



NEWS RELEASE

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NEW ADDITION TO THE JAUR COLLECTION – ROUTA SETS THE TABLE WITH ARCTIC ICE

The latest addition to the steel design collection JAUR is an elegant table setting series. The gourmet cooler set ROUTA includes six items designed for the serving of cold dishes in showy table settings. Designer Eero Hyrkäs from Lapland incorporates the simple, powerful forms of northern nature and arctic ice into table settings.

The centrepiece of the gourmet cooler set is a double walled ice cube holder made of stainless steel. Three different platters can be placed on top of the holder: small Kaviaari for caviar, deep Salaatti for salad or flat Rapu for crayfish. The ROUTA gourmet cooler brings the gourmet delights on offer into focus and keeps them fresh during the entire meal. Accessories include the ice cube tongs and salad servers already presented in the JAUR collection.

The JAUR gourmet cooler ROUTA will be on display in the Helsinki Design Week Show100 exhibition on 1–3 October. The new additions complement the JAUR collection, which consists of the designs of Eero Hyrkäs selected by Hanneli and Pekka Sillfors from Design House Idoli and published in autumn 2007. The products are handmade from the best stainless steel grades of the northernmost steelworks in the world.

The ROUTA products will be available in shops at the beginning of 2009.

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Arctichrome Production is a company that specializes in design and the manufacturing of stainless steel products. It is located in Tornio, Finland, close to the northernmost steel works in the world. Designing the collections is the responsibility of Mr. Hyrkäs, who founded the company in 1994. All products are handmade in Finland from the best quality steel. www.jaur.fi

Design House IDOLI is a new Northern Finnish design centre, which displays high-quality Finnish design in the surrounding wilderness. The exhibition includes items from the production of eight designers and two companies. The centre, which was opened in 2005, is hosted by Hanneli and Pekka Sillfors. It is located on the shores of Inarijärvi Lake and it is aimed at visitor groups interested in Finnish design. www.idoli.fi