

# Prestige launches Furi and Stanley Rogers in SA

Friday, 24 June saw the official launch of Furi and Stanley Rogers in South Africa. Owned by the Fackelmann Group, they've been specifically selected for the local market, and as of July 2016, will be distributed by Prestige Quality Housewares.

Prestige believes these quality Australian brands of knives and cutlery will complement its existing range of baking products, kitchenware and foodie accessories. GM Alan Morgan-Evens comments: "Generations old and young trust and appreciate Prestige's high standard in product quality. Over the past 12 months, we have been searching worldwide for superior brands to continue to offer our loyal customers – only the best of what our global shopping basket has to offer. We believe that Furi and Stanley Rogers will be very well received and find pride-of-place within many South African kitchens and dining rooms, for generations to come."

## About Furi

An award-winning Australian design and the finest quality Japanese high carbon stainless steel are just two reasons why Furi is the number one knife brand in Australia, as well as the knife of choice for chefs and cooks around the world.



What raises Furi above its competitors is its pioneering handle design. The iconic reverse wedge shape means the handle locks into the hand for a safer grip, which helps reduce hand fatigue. The handle also features a unique curved profile, which creates the perfect slot underneath the handle for the middle finger and encourages the correct use of the pinch grip – crucial in mastering perfect knife skills.

All Furi knives are extremely sharp for excellent cutting performance. This is achieved thanks to the cutting edges set at an angle of 17 degrees. This allows for the blade to maintain its sharpness for longer.

## The story of Stanley Rogers

With a heritage of over 85 years, Stanley Rogers is a brand icon for quality craftsmanship and continues to remain a leading specialist in contemporary cutlery, today. Cutlers and silversmiths since 1930, the Rogers name proudly dates back to the 1800s from England's famous silver smithing town of Sheffield, where leading silverware manufacturers produced high-end quality knives, cutlery and silverware for the world. Stanley Rogers, a Sheffield silversmith, arrived to Australia in 1926, where some years later (in 1930), he established the company, Stanley Rogers & Son. Today, Stanley Rogers is the

number one Australian brand in stainless steel cutlery.



Prestige will be presenting two timeless, classic cutlery designs, namely Baguette and Albany.

Baguette premium 18/10 stainless steel has a mirror finish and boasts a 50-year guarantee. Albany high quality 18/10 stainless steel is available in a 50 piece set (casual 10 place settings, including triple rivet steak knives) and a 24 piece (casual six place settings), with a 25-year guarantee.

## Stockists

Both brands will be available from the following speciality stores, to name a few:

- Adams (Fourways and Boksburg)
- City Gifts (Johannesburg)
- Thrupps (Johannesburg)
- Banks (Cape Town)
- Klopers (Bloemfontein, George, Port Elizabeth and Knysna)
- Friedman & Cohen (Cape Town)
- Binuns (Pretoria)

For more information, contact Dorothy Brits, product and marketing manager at [Prestige Quality Housewares \(Pty\) Ltd.](mailto:dorothy@prestigehw.co.za) on 011 417 6670 or at [dorothy@prestigehw.co.za](mailto:dorothy@prestigehw.co.za).

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