

# Product Brief – Craft Grey

**Collection:** Performance  
**Pattern Name:** Craft F  
**Pattern Codes:** 1154 Grey  
**Lead Time:** 20 Days  
**Available From:** End of March 2013

## Introduction

Craft is inspired by hand crafted, simple county wares made by generations of Potters over hundreds of years.

The range embodies the beauty of rich, lustrous glazes applied by hand, and celebrates chance effects and reactions, which occur naturally in the kiln.

The gem-like glazes married to simple forms and shapes, evoke the gentle curves of an unspoilt country landscape.

Each piece is unique and individual, giving Craft a rustic 'Joie de Vivre'.

## Product Brief

Probing to understand customer needs is key to a successful sales call. The goal of probing is to gain a clear, complete, mutual understanding of your customers needs – resulting in appropriate recommendations.

During the probing try and establish the circumstance

1. **Circumstances:**
  - facts, conditions and events in the customers environment, (e.g. *our diners are increasingly asking for more homemade produce*).

Then listen for their expression of needs

2. **Needs:**
  - specific requirements that the customer has (e.g. *we want to best show that our food is homemade*).

Then listen for the need behind the need

3. **Need behind the need:**
  - usually a larger goal the customer wants to achieve and is often related to 3 general areas.
    - a. finance
    - b. performance or productivity
    - c. image

(e.g. *to deliver a homemade food experience (image) whilst choosing a durable product to help the operations team (productivity)*).



# Product Brief – Craft Grey

Below are the features and benefits of Craft which can help you when supporting the identified needs:

## Finance

- Greater strength – long lasting and better lifetime cost
- Life-time edge chip warranty – less replenishment and associated costs
- Flexible range – mix and match with current Terramesa so less cost outlay
- Exciting new shapes – better presentation and margin opportunity

## Performance or Productivity

- Stackable shapes – space saving in small kitchen spaces
- Heat and/or chill retention – provide flexibility in high demand operations
- Life-time edge chip warranty – less product out of service
- Microwave/freezer safe and thermal shock resistance – flexible use in the kitchen
- 13 flatware items including 5 squares and rectangles - wide selection to cover many servicing needs
- 8 sizes of bowl including 3 coupe bowls and 1 chinese bowl - wide selection of sizes for serving flexibility
- 8 sizes of cups/mugs including 3 stacking and 4 low cups - wide selection of differing occasions
- Rimless coupe plates - rimless shape means less tablespace required
- Large casserole - ideal for menu items designed for sharing

## Design

- Exciting new shapes – shapes from new FreeStyle range create interest on the tabletop
- New glaze application - delivers a rustic handmade aesthetic
- Flexible range - mix and match with existing Performance ranges and Terramesa








BISTRO

CASUAL  
DINING

TRAVEL








# Product Brief – Craft Grey

|  | Item Code | Description               | Pieces per carton |
|--|-----------|---------------------------|-------------------|
|    | 0565      | Coupe Plate 30.0cm (11¾") | 12                |
|  | 0566      | Coupe Plate 25.5cm (10")  | 24                |
|  | 0567      | Coupe Plate 20.25cm (8")  | 24                |
|  | 0568      | Coupe Plate 15.25cm (6")  | 36                |
|    | 0501      | Plate 37.5cm (14 5/8")    | 6                 |
|   | 0520      | Plate 30.5cm (12")        | 12                |
|  | 0521      | Plate 25.0cm (10")        | 12                |
|  | 0522      | Plate 15.5cm (6")         | 12                |
|  | 0569      | Coupe Bowl 25.5cm (10")   | 6                 |
|  | 0570      | Coupe Bowl 20.5cm (8½")   | 12                |
|  | 0571      | Coupe Bowl 13.0cm (5")    | 24                |
|  | 0523      | Bowl 28.0cm (11")         | 12                |
|  | 0524      | Bowl 18.0cm (7")          | 12                |
|  | 0525      | Bowl 13.0cm (5")          | 12                |
|  | 0242      | Chinese Bowl 12.75cm (5") | 12                |









# Product Brief – Craft Grey

|   | Item Code | Description   | Pieces per carton |
|---|-----------|---|-------------------|
|    | 0372      | Nouveau Bowl 27.0cm (10 <sup>3</sup> / <sub>4</sub> " | 6                 |
|    | 0550      | Rectangle One 27.0cm x 27.0cm (10 5/8" x 6 1/2")      | 6                 |
|   | 0551      | Rectangle Two 33.0cm x 27.0cm (13 1/2" x 10 5/8")     | 6                 |
|   | 0556      | Rectangle Three 33.0cm x 19.0cm (13 1/2" x 7 1/2")    | 6                 |
|   | 0552      | Rectangle Four 37.0cm x 16.5cm (14 1/4" x 6 1/2")     | 6                 |
|   | 0553      | Square One 27.0cm x 27.0cm (10 1/2" x 10 1/2")        | 6                 |
|  | 0150      | Low Cup 45.5cl (16oz)                                 | 12                |
|   | 0152      | Low Cup 34.0cl (12oz)                                 | 36                |
|   | 0189      | Low Cup 22.75cl (8oz)                                 | 36                |
|   | 0190      | Low Cup 8.5cl (3oz)                                   | 12                |
|  | 0188      | Cup Stacking 28.4cl (10oz)                            | 36                |
|   | 0217      | Cup Stacking 20.0cl (7oz)                             | 36                |
|   | 0234      | Cup Stacking 10.0cl (3 1/2oz)                         | 12                |
|  | 0592      | Quench Mug 28.5cl (10oz)                              | 24                |
|  | 0225      | Soup Stand D/W 16.5cm (6 1/2")                        | 36                |
|   | 0158      | Stand/Saucer D/W Large 14.5cm (5 3/4")                | 36                |
|   | 0165      | Saucer D/W Small 11.75cm (4 5/8")                     | 12                |



# Product Brief – Craft Grey

|   | Item Code    | Description                             | Pieces per carton |
|---|--------------|---|-------------------|
|    | 0379         | Sugar/Bouillon 22.75cl (8oz)            | 12                |
|    | 0283         | Decanter 0.6 litre (1 pint)             | 6                 |
|    | 0841<br>0842 | Salt<br>Pepper                          | 12<br>12          |
|   | 0840         | Bud Vase                                | 12                |
|  | 0614         | Pizza Plate 31.5cm (12½")               | 6                 |
|  | 0575         | Taster Dip 6.5cm x 6.5cm<br>(2½" x 2½") | 12                |

Also available:

|      |                    |    |
|------|--------------------|----|
| 0557 | Pourer 8.5cl (3oz) | 12 |
|------|--------------------|----|

