



HKTDC Hong Kong Houseware Fair 2012

Interesting Products from Exhibitors

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Product	Highlights
 <p>Song Dynasty Poem Fine Bone China Company: Asianera Limited Country & Region: Hong Kong Product Zone: Hall of Elegance Booth no.: 1D-A28 www.asianera.biz</p>	<p>Asianera is a fine bone china design house and manufacturer located in China. Their design concept is to combine the traditional craft of fine hand-painted porcelain with a contemporary design sensibility. Asian Fusion would best describe their fresh new designs which are strong in an Asian vernacular with a fresh modern twist.</p> <p>Song Dynasty Poem design draws inspiration from ancient Chinese poetry. Exquisitely painted, each piece is a work of art. The innovative shapes of the Pedestal Gongfu Tea Pot and Gongfu Cups reflect tradition yet are distinctly modern.</p>
 <p>Easy Food Dicer Company: Cosso International Limited Country & Region: Hong Kong Product Zone: World of Fine Dining Booth no.: 1A-E15 www.cosso.com.hk</p>	<p>The Easy Food Dicer cuts fruits and vegetables into cubes and wedges with ease. Perfect for preparing salad, fries, snacks, side dishes and desserts.</p> <p>Press the handle and the mechanical effort-saving pusher will push the food forward step by step and force the food passing through the sharp stainless steel blades. Cutting process can be finished in a few seconds. The length of knife can be adjusted.</p> <p>Users need not contact the food during the cutting process to dice food safely and to prevent smell on the hand. (Remarks: Reddot Design Award products)</p>



Chinese Bloom

Company: Elmo Limited

Country & Region: Hong Kong

Product Zone: Furniture

Booth no.: 5F-D01

www.elmo.com.hk

This graceful floor lamp with a quality American white oak base is inspired by flowers in Chinese brush paintings.

Made out of a sturdy yet flexible metal tube, its unique shaft is designed to reflect the flowers' light and swift movements in the wind.

The red colour is a tribute to the Chinese style design, exuding the lamp's bright charm while it also offers warmth and light.



CARLO cutlery set

Company: green & associates (HK) Limited

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1E-C23

www.oobject.com

Purposed to reduce half of the functionality of this designed cutlery set. The food will be consumed slowly with appreciation.

Half full is an ancient Chinese wisdom of staying healthy and eternal optimistic.

This cutlery set is made of stainless steel.



TopChips - Crisp Maker

Company: Mastrad Hong Kong Limited

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1D-B31

www.mastrad.fr

TopChips from Mastrad converts the masses to “light” chips with its microwave tray and meets the unanimous appreciation of juries worldwide. It makes crispy, tasty and fat free crisps.

The product received the recognition from French professional trade magazine Table & Cadeau with “Jury Favorite” prize, the Gourmet Product Awards of California, finalist of Housewares Design Awards in New York and Good Design Award of Chicago.



Microdry® Flexi-Fit™ Oven and Stove Mitts

Company: MindsInSync (Hong Kong) Ltd

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1D-C15

www.mindsinsync.com

MindsInSync, the New York company that invented the original and bestselling memory foam bath mat, comes a new innovation for the kitchen— Microdry® Flexi-Fit™ Oven and Stove Mitts.

Designed to move with the hand for a comfortable and secure grip, these mitts also feature Microdry’s signature CoreTex™ microfiber in the lining for softness and moisture absorption.

Unique silicone appliqué enhances heat protection and gripping power.
(Remarks: NEW Product Launch in the world at Houseware Fair 2012)



Bio Kitchenware Products

Company: MS Enterprises Limited

Country & Region: Hong Kong

Product Zone: Green Living

Booth no.: 1CON-031

www.biochef.com

70% of the handle is made of a specially blended, renewable corn starch material. The corn's starch parts will biodegrade in landfill conditions after being discarded.

The product is non-toxic, compliant with FDA, LFGB and BPA free. It is water, grease, heat (120 degree celsius) resistant & microwavable.



Electronic Sanitary Bin

Company: Technical (HK) Manufacturing Limited

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1E-F15

www.techhk.com

This Sanitary Bin contains 185nm UV lamp which can kill 99.9% of most micro-organisms and bacteria. It automatically releases ozone for 5 minutes per hour and the UV lamp has long lifespan of 25000 hours.

It comes with 3 kinds of power supply: AC power supply, built-in rechargeable battery or AA battery.

Step on rubbish bin with hydraulic lid keeps the hands clean. It is designed for both hospital and home use.



Soup Cup with Silicone Jacket

Company: Topchoice Industries Limited

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1E-C01

www.topchoice.com.hk

The soup cup is available in three colors. The "potato soup", "tomato soup" and "broccoli soup" cups come with a fitting fashionable silicone jacket which allows users to enjoy hot soup without burning their fingers. It also protects furniture from stains and scratches.

The silicone jacket with geometric patterns can be removed and washed.



TPU Antibacterial Cutting Board

Company: Sposis Co., Ltd.

Country & Region: Korea

Product Zone: World of Fine Dining

Booth no.: 1C-A23

www.biomaid.co.kr

The antibacterial cutting board is a high-end product which is manufactured using high-quality TPU.

It comes with a strong and restorative surface which is easy to clean. This piece also offers a 99.9% natural antibacterial effect by the Biomaid Ark Shell Technology.

The board allows fewer odors and scratches. It is available in various colours with different funny icons on the backside to prevent cross-contamination.

It can be bent for pouring ingredients into bowls or pots.



Acrobat Herb Cutter

Company: Ante International Limited

Country & Region: Hong Kong

Product Zone: Hall of Elegance

Booth no.: 1D-B27

www.antevanilla.com

Inspired by the entertaining circus wheel, the acrobat herb cutter's innovative design allows comfortable control while cutting and chopping.

High-quality twin stainless steel blade provides precision and is easy to clean as it is dishwasher safe.

The cutting board included also serves as a convenient storage space for the herb cutter, which adds to the versatility of this cutting edge product.

Different colours are available.



Company: Jobar HK Limited

Country & Region: Hong Kong

Product Zone: Kitchenware & Gadgets

Booth no.: 3C-D18

www.jobar.com

Shown here is an incredible cordless electric floor sweeper that is easy and convenient to use.

It automatically moves back and forth to clean the floor by itself, which effectively saves your hand labor and keeps your floor dust-free.

It can change direction to avoid hitting furniture and other objects.



Color Restoration Series Conditioner

Company: Lok Ko Far East Company Limited

Country & Region: Hong Kong

Product Zone: World of Pet Supplies

Booth no.: 1A-C07

www.seraphic-care.com

Color Restoration Series Conditioner is an organic-based, coloring conditioner designed for all pet's coat.

The conditioner contains olive oil, rapeseed oil extract and wheat ceramide provides natural moisture, it gives the coat optimum sheen and bounce.

The blend of plant refine extract and the extraordinary fragrance refresh mind, spirit to the pet's coat. It restores the original coat color while nourishes and revitalizes.



petbitat[®] Select
designs for pets who appreciate design

Petbitat Pet/Kid Couch Cover

Company: Petbitat International Limited

Country & Region: Hong Kong

Product Zone: World of Pet Supplies

Booth no.: 1A-C01

www.petbitat.com

Cozy up with the pet on the couch worry-free, with the Pet/Kid Couch Cover. The classic design is made to fit and protect the sofa from spills and lasting odors.

An impermeable layer stitched inside prevents wetness, stains, bacteria and scratches from damaging the sofa, making it a worthwhile and lasting investment.

Kids and pets alike will love to snuggle with this machine washable sofa cover, making it the perfect living accessory for the living room.



Dog Coat/ Fur Bag

Company: Pet Republic Co., Ltd.

Country & Region: Taiwan

Product Zone: World of Pet Supplies

Booth no.: 1A-A06

www.ican-design.com

Dog Coat

Reversible, pull-over dog coat with removable faux chinchilla fur collar; sewn-on Swarovski crystals; fabric consisted 100% cashmere on one side and 100% wool on another; faux fur imported from France. Made in USA.

Fur Bag

Luxurious leather, Geoffrey fur, pet carrier with sewn on Swarovski crystals; removable zipped top; adjustable shoulder straps; and two arched doors that one is fixed and another is removable for air ventilation at the front and the back. Made in USA.



ECO Carrier (Door Version)

Company: Go Well Enterprise Co., Ltd

Country & Region: Taiwan

Product Zone: World of Pet Supplies

Booth no.: 1A-A02

www.crazypaws.net

New V2 ECO Carrier is made of light weight PP Foam Board and all the materials are environmental friendly. This patented material provides a light weight construction which can be re-cycled.

The colourful two tones ECO Carrier Design is easy to clean. The slotted Paw Logo design provides good ventilation for your pet.

The padded handle wrap provides extra comfort when carrying, and can be used as part of the shoulder strap.

The side panel slot provides attachment for water bottle.