

**eco.ok**

Il rivestimento ceramico  
The ceramic coating  
Le revêtement de céramique

***spices***  
kitchen life





# *spices*

kitchen life







**ECO-OK**

Ceramic coating

**eco·ok**

ECO-OK is an ecological ceramic coating which TVS is bringing to market. TVS is launching a product made of an ecological material which is extremely resistant and healthy.

**450°C**



HEAT RESISTANT

The ceramic coating is Natural, Vitreous therefore Ecological



ECOLOGICAL COATING

ECO-OK production cycle has a reduced impact on the environment.



LOW CO2 EMISSION

CO<sub>2</sub> emissions are reduced during the coating and manufacturing production process. ECO-OK is totally recyclable.



**ECO-OK**

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"Spices" line

# *spices*

kitchen life

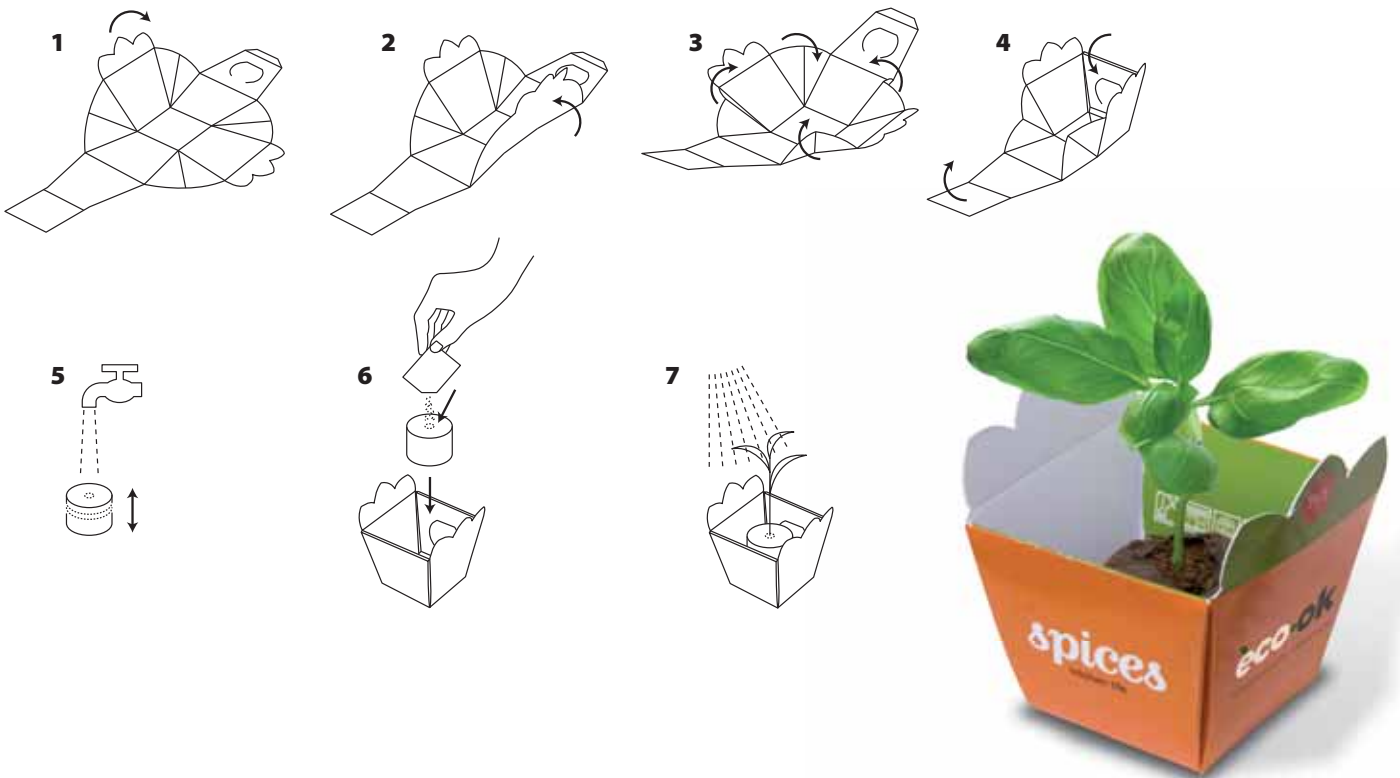
**Spices is a new range created by TVS which uses the ECO-OK coating.**

By cooking with the new TVS pan, we respect nature and we cook healthily, promoting our family well-being.

**There is life in our kitchen especially if Spices are there.**

Told through nature iconography, colours, fresh branding and a gadget we come closer to the ancient contact of earth with life.

**Spices: kitchen life.**



An integral part of Spices communication is played by a gadget attached to the packaging: **in the middle, we place a sachet with seeds and a peat disc.**

Following the instructions inside the packaging, you can make the packaging into a little vase, suitable for the peat and seeds to sprout. By keeping the seeds watered, you can grow a nice plant.

This idea is both original and fun and fits perfectly the TVS product mission.

It starts a new, involving and fun style of communication.



**ECO-OK**

Sleeve graphic arts







**ECO-OK**

## Products Line and Spice combination



Article	Measure ø cm	Seed
Frypan	20	Parsley
Frypan	24	Sage
Frypan	26	Mint
Frypan	28	Basil
Frypan	30	Chive
Wok	20	Basil
Wok	27	Parsley
Pot 2H	24	Chive
Pot 2H	28	Sage
Casserole 1H	16	Chive
Casserole 1H	18	Basil
Casserole 2H	20	Sage
Casserole 2H	24	Parsley
Casserole 2H + Lid	24	Parsley
Pot 1H +Lid	24	Mint
Casserole 2H + Lid	20	Mint



**ECO-OK**

Colours and Spices

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Chive



Basil



Parsley



Mint



Sage



## ECO-OK

### Advertising and press campaign

**TVS** kitchen life

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Ceramic coating

TVS gave birth to Spices, a new and innovative ceramic coating ECO-OK: an absolute and inimitable novelty on the world of pans.  
ECO-OK features high heat resistance and its respect for the environment makes Spices an innovative line, with an original and Hi-tech design, which will bring more well-being to your table.  
Spices allows you to cook healthily, respecting the environment and promoting... life in kitchen! As a matter of fact, in each Spices packaging is everything you need to plant and grow basil, mint, parsley, sage or chives.

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The Spices story tells itself through a simple but fun and impactful advertising communication: the inventive idea uses a visual which brings together both product and gadget for an immediate, original and informative message.

The strength and effectiveness of the message is represented by the ability to be concise, immediate and versatile. This will allow us to add new Spices to any product extensions using the same graphics giving longevity and continuity to the brand.



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Le revêtement de céramique

**Il rivestimento ceramico:**  
Ecologico, vetroso e quindi naturale  
Totamente riciclabile  
Ciclo produttivo a ridotto impatto ambientale  
Non emette sostanze chimiche durante l'uso  
Alta stabilità termica.

**The ceramic coating:**  
Ecological, vetrous, thus green  
Completely recyclable  
Environmentally friendly production cycle  
No chemical substances released during use  
High thermal stability.

**Le revêtement céramique:**  
Ecologique, matière vitreuse naturelle  
Totalement recyclable  
Cycle de production respectant l'environnement  
Német pas de substances chimiques pendant l'utilisation  
Haute stabilité thermique.

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