

## We have a confession to make.

May 14th 2013

We could have said it back in 1991. Or at the turn of the century. And we understand that you would have liked to be spared from the dreary aftermath of all the fine feasts and family get-togethers of the 2000s.

We didn't mean to mess things up for you. We simply couldn't tell you that you didn't have to pamper your glasses like you have been. But we don't have to keep it to ourselves anymore.

Most crystal glasses from Orrefors can be machine washed.

All the pieces have fallen into place at last. Our glasses have been able to withstand high temperatures since 1991 when we stopped using lead, and now, detergents and dishwashers have become so gentle that we can say it over and over again: most Orrefors glasses can be machine washed.

So now you can use your Orrefors glasses as often as you want. Why not celebrate with Ingegerd Råman's new product line Pulse, which works just as well on the table as in the dishwasher.

In her series Pulse, Ingegerd combines esthetics with techniques. The demand for usability and machine wash meets contemporary design and style.

Pulse has been designed with the taste and aroma of the beverage in mind. Ingegerd has combined her longstanding knowledge of beverages, aromas and glassware with her feel for design and has given us a glass for the modern user. For a user who knows good design. But also for a user who wants to put the glasses in the dishwasher.

For the first time ever, Orrefors gives us a glass in a new price range that makes the product available to many more. We want to give a larger audience the opportunity to enjoy glasses of high design, that focus on the wine with it's taste and aromas

Glasses for your dinner party, glasses for a casual Friday with wine in the sofa, glasses that are machine washable, glasses for everyone!

"People meet, habits change but to share a drink in beautiful glasses is something that I belive will remain. At home or at a restaurant" says Ingegerd Råman

Ingegerd Råman is a prominent figure in the Swedish design arena. Timelessness and simplicity are key words in her work. Her artistry is not showy, yet right on the mark, and she makes objects that she likes herself. Her creations include utility items focusing on food, drink and the table.

She has received many accolades for her designs over the years, and in 1995 she was awarded the title of Professor by the Swedish Government. Ingegerd has designed timeless and personal products for Orrefors since 1999.

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Orrefors Kosta Boda AB is a design company in the Swedish province of Småland that designs and makes high-quality utility glassware and art glass. We develop, produce and sell a wide range of utility and art glass for private and public use under the brands Orrefors and Kosta Boda. We are the largest glassworks group in the Nordic countries with a history dating all the way back to 1742.

Since 2005, Orrefors Kosta Boda AB has been part of New Wave Group, which works with several brands in the consumer and corporate market in the areas of sport, leisure, furnishings and gifts. New Wave Group is listed on the NASDAQ OMX Stockholm exchange.

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