

## Press Information

### **Kyocera to engineer new patented Z212 ceramic knife blade with razor-like precision sharpness**

**Kyoto/London., 07. Juni 2022.** Kyocera announced today that its new patented blades of its **Shin Black** ceramic knives were proven to maintain razor-like sharpness twice as long as traditional ceramic knives.<sup>1</sup> The Shin Black line is the first to use a new fusion of ceramic materials that outperform prior generations of ceramic knives and has been awarded patents in Europe, the US, Japan, and China. This new technology took more than 12 years of dedicated research and development (R&D) to determine the proper composition and sintering of ceramic particles to create this proprietary blade of its Shin Black ceramic knives line.

#### **The challenge – creating the most impressive ceramic knife for an affordable price**

“We wanted to discover new technology to bring our industry forward in terms of performance for a reasonable price. There are some incredible knives that the average person could never afford. Taking that idea of higher performance for the home chef, we worked with a number of materials combined with our high-precision ceramics to determine the best combination that both increased durability of the blade and doubled sharpness retention. The Shin Black line is the result of that extensive R&D,” said Takanori Nishihara, inventor of the Shin Black line. “We were challenged with the black ceramics material, which is typically more difficult to polish than the traditional white ceramics, but our new material created a beautiful knife with better performance and our finest craftsmanship in 38 years.”

#### **Exceptional craftsmanship at an affordable price**

Decades of advanced ceramic expertise in kitchen cutlery enabled Kyocera to push the boundaries of existing industry technology. The development team had ample time to understand the nuances of shaping and sintering different materials. This understanding was then ultimately combined with ceramics, resulting in these ultra-sharp blades that allow for the highest precision cutting. The user-friendly Shin Black series brings exceptional craftsmanship at an affordable price to what is currently the company's most impressive line of ceramic knives.

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<sup>1</sup> Based on internal Kyocera testing



### **Performance in every section – Shin Black as a daily reliable allrounder**

Shin Black's ultra-long-lasting, non-corrosive blade is resistant to acidic foods, combined with an angled soft-grip handle, enables precise cutting control while reducing hand and wrist fatigue from repetitive cutting tasks. The well-balanced, lightweight knife series is fit for any professional kitchen or a home cook who's regularly handling meal preparation of fruits, vegetables, and boneless fish and meats.

### **Shin Black – a new way to part food**

An industry-standard paper cutting test called the HONDA test verifies the sharpness longevity of this newly developed blade. It was repeatedly pressed onto a stack of paper to see how many sheets of paper are cut after ongoing use. Shin Black maintained its sharpness throughout, degrading minimally, which is an excellent result after the 128th cutting cycle, and doubling the edge retention of Kyocera's traditional ceramic knives. Kyocera's globally patented Shin Black series features a dark graphite grey blade and black handle. Made in Japan with exceptional quality and beauty, the series includes seven sizes ranging from approximately 54,90 – 109,90 Euro including a Paring, Utility, Slicing, Santoku, 6-inch and 7-inch Chef's knives and a 2PC Knife Set packaged in a Kyocera embossed gift box

### **Quality development since 1984**

Kyocera was one of the first companies in the world to begin manufacturing and selling kitchen knives with blades made from fine ceramics. Since 1984, Kyocera has been continually enhancing the material technology and design of its ceramic knives, developing its product range with various colours and styles and converting customers worldwide to fans of ceramic kitchen tools.



For more information on Kyocera: [www.kyocera.co.uk](http://www.kyocera.co.uk)

## About Kyocera

Headquartered in Kyoto, Japan, KYOCERA Corporation is one of the world's leading manufacturers of fine ceramic components for the technology industry. The strategically important divisions in the KYOCERA Group, which is comprised of 298 subsidiaries (as of March 31, 2022), are information and communications technologies, products which increase quality of life, and environmentally friendly products. The technology group is also one of the most experienced producers of smart energy systems worldwide, with more than 45 years of know-how in the industry. The company is ranked #603 on Forbes magazine's 2021 "Global 2000" listing of the world's largest publicly traded companies.

With a global workforce of over 83.000 employees, Kyocera posted sales revenue of approximately €13,42 billion in fiscal year 2021/2022. The products marketed by the company in Europe include printers, digital copying systems, semiconductor-, fine ceramic-, automotive- and electronic components as well as printing devices and ceramic kitchen products. The KYOCERA Group has two independent companies in the United Kingdom: KYOCERA Fineceramics Ltd. and KYOCERA Document Solutions Ltd.

The company also takes an active interest in cultural affairs. The Kyoto Prize, a prominent international award, is presented each year by the Inamori Foundation — established by Kyocera founder Dr. Kazuo Inamori — to individuals worldwide who have contributed significantly to the scientific, cultural, and spiritual betterment of humankind (approximately €763,000\* per prize category).

\*Date of Survey: June 18<sup>th</sup>, 2021

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