

# evolution

## The natural development of tableware...



No matter where the exhibition, you will always find innovative concepts for food presentation on the Dudson stand. Hotelympia 2010 is no exception.

In today's business environment, where sustainability and environmental concerns are of the utmost importance, we are excited about the launch of a brand new ceramic body and our 'greenest' product yet. We believe Evolution is the most important technological innovation since the launch of Dudson Fine China in 1983.

Evolution has been developed with the prime objective of reducing the carbon footprint created during the manufacturing process. And, at 79%\* less carbon than the equivalent porcelain product, Evolution currently has the lowest carbon footprint of any ceramic hospitality tableware manufactured anywhere in the world.

But don't just take our word for it. Come and see us at Hotelympia, Stand No. S1610 from Sunday 28th February and discover the Evolution story for yourself.

*\* Independent research carried out by Endeka Ceramics Ltd.*



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