

Ubifrance Presents First French Pavilion at 2011 Home & Housewares Show

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Photo 1: Apron from Beauvilli

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For the first time ever, Ubifrance-the French Trade Commission and the International Housewares Association team up to present the French Pavilion at the 2011 International Home & Housewares Show in Chicago from March 6 to 8. The Pavilion will feature 14 French companies specializing in bake/cookware, exquisitely crafted French knives, innovative kitchen gadgets, fun wine accessories, modern table accessories and eco-friendly products including solar-powered portable ovens and barbecues. The French Pavilion will be located in the Dine & Design section of the South Hall in McCormick Place, booths 1065-1172.

Bringing housewares trends fresh from France, the French Pavilion participants will be presenting their unique and innovative products. The Pavilion also features several companies carrying the prestigious *Entreprise du Patrimoine Vivant* (Living Heritage Enterprise) label awarded to French firms for the excellence of their traditional and industrial expertise.

Enjoy a touch of France with Champagne at the show:

- Sunday, March 6 - 11:30 a.m. - Unveiling of the French Pavilion
- Monday, March 7 - 11:30 a.m. - Cocktail Reception

The exhibitors on the French Pavilion are grouped by category below.

Cookware and kitchen accessories



Photo 2: Lacquered bowls from Bibol

Bibol

After a trip to Vietnam, the creators of Bibol decided to develop a fair trade, ecologically conscious company. Bibol uses the know-how of the ancestral Vietnamese craftsmen to create beautiful "green" bowls that are sold in France. Bibol's bamboo bowls are available in several finishes including clear-oiled, lacquer or inlay eggshell that are all made without solvents or volatile organic components.

Cristel

Created in 1826, this family-owned company is a leader of high-end stainless steel cookware in France, with more than 70% of the market share. Cristel offers up-to-date modern solutions adapted for all cooking levels and is recognized by leading professionals. Cristel's innovative Cook and Serve_u concept includes cookware with a removable handle.



Photo 3: Large pot with removable handle from Cristel



Photo 4: Herb mills from Fresh Mill

Fresh Mill

Fresh Mill is a range of fun and innovative hand-operated herb mills developed in France by Anjulus. The Fresh Mill Herbs lets the user store fresh herbs in the freezer and mince them on demand. This handy kitchen gadget is designed to save time and preserve fresh herbs.

Gimex International

The Ice Bag by Gimex is a new way of gifting wine and Champagne while keeping it chilled. Made of PVC, the Ice Bag updates the traditional ice bucket and provides a fun and trendy way to keep bottles chilled while transporting them. The product is available in a range of designs and also includes a professional line. The Ice Bag was created in 1991 by a long-time supply packaging professional, Gimex International.

Photo 5: Ice Bag from GIMEX



Photo 6: Solar barbecue from IDCOOK

IDCOOK

IDCOOK will unveil its lines of portable solar ovens and barbecues for the first time in the United States at this year's International Home & Housewares Show. With its five years of experience, IDCOOK is one of the leaders in sustainable development on the solar cooking solutions market. IDCOOK's lines of solar barbecues and ovens offer an alternative to traditional cooking with go-anywhere, eco-friendly solutions.

Sigaret Concept

Sigaret Concept adds a touch of cleverness to the French art of cooking. The dynamic culture at this company has led to the development of its clever products for everyday use that save time and simplify life in the kitchen. Sigaret Concepts kitchen gadgets are designed to be convenient, reliable and easy-to-use with a contemporary brand-new design.



Photo 7: "Easy Butter" kitchen gadget from Sigaret Concept



Photo 8: Kitchen mats from Thion

Thion

Thion SAS, a leading French manufacturer of household products, is sold in more than 40 countries and includes 8 production facilities in France. With a product line ranging from woven and non-woven floor cloths, household mats made with natural products (coco, rubber, etc.), shower curtains to bath and kitchen mats, Thion-La Minaghre can help with any modern families needs. Its popular line of anti-dust welcome mats will be on display at the International Home & Housewares Show.

Knives:

Claude Dozorme

Claude Dozorme adds design flair to its collection of knives, cutlery sets, carving sets, steak knives and serving pieces with a range of bright, beautiful colors made using time-honored techniques. All Claude Dozorme's products are manufactured in France in its factory built 1902 and located in the famous French cutlery capital, Thiers.



Photo 9: Vichy knife set from Claude Dozorme



Photo 10: "San Francisco" collection knife from Laguiole en Aubrac

Laguiole en Aubrac

Laguiole en Aubrac, a French cutlery manufacturer, will introduce a complete collection of cutlery made from the steel of the Golden Gate Bridge at the International Home & Housewares Show. The new California Collection and the San Francisco Collection include a wine opener, folding knives and steak knives.

Opinel

A world-renowned symbol of French culture, the Opinel folding knife was born in 1890 in Savoie, in the heart of the French Alps. The all-important knife has since traveled the world and ended up in the pocket of the greatest adventurers, navigators, mountaineers, cooks and artists including Pablo Picasso.



Photo 11: Knife from Opinel

VAUZY-CHASSANGUE

Located in Thiers, Frances traditional cutlery capital since 1850, VAUZY-CHASSANGUE produces over 2 million pieces of cutlery each year. Manufacturer of traditional and innovative modern French cutlery and wine accessories since 1850, the company's line of sommelier knives is among its best-selling products.



Photo 12: Flatware from Vauzy-Chassangue

Tabletop & Table Linens:

Beuville

The Beuville collection of tablecloths with coordinating napkins and placemats is printed in Alsace, France, at a printworks that has been producing top end quality work for more than two centuries. Printed on fine cotton satin, the tablecloth collection is complemented with a beautiful group of tea towels in linen as well as runners, cross runners and cushions. New items include coated placemats, trays, valet trays, paper napkins and aprons.



Photo 13: Apron from Beuville



Photo 14: Placemats from Taor Mercier

Taor Mercier

French design duo Judith Taor, a fashion designer and Philippe Mercier, an art director, formed Taor Mercier in 1979. A creator of contemporary design placemats for the modern kitchen, Taor Mercier is sold in prestigious locations such as the MoMa in New York, Axis in Tokyo, Molecule in Singapore, Museum of Contemporary Art in Denmark, Interio in Switzerland, Lane Crawford in Hong Kong, Arango in Miami, and La Verrière in Paris.

Tissage Moutet

Established in 1919, Tissage Moutet remains a leader in French table linens in terms of creativity, originality and quality. The company's weaving heritage, which has been passed down for five generations, combined with the finest and freshest inspiration from various designers, guarantee a high quality, innovative product. The various collections feature tablecloths, runners, tea towels and accessories that are all 100% French.



Photo 15: Tea towel from Tissage Moutet

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