

MAHLWERCK

CATALOG

15/16



The Brands' Porcelain

FOR PROMOTION, MERCHANDISING & CATERING

Famous brands and discerning companies put their trust in the Brands' Porcelain from Mahlwerck.



Style and innovation through printing, engraving and glazing.
You've never seen porcelain like this!
Available with your logo for orders of 250 units or more.



MAHLWERCK®
Porzellan

The Brands' Porcelain

FOR PROMOTION, MERCHANDISING & CATERING

Here's What's New

Innovation keeps the world moving and when it comes to porcelain, you can always find something new for the B2B segment!



The adaptability of cork makes it ideal for combination with porcelain. The **CorkMug** is a cup with a completely new material mix that is perfectly-suited to communicate a sustainable and environmentally-friendly image. The design draws from current trends, yet remains timeless. The removable cork base provides outstanding heat protection and is gentle on high-quality surfaces. The porcelain can be finished with all Mahlwerck techniques. The CorkMug was developed in-house and is only available from Mahlwerck.



Lovely examples of various Mahlwerck finishing techniques: the Ford Espresso Collection



TOM is the ideal startup set. The timeless, harmonious design fits with every corporate identity. Mahlwerck engraving is already possible beginning at 150 units as a total order – in other words, adding up all elements!



Softpad Bowl is an expansion for the Softpad Mug, which already took a trip around the world in 2011 when it was featured in the "Design from Germany" traveling exhibition. Very popular in vibrant Pantone colors! With the option of selecting the color of the pads, it's also extremely effective as an advertising object.



Make the world a more colorful place! The **"ME" mug** is now available with a trendy transparent handle in five new standard colors!



The wide, ergonomic handle of **Shape 148** is ideal for handle printing.



Often in demand, now it's here: **MuesliBowl** is great for muesli or snacks. Available in the popular classic design and featuring the best quality



The Mahlwerck team is also known for its love of music. **BloomBox**, a speaker in the shape of a flower, is long overdue. Because porcelain ensures low resonance, it is also used for high-end speakers. And this especially small speaker comes at a price that fits everyone's budget!



The modern interpretation of the tasting spoon in porcelain is only available from Mahlwerck! Bon appetit with **Taste-It!**



More heat protection, ergonomically designed for the entire hand: **Coffee2Go Wave** is the new addition to the Coffee2Go family from Mahlwerck, the inventor of the Coffee2Go in porcelain!

William Tell would've been impressed. Now nobody else will have to risk their head. In addition to holding other (round) pieces of fruit, the **Apple Tablet** is also perfectly-suited as a decorative tray for holding paper clips and other knick-knacks



MAHLWERCK®
Porzellan

The Brands' Porcelain

FOR PROMOTION, MERCHANDISING & CATERING

Shape
745

Bloombox
wireless Bluetooth
speaker of porcelain

KNOW HOW

PORCELAIN FINISHING

Color printing
on porcelain



4-color printing in offset quality, but on porcelain with 9-color printing

These days, everyone knows that 4-color printing on paper offers a precise technique for displaying logos, colors and images in photorealistic quality. Virtually every true color can be simulated through the color separation of cyan, magenta, yellow and key (black). Magazines, books, brochures and even this Magalog put their trust in this “super standard” of the printing industry.

However, the advantage of paper is that the colors only need to dry – unlike ceramic colors, which have to be fired at temperatures of at least 800°! This is where the problems start with the pigments cyan and magenta: They aren’t particularly heat-resistant and become fallow. In other words, both colors have to be replaced. In practice, this only works with a simulation of cyan and magenta from additional special colors. When printing on porcelain, three additional colors (7-color printing) are necessary.

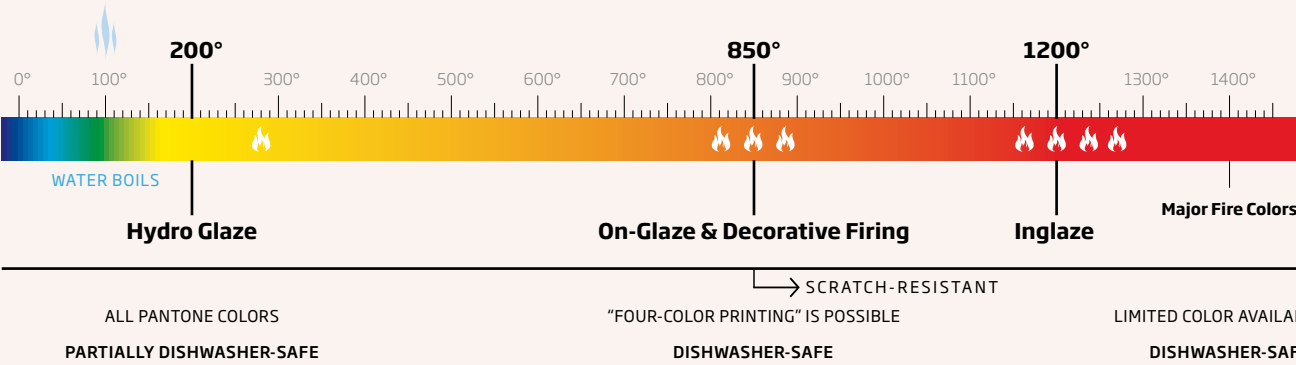
Other special colors are also possible. This means additional printing passes and higher expenditures in the preliminary printing stages.

The exact result can only be decided in the preliminary printing stages. This is why extensive experience is necessary and it’s also the reason why the precise printing costs can only be provided after the motif has been selected!

It’s true that printing on porcelain is costly. But it’s worth it! Cups and mugs are indispensable promotional items!

THE FIRING TEMPERATURES

of our glazes on porcelain. The higher the temperature, the more difficult the handling of colors and the lower the range of pigments that can withstand the extreme heat.



EXCITING CURVES

VRRRROOOOOOOM!

Swiftness paired with accuracy: that's what matters when decorating porcelain.

The team of mahlwerck has developed an exceptional sense for special subtleties. In every detail and with every single mug.



MAHLWERCK®
Porzellan

The Brands' Porcelain
FOR PROMOTION, MERCHANDISING & CATERING



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Shape
121

Bone China	
Capacity	0,35l
Height	110 mm
Diameter	80 mm
Weight	220 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard,
4 color



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Shape
122

Bone China	
Capacity	0,40l
Height	115 mm
Diameter	95 mm
Weight	240 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard,
9 color,

Shape

140

Porcelain	
Capacity	0,32l
Height	100mm
Diameter	82mm
Weight	280g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze,
standard print, 1 color



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape

147

Porcelain	
Capacity	0,35l
Height	95mm
Diameter	85mm
Weight	340g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard,
3 color with black board layer

Shape

143

Porcelain	
Capacity	0,35l
Height	101mm
Diameter	98mm
Weight	340g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard, 9 color,
full decoration and interior side decoration



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape

148

Porcelain	
Capacity	0,33l
Height	102mm
Diameter	94mm
Weight	285g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration
standard,

Shape 151 – the Jumbo Mug is the top seller par excellence!



ALWAYS.

ON
TARGET.



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape
151

Porcelain	
Capacity	0,40l
Height	100 mm
Diameter	98 mm
Weight	350 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze,
standard print, 3 color

Shape
149

Porcelain	
Capacity	0,32l
Height	105 mm
Diameter	83 mm
Weight	300 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration
standard,



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape
152

Porcelain	
Capacity	0,23l
Height	80 mm
Diameter	80 mm
Weight	200 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze,
standard print, 1 color

Shape

318

Bone China	
Capacity	0,40l
Height	100mm
Diameter	100mm
Weight	360g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Example of use:
Transfer decoration standard,
partial decoration, 2 color

Shape

320

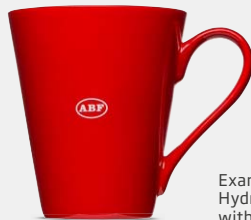
Bone China	
Capacity	0,30l
Height	105mm
Diameter	87mm
Weight	200g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Example of use:
Hydroglaze
with standard print

The Fastest
Promotion Mug



Shape

328 DOMING

4 color printing from 150 pieces on
in 14 working days



Shape

321

Bone China	
Capacity	0,32l
Height	100mm
Diameter	87mm
Weight	180g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Example of use:
Transferdruck, 4 color,
full circular decoration,

»Doming«

Shape

328

Porcelain

Capacity	0,40l
Height	109mm
Diameter	90mm
Weight	340 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Doming 4 color



verfügbare Dekorflächen

- ☒ Handle
- ☒ Interior side decoration
- ☐ Bodendruck innen
- ☒ Exterior base label
- ☒ Doming

4 Color printing from 150 pieces
in 14 working days

»Muesli Bowl«

Shape

332

Porcelain

Capacity	0,35l
Height	73mm
Diameter	128mm
Weight	313 g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration

Shape

329

Porcelain

Capacity	0,38l
Height	100mm
Diameter	90mm
Weight	275 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer print High Level
8 color, Velvety Coating



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

»Me« Mug

Shape

334

Porcelain

Capacity	0,30l
Height	110mm
Diameter	85mm
Weight	312 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer print High Level
8 color, Velvety Coating



Handle Standard Colors

Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label
- ☒ Individual handle color acc. to Pantone with orders of 2000

design by **DNS**

»Spixxy«

Shape

336

Porcelain

Capacity	bis 250 €
Height	135mm
B x T	148 x 120mm
Weight	440g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze Sparkly,
Logo Engraving



Available decoration areas

- ☒ Full surface hydro glaze
- ☒ Partial decoration

Design: Frank Hruschka

»Mack the Knife«

The Letter Opener of Porcelain

Shape

338

Porcelain

Length	230 mm
Weight	57 g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ logo engraving on grip area
- ☒ Leather cover
- ☒ Felt cover

Design: Andrea Nimtschke



Example of use:
Logo Engraving

»Spixxyli«

Shape

337

Porcelain

Capacity	bis 120 €
Height	108mm
B x T	115 x 95mm
Weight	300 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze
Logo Engraving



Available decoration areas

- ☒ Full surface hydro glaze
- ☒ Partial decoration

Design: Frank Hruschka

»Snack2Go«



Available decoration areas

- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Dekor außen vollflächig



Lid seal 100% watertight!

Shape

339

Porcelain

Capacity	0,60l
Height	105 mm
Diameter	120 mm
Weight	500 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer print
High Level, 5 color



Shape

340

Porcelain

Capacity	0,30l
Height	97mm
Diameter	80mm
Weight	240g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Partial transfer decoration,
4 color



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

»High Conference«



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

Design: Family Düsentrieb



Shape

341

Porcelain

Capacity	0,40l
Height	109mm
Diameter	90mm
Weight	340g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Hydroglaze Neon with
colored background engraving

MORE
COLOR

Silicon Lid

for Shape 341D
in individual colors
custom made with 500 pieces



Special color lid with orders of 500+

Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

Design: Family Düsentrieb



Shape

341D

Porcelain

Capacity	0,40l
Height	109mm
Diameter	90mm
Weight	400g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard,
10 color

»Espresso2Go«

Shape

342

Porcelain

Capacity	0,12l
Height	75mm
Diameter	70mm
Weight	120g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Example of use: full transfer decoration standard, 9 color

»Coffee2Go mini«

Shape

344

Porcelain

Capacity	0,30l
Height	100mm
Diameter	91mm
Weight	280g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration



Example of use: full transfer decoration High-Level, 8 color

»Coffee2Go Thermo«

Shape

343

Porcelain double-walled

Capacity	0,30l
Height	130mm
Diameter	90mm
Weight	400g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration



Example of use: full transfer decoration High-Level, 8 color



The perfect-fitting lid is also re-sealable

»Coffee2Go«

Shape

345

Porcelain

Capacity	0,42l
Height	134mm
Diameter	91mm
Weight	380g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration

Design: Family Düsentrieb

The perfect-fitting lid is also re-sealable



Example of use: Transfer decoration standard, 3 color

Accessories & Specials for Coffee2Go



LIDS
for 2Go-Family
▶ individual colors with order of 1000+
▶ also available re-sealable



BANDS
for the 2Go family in 4 types:
light to strong heat protection
▶ available in individual colours for orders of 500+
▶ individual designs also available upon request; for example, car tires or country flags
▶ printing on band is possible



EFFECTBAND
▶ for Shape 345
▶ on request
▶ embossing possible

FELT BAND
▶ for Shape 345
▶ many different colors
▶ lasercut of logo possible

LEATHER BAND
▶ for Shape 345
▶ colors on request
▶ embossing possible



INSULATION FOR COFFEE2GO
Converts Shape 345 to a double-walled insulated mug



»Tea2Go«

Shape
345 T

Porcelain	
Capacity	0,42l
Height	134 mm
Diameter	91 mm
Weight	360 g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration

»CorkMug«

Shape
347

Porcelain, Cork	
Capacity	0,27l
Height	100 mm
Diameter	90 mm
Weight	356 g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☐ Exterior base label
- ☒ Full-surface exterior decoration



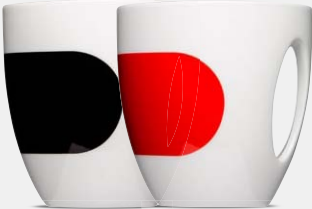
Example of use:
Transfer decoration
standard, 1 color

»Inside Handle«

Shape
346

Porcelain	
Capacity	0,30l
Height	101 mm
Diameter	100 mm
Weight	340 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Transfer decoration standard
1 color



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Exterior decoration partial surface

Design: Andrea Nimtschke

Looking
gorgeous.
Naturally.



MAHLWERCK®
Porzellan

The Brands' Porcelain

FOR PROMOTION, MERCHANDISING & CATERING

Matroschka

Shape

350

Porcelain/Stainless Steel	
Capacity	0,40l
Height	215 mm
Diameter	80 mm
Weight	801 g

Current pricelist can be found at www.mahlwerck.de/downloads

Matroschka is a thermos bottle. Quality porcelain with double-walled stainless steel cartridge.
The lid can be detached and used as a cup, but thanks to the vacuum seal effect, it remains firmly attached to the bottle.



Available decoration areas

- ☒ Partial decoration on body and head
- ☒ Ceramic Glaze

Conference

Shape

351

Porcelain/Bamboo	
Capacity	0,33l
Height	90 mm
Diameter	97 mm
Weight	290 g

Current pricelist can be found at www.mahlwerck.de/downloads



Design: Family Düsentrieb

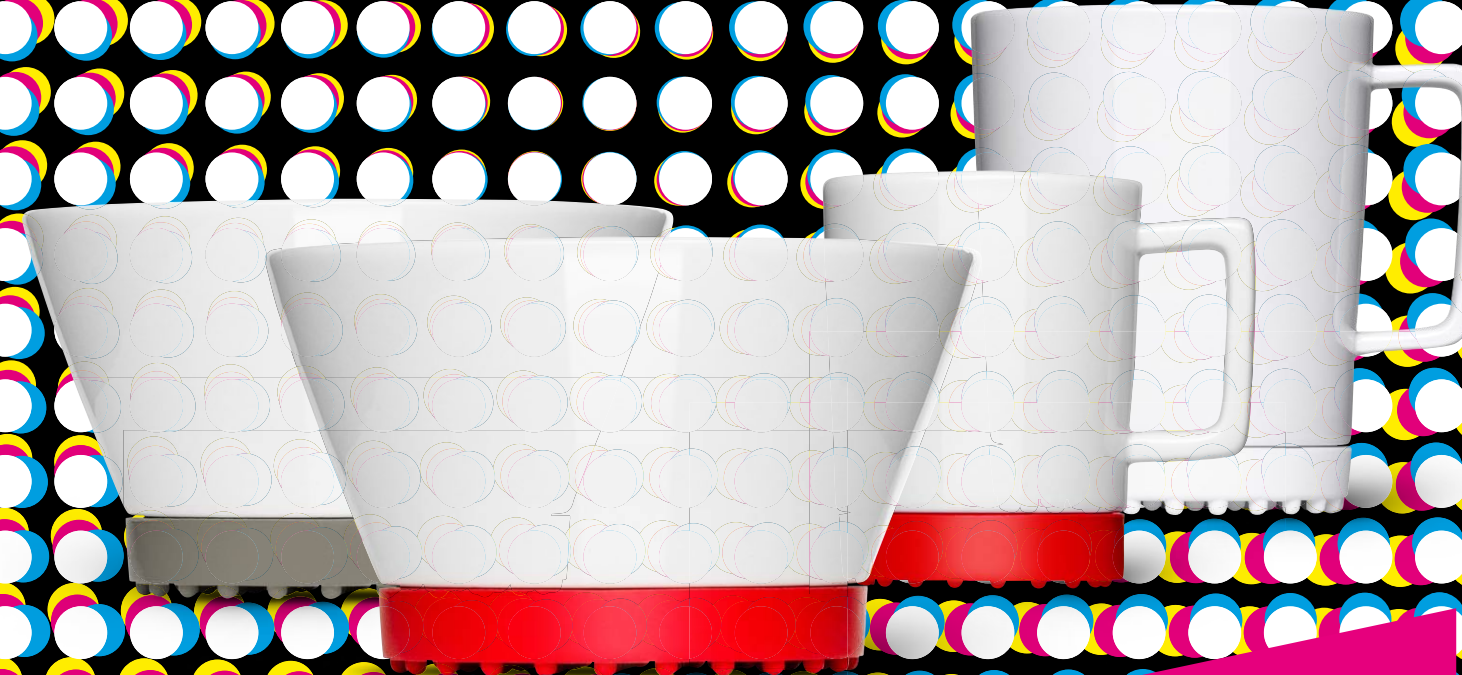
Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label
- ☒ Bamboo tray optional



Example of use:
Veramic Glaze with
1 color standard print

COOL GERMAN DESIGN



SOFTPAD
MUG
MINI
BOWL!

Softpad Mug

Shape

352

Porcelain/Silicon	
Capacity	0,301
Height	105mm
Diameter	84 mm
Weight	320 g

Current pricelist can be found at www.mahlwerck.de/downloads

Design: Family Düsentrieb



Example of use:
partial transfer decoration
standard, 1 color



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Standard Softpad colors:
gray, white and black. Available in
any color with orders of 500+

Softpad M ini

Shape

353

Porcelain/Silikon	
Capacity	0,101
Height	85mm
Diameter	60mm
Weight	140 g

Current pricelist can be found at www.mahlwerck.de/downloads

Design: Family Düsentrieb



Example of use:
full transfer decoration
standard with Logo Engraving



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

Softpad Bowl

Shape

354

Porcelain, Silikon Pad	
Capacity	0,351
Height	75mm
Diameter	128mm
Weight	326 g

Current pricelist can be found at www.mahlwerck.de/downloads



SOFTPAD UPDATE:

CORK MUG RELOADED

HINTERGRUNDBILD: SHUTTERSTOCK.COM



New and a
Mahlwerck exclusive::
the cork pad
for the Softpad Mug



MAHLWERCK®
Porzellan

Das Porzellan der Marken

FÜR PROMOTION, MERCHANDISING & GASTRONOMIE

Discover Lifestyle 2015

EASY — WITH SMOOTHIE2GO



Smoothie2Go

Shape

361

Glass	
Capacity	0,42l
Height	134 mm
Diameter	91 mm
Weight	440 g

Current pricelist can be found at www.mahlwerck.de/downloads



Recommended finishing:
Logo Engraving



Conference Tea

Shape

455

Porcelain	
Capacity	0,20l
Height	58 mm
Diameter	91 mm
Weight	365 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
partial transfer decoration
standard, 1 color



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape

451

Bone China	
Capacity	0,25l
Height	58 mm
Diameter	91 mm
Weight	340 g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
Cup Transfer decoration standard, 1 color,
Saucer Nanometall

Shape

465

Porcelain double-walled	
Capacity	0,30l
Height	130mm
Diameter	90mm
Weight	400g

Current pricelist can be found at www.mahlwerck.de/downloads



Double-walled thermo mug with lid of porcelain.
(resealable Mahlwerck 2Go lid optional available)



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Full-surface exterior decoration

Shape

466

Porcelain, Stainless Steel	
Capacity	0,40l
Height	180mm
Diameter	82mm
Weight	389g

Current pricelist can be found at www.mahlwerck.de/downloads



Double walled thermo mug,
of porcelain on the outer
and with thermo inset of stainless steel.



Available decoration areas

- ☐ Handle
- ☐ Interior side decoration
- ☐ Interior base printing
- ☐ Exterior base label
- ☒ Full-surface exterior decoration



Shape

467

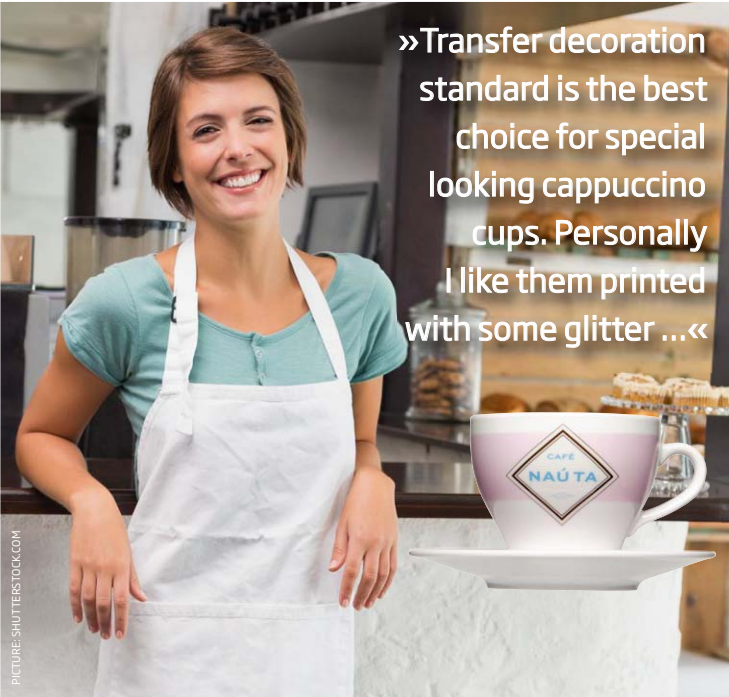
Porcelain, Silicon Band	
Capacity	0,30l
Height	123mm
Diameter	90mm
Weight	298g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☐ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label
- ☒ Exterior decoration



Current pricelist can be found at www.mahlwerck.de/downloads

Porcelain	
Capacity	0,08l
Height	62mm
Diameter	64 mm
Weight	260 g

Shape
562



Shape
534

Porcelain	
Capacity	0,09l
Height	53mm
Diameter	65mm
Weight	220g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape
535

Porcelain	
Capacity	0,10l
Height	70mm
Diameter	60mm
Weight	300g

Current pricelist can be found at www.mahlwerck.de/downloads



Aktuelle Preise unter www.mahlwerck.de/preisliste

Porcelain	
Capacity	0,20l
Height	71mm
Diameter	88mm
Weight	380g

Shape
563



Shape
536

Porcelain	
Capacity	0,22l
Height	63mm
Diameter	95mm
Weight	460g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape
537

Porcelain	
Capacity	0,30l
Height	80 mm
Diameter	108mm
Weight	600 g

Current pricelist can be found at www.mahlwerck.de/downloads



Aktuelle Preise unter www.mahlwerck.de/preisliste

Porcelain	
Capacity	0,30l
Height	76mm
Diameter	106mm
Weight	550 g

Shape
564



Shape

551

Porcelain	
Capacity	0,40l
Height	100mm
Diameter	98mm
Weight	350g
scratch-resistant and dishwasher-safe	

Current pricelist can be found at www.mahlwerck.de/downloads

Recommended finishing::
Logo Engraving



Shape

552

Porcelain	
Capacity	0,40l
Height	100mm
Diameter	98mm
Weight	350g
scratch-resistant and dishwasher-safe	

Current pricelist can be found at www.mahlwerck.de/downloads

Recommended finishing::
Logo Engraving



OFFICE



Shape

553

Porcelain	
Capacity	0,40l
Height	100mm
Diameter	98mm
Weight	350g
scratch-resistant and dishwasher-safe	

Current pricelist can be found at www.mahlwerck.de/downloads

Recommended finishing::
Logo Engraving



Scratch-proof!
Ceramic Glaze in 3 Standard Colors

Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☒ Interior base printing
- ☒ Exterior base label



Shape

650

Porcelain	
Capacity	0,10l
Height	60mm
Diameter	60mm
Weight	225g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape

651

Porcelain	
Capacity	0,20l
Height	70mm
Diameter	81mm
Weight	220g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape

574

Porcelain	
Capacity	0,40l
Height	123mm
Diameter	85mm
Weight	325g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape

575

Porcelain	
Capacity	0,12l
Height	75mm
Diameter	55mm
Weight	100g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape

652

Porcelain	
Capacity	0,32l
Height	105mm
Diameter	84mm
Weight	320g

Current pricelist can be found at www.mahlwerck.de/downloads



Shape

653

Porcelain	
Breite	226mm
Tiefe	152mm
Weight	480g

Current pricelist can be found at www.mahlwerck.de/downloads



PHILIPPE HOTEL



Shape
700



Cappuccino Cup Capacity 0,20l Weight 340g

Shape
701



Coffee Cup Capacity 0,145l Weight 320g

Shape
702



Espresso Cup Capacity 0,045l Weight 140g

Shape
702H



Espresso Cup and Saucer with Handle
Capacity 0,045l Weight 140g

Shape
703



Sugar Bowl Capacity 0,20l Weight 280g

Shape
704



Creamer Capacity 0,07l Weight 80g

Shape
705



Flat Plate Ø 20cm Weight 340g

Shape
706



Flat Plate Ø 28cm Weight 790g

Shape
707



Small Bowl Ø 15cm 0,55l Weight 320g

Shape
708



Medium Bowl Ø 20cm 1,1l Weight 640g

Shape
709



Large Bowl Ø 29cm 3,6l Weight 1700g

Shape
710



Small Oval Plate Width 305mm Weight 480g

Shape
711



Medium Oval Plate Width 410mm Weight 660g

Shape
712



Large Oval Plate Width 560mm Weight 940g

Shape
713
714



Shape 713 Salt Shaker H 103mm
Shape 714 Pepper Shaker Weight: je 80g

Shape
715



Egg Cup Ø 13mm Weight 240g

Shape
716



716 Small Gravy Boat 0,06l Weight 80g
717 Large Gravy Boat 0,34l Weight 220g

Shape
718



Double Saucer Capacity 0,20l Weight 326g
(without cup above)

HINTERGRUNDBILD: SHUTTERSTOCK.COM

Music in Full Blow:
BloomBox

THE BLUETOOTH SPEAKER MADE OF PORCELAIN

»BloomBox«



Available decoration areas

- ☒ Backside
- ☒ Mirror glass

Shape

745

Porcelain, Mirror Glass	
Diameter	86 mm
Weight	75 g

Current pricelist can be found at www.mahlwerck.de/downloads

Shape

735

Heartbeat
Porcelain/
Stainless Steel



Shape

735

Le Voyeur
Porcelain/
Stainless Steel



Shape

735

Simon
Porcelain/
Stainless Steel



Shape

735

Limousine
Porcelain/
Stainless Steel



Shape

735

Fly a Flag
Porcelain/
Stainless Steel



Shape

735

Flower
Porcelain/
Stainless Steel



»Apple Tablet«



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

Shape

746

Porcelain	
Capacity	0,30l
Height	103mm
Diameter	82mm
Weight	260 g

Current pricelist can be found at www.mahlwerck.de/downloads

*One — two
catch!*



Show your taste with taste!
Form and function pair to a trendy food
accessoire with »Taste It«

»The Drop«

Available decoration areas

- ☒ Backside
- ☒ Mirror glass



Shape

750

Porcelain, Mirror Glass

Diameter	86 mm
Weight	75 g

Current pricelist can be found at
www.mahlwerck.de/downloads

»Taste It!«

4-piece Porcelain Set

Shape

747

Porcelain

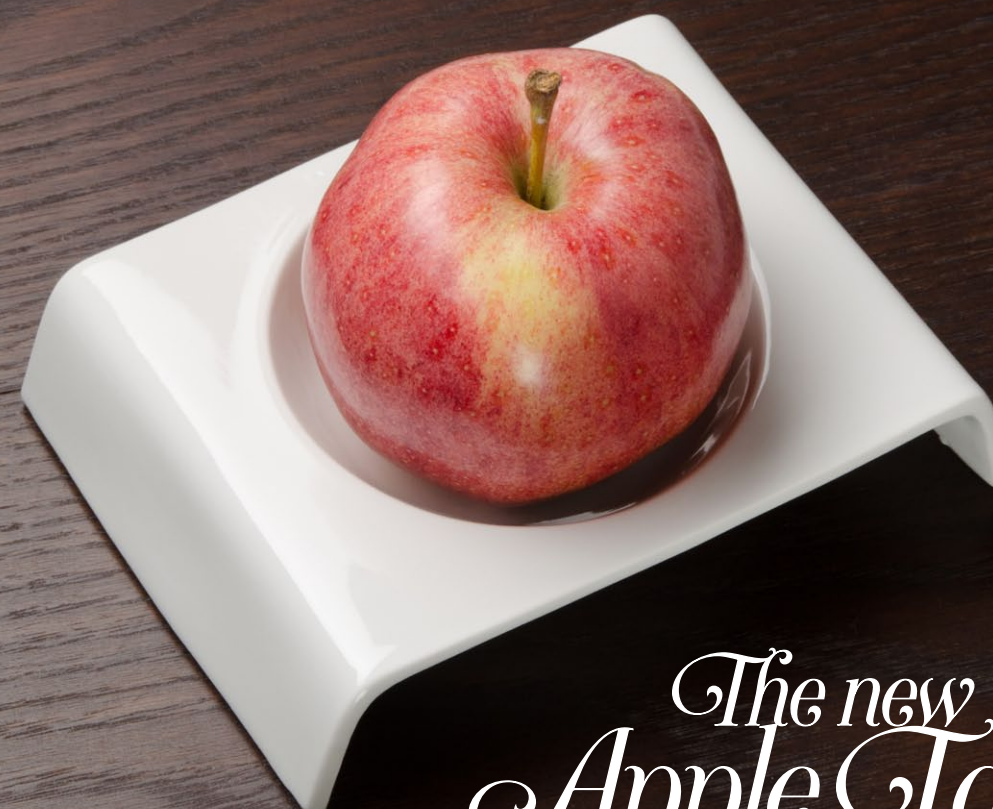
Width	213 mm
Length	105 mm
Weight (with spoon)	344 g

Current pricelist can be found at
www.mahlwerck.de/downloads



Available decoration areas

only with partial decoration



*The new
Apple Tablet*

Shape

780

Porcelain	
Capacity	0,30l
Height	103mm
Diameter	82mm
Weight	260g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Example of use:
Hydroglaze, Logo Engraving

Shape

782

Porcelain	
Capacity	0,30l
Height	105mm
Diameter	83mm
Weight	240g

Current pricelist can be found at www.mahlwerck.de/downloads



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Example of use:
full transfer decoration standard,
1 color, Engraving



Available decoration areas

- ☒ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label



Shape

783

Porcelain	
Capacity	0,35l
Height	104mm
Diameter	97mm
Weight	325g

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
full transfer decoration
standard, 2 color

Spoon Mug



Available decoration areas

- ☐ Handle
- ☒ Interior side decoration
- ☐ Interior base printing
- ☒ Exterior base label

only with partial decoration

Design: Family Düsentrieb



Shape

786

Porcelain	
Capacity	0,25l
Height	103mm
Diameter	82mm
Weight	280g

incl. spoon of stainless steel

Current pricelist can be found at www.mahlwerck.de/downloads



Example of use:
partial transfer decoration 2 color,



Shape
G201
 Glass
 Capacity 0,27l
 Height 127mm
 Diameter 75mm
 Weight 300mm
Current pricelist can be found at www.mahlwerck.de/downloads

Small Latte Macchiato Glass, beveled



Shape
G202
 Glass
 Capacity 0,40l
 Height 134mm
 Diameter 83mm
 Weight 280mm
Current pricelist can be found at www.mahlwerck.de/downloads

Large Latte Macchiato Glass, beveled



Shape
G203
 Glass
 Capacity 0,26l
 Height 137mm
 Diameter 60mm
 Weight 200mm
Current pricelist can be found at www.mahlwerck.de/downloads

Water Glass, cylindrical

IDEAS
 &
 GIFT-SETS



TOM
Starter Set:
 1 x Sugar Bowl
 1 x Creamer
 6 small & 6 large Plates
 6 Bowls
 6 Espresso Cups
 6 Cappuccino Cups





Thinking of a complete gift-set? We provide you not only with refined porcelain but also with the full range from idea to print to distribution. Tailoring, packaging, personalising and shipment. From one recipient to 10,000 - we take care of that for you the new Christmas set with its premium designed gift box drawer is a great example. The design of the mugs and cups is chosen carefully to serve the whole year as a tasteful present.







PACKAGING

Of course, all Mahlwerck products come to your home well-packed in standard boxes. But every once in a while, you also need special packaging for a special gift. We're glad to help out with this, offer suggestions and take over all the processing. This means that you get everything you need, all from a single source.

Our partners in the packaging and printing industries are experts in their jobs and have worked with us reliably for years.



Set of 4 Espresso Cups
in a premium quality slip lid box



Set of 2 Espresso Cups
in a premium quality box



Set of 4 Espresso Cups
in a practical, space saving box



Gift Box, stollen cake & Coffee2Go
with see-through window



Gift Box, stollen cake & Coffee2Go



Single Box, Espresso
Standard



Single Box, white
Standard



Single Box with window, white
Standard



Box of four
Custom-made



Single Box
Custom-made, offset print



Coffee2Go Gift Box
Custom-made, 1 to 4 color print



Coffee2Go Combi Gift Box



Box of six
Standard



Single Box, colored
Standard



Single Box with window, colored
Standard



Snack2Go Gift Box with cutlery
Standard



Coffee2Go Box with polyfoam padding
Custom-made, 1 to 4 color print



Box of three, Espresso
Custom-made, 4 color offset print

MAHLWERCK FINISHINGS

LOGO ENGRAVING

CLASSIC



ADVANTAGES

- ▷ possible on all porcelain designs and glasses
- ▷ also possible on the handle
- ▷ completely scratch-resistant and dishwasher-safe
- ▷ looks particularly sophisticated
- ▷ reverse relief effect with a positive engraving
- ▷ low costs, therefore outstanding cost-effectiveness

LIMITATIONS

- ▷ engraving is only possible on the exterior

OPTIONS

- ▷ with orders of 250+
- ▷ our standard prices are based on an engraving surface area of 20 cm²
- ▷ larger surface areas, even all-round, are possible



LOGO ENGRAVING

POSITIVE ENGRAVING



ADVANTAGES

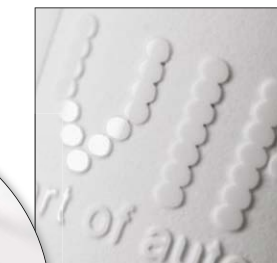
- ▷ possible on all porcelain designs and glasses
- ▷ completely scratch-resistant and dishwasher-safe
- ▷ looks particularly sophisticated
- ▷ reverse relief effect with a positive engraving
- ▷ low costs, therefore outstanding cost-effectiveness

LIMITATIONS

- ▷ engraving is only possible on the exterior

OPTIONS

- ▷ with orders of 250+
- ▷ our standard prices are based on an engraving surface area of 20 cm²
- ▷ larger surface areas, even all-round, are possible



LOGO ENGRAVING

COLORED BACKGROUND



ADVANTAGES

- ▷ heightens the effect of white logo engraving
- ▷ all Pantone® or HKS® colours are available
- ▷ also possible on the handle
- ▷ dishwasher-safe

LIMITATIONS

- ▷ hydro glaze is not 100% scratch-resistant and as a result not appropriate for demanding everyday catering use

OPTIONS

- ▷ on orders of 250+
- ▷ all Pantone® or HKS® colours, metallic, gold and silver colours



WITH LOGO ENGRAVING



- ADVANTAGES**
- ▶ all Pantone® or HKS® colours are available
 - ▶ perfect illustration of corporate identity
 - ▶ strong colour effect, combined with the elegant engraving print
 - ▶ colour glaze is water-based
 - ▶ completely free of harmful substances and suitable for food
 - ▶ dishwasher-safe

- LIMITATIONS**
- ▶ hydro glaze is not 100% scratch-resistant and as a result is not appropriate for demanding everyday catering use

- OPTIONS**
- ▶ all Pantone® or HKS® colours, metallic, gold and silver colours
 - ▶ silk-matt or high-gloss surfaces
 - ▶ coloured background engraving also possible



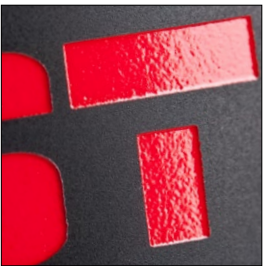
WITH COLOURED BACKGROUND



- ADVANTAGES**
- ▶ heightens the effect of white logo engraving
 - ▶ all Pantone® or HKS® colours are available
 - ▶ dishwasher-safe

- LIMITATIONS**
- ▶ hydro glaze is not 100% scratch-resistant and as a result not appropriate for demanding everyday catering use

- OPTIONS**
- ▶ on orders of 250+
 - ▶ all Pantone® or HKS® colours, metallic, gold and silver colours



WITH PRINT



- ADVANTAGES**
- ▶ all HKS® or Pantone® colours are available for the print and for the base colour
 - ▶ matt and gloss surfaces are possible
 - ▶ perfect illustration of corporate identity
 - ▶ dishwasher-safe
 - ▶ colour glaze is water-based
 - ▶ completely free of harmful substances and suitable for food

- LIMITATIONS**
- ▶ hydro glaze is not 100% scratch-resistant and as a result not appropriate for demanding everyday catering use
 - ▶ finely rasterised motifs or images with colour gradients are not suitable

- OPTIONS**
- ▶ with orders of 250+
 - ▶ all Pantone® or HKS® colours, metallic, gold and silver colours
 - ▶ silk-matt or high-gloss surfaces



AS BLIND EMBOSSED



- ADVANTAGES**
- ▶ the cup is first engraved and then fully coloured with hydro glaze
 - ▶ the effect is one of blind embossing
 - ▶ matt and glossy surfaces are possible
 - ▶ understatement in colour
 - ▶ dishwasher-safe
 - ▶ colour glaze is water-based
 - ▶ completely free of harmful substances and suitable for food

- LIMITATIONS**
- ▶ hydro glaze is not 100% scratch-resistant and as a result not appropriate for demanding everyday catering use
 - ▶ large logos or bold typefaces are most effective; subtle motifs cannot be as deeply engraved and are therefore unsuitable for this technique

- OPTIONS**
- ▶ with orders of 250+
 - ▶ all Pantone® or HKS® colours, metallic, gold and silver colours
 - ▶ silk-matt or high-gloss surfaces



MAGIC ENGRAVING



ADVANTAGES

- ▷ a logo engraving is covered with a thermo-sensitive colour, which becomes transparent when heated and thus disappears
- ▷ magic colour can have any colour background in HKS® or Pantone®
- ▷ completely free of harmful substances and suitable for food

LIMITATIONS

- ▷ Hydro glaze is not 100% scratch-resistant and as a result not appropriate for demanding everyday catering use
- ▷ large logos or bold typefaces are most effective; subtle motifs cannot be as deeply engraved and are therefore unsuitable for this technique
- ▷ there are no white cover colours when it is cold
- ▷ Not dishwasher-safe

OPTIONS

- ▷ with orders of 250+
- ▷ cover colour in black and dark blue, also available in special colours on request
- ▷ silk-matt or high-gloss surfaces for hydro glaze



VELVETY



ADVANTAGES

- ▷ aesthetic enrichment of the surface of a porcelain piece with a very unusual matt quality
- ▷ amazing tactility
- ▷ great combined with logo engraving and hydro glaze
- ▷ dishwasher-safe
- ▷ attention-grabbing branding, which appeals to several senses at the same time
- ▷ possible in conjunction with decorative print

LIMITATIONS

- ▷ limited scratch resistance
- ▷ only available full-surface on the whole cup exterior, no partial surfaces

OPTIONS

- ▷ with orders of 250+



SPARKLY



ADVANTAGES

- ▷ metallic gloss colours full-surface on porcelain
- ▷ special light reflections
- ▷ scratch-resistant and dishwasher-safe
- ▷ attention-grabbing branding, which appeals to several senses at the same time
- ▷ possible in conjunction with decorative print

LIMITATIONS

- ▷ hydro glaze is not 100% scratch-resistant and as a result not suitable for demanding everyday catering use

OPTIONS

- ▷ with orders of 250+
- ▷ many Pantone® metallic colours
- ▷ many gold and silver colours
- ▷ high-gloss surfaces



NANOMETAL



ADVANTAGES

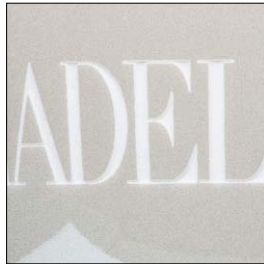
- ▷ finished with a wafer-thin metallic coating
- ▷ special light reflections via reflecting surfaces
- ▷ scratch-resistant
- ▷ logo engraving as a particularly suitable style of branding
- ▷ possible in conjunction with decorative print

LIMITATIONS

- ▷ not suitable for catering
- ▷ not suitable for microwaves
- ▷ 6 colour shade options, which are determined on the basis of approval samples

OPTIONS

- ▷ with orders of 250+
- ▷ colours available are gold, silver, Bordeaux, blue, green, mother of pearl



PERSONALISATION



- ADVANTAGES**
- name inscription for just one item
 - as print/type
 - as handwriting
 - as logo engraving
 - dishwasher-safe and scratch-resistant
 - possible in conjunction with decorative print

- LIMITATIONS**
- when inscripting via printing or handwriting the area for the name has to be white
 - names must be supplied in vector format, otherwise additional graphic design charges apply

- OPTIONS**
- only smaller quantities can be personalized with the minimum order for the main finish of 250+
 - no limitations with regard to the maximum order
 - in conjunction with individual and/or direct dispatch



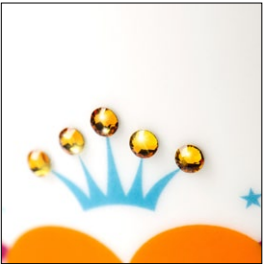
SWAROVSKI CRYSTALLIZED®



- ADVANTAGES**
- accents given by individual crystals or entire motifs from different-sized Swarovski crystals
 - special light reflections
 - dishwasher-safe, but hand washing is recommended
 - pure elegance
 - possible in conjunction with decorative print

- LIMITATIONS**
- relatively expensive, depending on number of crystals

- OPTIONS**
- with orders of 250+
 - approx. 30 different crystal colours available
 - 4 different crystal sizes
 - possible on all porcelain designs



EXTERIOR



- ADVANTAGES**
- scratch-resistant and suitable for demanding everyday catering use
 - fired at a temperature of 850°C
 - cup can be completely coloured
 - dishwasher-safe
 - high-gloss surfaces

- LIMITATIONS**
- not all colours can be used
 - colour effect must be assessed in individual cases
 - certain colours contain precious metals (e.g. many pink and magenta-like colours) and are therefore subject to a not insubstantial surcharge

- OPTIONS**
- with orders of 250+
 - many Pantone® or HKS® colours



STANDARD COLORS FOR CERAMIC GLAZE

PANTONE® 21C
PANTONE® 186C
PANTONE® 4965C
SCHWARZ

PANTONE® 2905C
PANTONE® 295C
PANTONE® 373C
PANTONE® 364C
PANTONE® 109C

INTERIOR



- ADVANTAGES**
- scratch-resistant and suitable for demanding everyday catering use
 - fired at a temperature of 850°C
 - cup can be completely coloured
 - dishwasher-safe
 - high-gloss surfaces

- LIMITATIONS**
- not all colours can be used
 - colour effect must be assessed in individual cases
 - certain colours contain precious metals (e.g. many pink and magenta-like colours) and are therefore subject to a not insubstantial surcharge

- OPTIONS**
- with orders of 250+
 - many Pantone® or HKS® colours



HIGH LEVEL



ADVANTAGES

- ▶ brilliant photo-realistic motifs in offset quality
- ▶ gold and silver also available as real precious metal preparations
- ▶ dishwasher-safe
- ▶ scratch-resistant and durable
- ▶ free from harmful substances (inspection certificate by Hanse-control available on request subject to a charge)
- ▶ combination of high-gloss and silk-matt decoration elements possible



LIMITATIONS

- ▶ not all HKS® or Pantone® colours are possible
- ▶ certain colours contain precious metals (e.g. many pink and magenta-like colours) and are therefore subject to a not insubstantial surcharge
- ▶ not suitable for coloured porcelain glazes
- ▶ outstanding print quality only possible with very high-resolution print data

OPTIONS



STANDARD



ADVANTAGES

- ▶ all surfaces of a cup are printable
- ▶ gold and silver also available as real precious metal preparations
- ▶ scratch-resistant and dishwasher-safe
- ▶ free from harmful substances (inspection certificate by Hanse-control available on request subject to a charge)
- ▶ well suited for full-tone colour line print motifs



LIMITATIONS

- ▶ not all HKS® or Pantone® colours are possible
- ▶ certain colours contain precious metals (e.g. many pink and magenta-like colours) and are therefore subject to a not insubstantial surcharge
- ▶ less suitable for photo-realistic motifs
- ▶ optimum colour transfer is only on white porcelain

OPTIONS

- ▶ with orders of 250+
- ▶ full-surface decoration or only partial decoration in logo size



KROKO



ADVANTAGES

- ▶ an ablutely new glaze
- ▶ combines metallic effect with a reptile pattern
- ▶ colour glaze is water-based
- ▶ completely free of harmful substances and suitable for food



LIMITATIONS

- ▶ hydro glaze is not 100% scratch-resistant and as a result is not appropriate for demanding everyday catering use
- ▶ time consuming process that uses three glaze layers
- ▶ not every color is possible
- ▶ hand washing only



OPTIONS

- ▶ many Pantone®, HKS -, metallic-, gold- and silver colors
- ▶ silk-matte or high-gloss surfaces
- ▶ coloured background engraving also possible



SPECIAL PRINTING & ENGRAVING



PRINTING ON HANDLE

- ▶ with transfer decoration standard on white cups and mugs
- ▶ standard print on coloured cups and mugs



ENGRAVING ON HANDLE

- ▶ Logo Engraving classic
- ▶ colored Logo Engraving



INSIDE PRINT

- ▶ Transfer decoration standard
- ▶ Interior side decoration
- ▶ Interior base printing



INSIDE PRINT ON CERAMIC GLAZE

- ▶ Interior side decoration
- ▶ Interior base printing
- ▶ standard print



GLOSSY ON MATTE

- ▶ only on the exterior
- ▶ via Transfer print standard



THAT’S THE WAY IT IS ...

GENERINFORMATION



MAHLWERCK IN DETAIL

Perpetually in Motion with New Ideas

Mahlwerck Porcelain is a refined, vibrant and innovative manufacturer of promotional porcelain. The owners Heike Hampel-Rudolph and Tobias Köckert bring years of experience to a business that they learned from the ground up.

Nearly hundred co-workers design and produce the high quality promotional porcelain in all its variations and distribute it all over the world. The company is known for accuracy and a highly-developed sense of aesthetic and quality standards, along with nearly twenty years of experience and industrial competency

Nearly 5 million promotional mugs per year serve as essential advertising media. They communicate brand images and lead to fast and successful brand recognition. At the same time, they are a globally successful brand ambassador for thousands of companies.

The Brands' Porcelain!

Innovative product ideas paired with state-of-the-art refinement technologies make promotional porcelain not only individual but absolutely unique.

Base label

Our porcelain comes standard with a Mahlwerck base label, unless expressly agreed otherwise in writing.

Data and Templates

Logo engraving:

Vector data (Illustrator)

Fonts converted to paths

Line printing:

Vector data (Illustrator)

Fonts converted to paths

For transfer decoration high level:

High-resolution TIFF files, uncompressed

or Vector data (Illustrator)

Fonts converted to paths

Color variations

Print colors are technically different from glaze colors. Slight variations between glaze and print colors are to be expected. Certain colors or motifs may vary slightly between the proof and the order, and this must be accepted. With respect to porcelain with standard colored glazes, there may be color variations between individual production batches.

Health-Care

Our porcelain is dishwasher- and microwave-safe, unless otherwise indicated.

Upon request and for an additional cost, we will provide a Health-Care Certificate – with which we can demonstrate compliance with the applicable pollutant emission regulations – for all shapes and designs.

This official certificate must be requested separately for every production, every order, every batch and has a processing time of about three weeks.

Notes

We reserve the right to slight variations in dimension and color, as well as the availability of individual items. The terms and conditions of Mahlwerck Porzellan GmbH apply for all businesses.

All prices are subject to changes without prior notification.

Sales are made exclusively through qualified promotional item wholesale.

IMAGE RIGHTS

Images © Mahlwerck Porzellan with the exception of marked images.

Updates to the imprint/image rights at mahlwerck.de/magalog-impressum

The trademarks shown are trademarks of their respective companies / owners. Use of the term "public domain" is carried out in the legal sense of "public domain"..

The designs of the promotional porcelain are property of the respective brands/companies/designers.

We would like to express our sincere appreciation for the approval of reprint.

For more on Creative Commons: http://de.wikipedia.org/wiki/Creative_Commons

IMPRINT

Mahlwerck, the Magazine 14/15 with catalog section from Mahlwerck Porcelain is published once a year with a print run of 20,000 copies

PUBLISHER/V.I.S.D.P.

Tobias Köckert, Mahlwerck Porcelain GmbH
An der Alten Spinnerei 1, D-83059 Kolbermoor
Tel. +49 8031 – 27 47 - 0, info@mahlwerck.de
www.mahlwerck.de

EDITOR-IN-CHIEF

Ingo Moeller, Mahlwerck Porcelain GmbH
An der Alten Spinnerei 1, D-83059 Kolbermoor
Tel. +49 8031 – 27 47 - 0, info@mahlwerck.de

TEXT

Ingo Moeller
Tobias Köckert

CONCEPT

Ingo Moeller, Head of Marketing & Communications Mahlwerck Porcelain

GRAPHIC DESIGN

Janine Scheurmann
Ingo Moeller
Monika Reiter

PRINTING

GRASPO CZ, a.s., Pod Šternberkem 324, 763 02 Zlín, Czech Republic, www.graspo.com

COPYRIGHT

The magazine and all its individual contributions and images are protected by copyright. Upon acceptance of the manuscript, the right to publish as well as the right to translate, to grant reproduction rights, to electronic storage in databanks, to producing reprints, photocopies and microcopies shall be granted to the publisher. Any use beyond the limits as defined by copyright law is prohibited without the consent of the publisher. In the unsolicited sending of articles and information to the publisher, the revocable consent is given to enter the submitted articles or information into databases that are managed by the publisher or an associated third party. Color, model, price and product are subject to change.

TRADEMARKS

The use of brand names, retail names, trademarks, etc. in this magazine does not justify the assumption that such names may be used without restriction by anyone, and often they are legally-protected trademarks, even if they are not labeled as such.

© 2015 Mahlwerck Porzellan GmbH

MAHLWERCK®
Porzellan



Only Mahlwerck's 2Go Lid
stays leak proof

TWIST AND TURN

AS YOU LIKE

AS YOU LIKE

TWIST AND TURN

Only Mahlwerck's 2Go Lid
stays leak proof



MAHLWERCK®
Porzellan