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**M. E. SCHUPP: From High Temperature to Haut Cuisine Ceramics**  
**Ceramic Knives with Company Logo – A Meaningful Business Present**

**Aachen, Germany, October 2007. Those looking for the special gift for their business partners – time flies, Christmas is coming soon - may now find it at M.E.SCHUPP GmbH & Co. KG, Aachen: The company, producing and worldwide distributing high temperature ceramics as its main occupation, now offers ceramic knives with logos engraved into the blade. The blade of the ZirconKnife, either black or white, is made from zirconium oxide which is lighter, sharper and more enduring than steel.**

**M.E.SCHUPP engraves the company logos by laser into the ceramic and supplies the knives with blades from 75 mm to 150 mm in a prestigious jewel box.**

**The price of the smallest ZirconKnife with a 75 mm white blade is 10.00 /each at a minimum purchase of 100 pcs., purchasing 500 pcs. 7.20 €each. With a black blade the price will be 13.00 € or 9.45 € each.**

**The luxury model of the ZirconKnife with a 150 mm blade is available from 21.40 €each in white and from 24.65 €each in black (purchase 500 pcs.). Prices for ceramic knives with blades of 100 mm und 125 mm are in between the basic and the luxury model. All prices include logo engraving, jewel box, shipment plus VAT where applicable. Advisory service and order placement directly with M.E.SCHUPP, Tel. +49 241 93 67 70, E-Mail [info@schupp-ceramics.com](mailto:info@schupp-ceramics.com).**

Further to the practical value of the knife, promising a frequent use with continuous intervisibility to the engraved logo, its qualities and features provide many associativities and metaphors to describe successful partnerships and business relations.

The ceramic knife is a tool that is permanently sharp, light and easy to use. The durability of ceramics stands for a long-term and sustainable cooperation, thus assigning a meaning to the present ZirconKnife beyond the „obligatory act“ of making gifts within business relations.



## About M.E.SCHUPP

M.E.SCHUPP has been founded in 1996 by the entrepreneur Michael E. SCHUPP. Prior to founding the company he held positions with mayor and renowned companies involved in high temperature technology for decades. Today the company and its 26 employees from ten nations achieve a turnover of five million Euro. The enterprise is extremely solidly financed and profitable. Amongst the customers are applying industries in the field of Ceramics and Powder Metallurgy, Glass, Dental, Silicon Wafers, Semiconductors, Jewelry, Metallurgy, Refractory, Insulation Technology, and FDP (LCD) from all over the world.

The product portfolio consisting of the ranges heating, insulation, measuring, sintering and melting and high temperature adhesives is either manufactured by M.E.SCHUPP itself or by international cooperation partners, all of them part of the leading specialized manufacturers. Intensive cooperations are maintained by M.E.SCHUPP in particular with Japanese enterprises: A part of the products not produced by M.E SCHUPP itself are manufactured in Japan, partially further processed in Germany and exclusively distributed in Europe and other world regions. In its own production M.E.SCHUPP also benefits from the Japanese partner know-how as the qualities of Made in Germany and in Japan merge.