	383x296	28	140	
	<b>Coffeepot</b>						
	30 9344130	11 oz	370	97	110	-	
	60 9344160	21 oz	630	121	140	-	
	<b>Teapot</b>						
	35 9344335	12 oz	455	118	98	-	
	65 9344365	22 oz	740	142	115	-	
	<b>Jam jar and sugar bowl</b>						
	24 9344924	8 oz	225	95	75	-	
	<b>Sugar stick holder</b>						L/W
	9347901	4.1oz	140	100x55	40	351	
	<b>Salt shaker</b>						
	9344010		70	54	70	-	
	<b>Pepper shaker</b>						
	9344020		65	54	58	-	
	<b>Creamer w/o handle</b>						
	03 9344603	1 oz	40	44	44	-	

Article	Code	Inch/Oz	Weight	Ø	Height	Height	
			1 pc.	mm	1 pc.	11 pcs.	
			Gramme	mm	mm	mm	
	<b>Creamer</b>						
	15 9344715	5.7 oz	140	71	72	-	
	30 9344730	10 oz	250	89	90	-	
	50 9344750	16.9 oz	400	104	108	-	
	<b>Cup and saucer tall</b>						
	10 S 9346909	5.0"	140	128	18	100	
	S (emb.) 9346959	5.0"	140	128	18	100	
	C 9345260	3.4 oz	130	67	70	-	
	18 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345268	6.4 oz	180	83	84	-	
	<b>Cup and saucer low</b>						
	22 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345272	7.4 oz	190	98	66	-	
	<b>Cup café au lait</b>						
	40 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345290	12.8 oz	280	117	72	-	
	<b>Cup</b>						
	09 S 9346909	6.2"	140	128	18	100	
	S (emb.) 9346959	6.2"	140	128	18	100	
	C 9345159	3 oz	112	62	53	-	
	20 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345170	6.7 oz	200	82	63	-	
	<b>Cup embossed</b>						
	20 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345370	6.7 oz	200	82	63	-	
	<b>Cup stackable</b>						
	K/09 S 9346909	6.2"	140	128	18	100	
	S (emb.) 9346959	6.2"	140	128	18	100	
	C 9345109	3 oz	110	63	50	425	
	K/18 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345118	6 oz	160	81	56	476	
	K/25 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345125	8.4 oz	230	89	65	555	

Article	Code	Inch/Oz	Weight	Ø	Height	Height	
			1 pc.	mm	1 pc.	11 pcs.	
			Gramme	mm	mm	mm	
	<b>Cup stackable embossed</b>						
	K/25 S 9346918	6.2"	210	158	20	100	
	S (emb.) 9346968	6.2"	210	158	20	100	
	C 9345325	8.4 oz	230	89	65	555	
	<b>Coffee mug</b>						
	28 9345628	9.5 oz	300	79	95	-	
	<b>Ind. Sugar dish</b>						
	8 9345708	3.4"	60	89	15	88	
	<b>Candleholder</b>						
	9347700	3"	150	77	52	-	
	<b>Table vase</b>						
	9 9348109	3.6"	215	87	92	-	
	<b>Ashtray</b>						
	12 9347512	4.4"	185	114	34	312	
							

The photographs were kindly made possible by Restaurant Schäfers, Fürth-Ronhof.

All measurements and weights listed are subject to the variations that are usual in porcelain manufacturing.

In the table scenes glasses from the Basic and Vino Nobile series by Schönwald were used.



**extraordinary hardness**  
**high chipping resistance**  
**resistant glaze**  
**precise stackability**  
**guaranteed dishwasher-proof**  
**inglaze decor patterns**