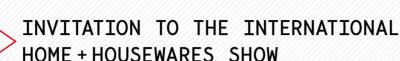
YOUR TICKET TO INNOVATION AND DESIGN



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Occasion

THE INTERNATIONAL HOME + HOUSEWARES SHOW

Location

CHICAGO, USA MCCORMICK PLACE EXPOSITION CENTRE Date

MARCH 2-5 2019

Seat/Raw

SOUTH BUILDING, BOOTH S4024

Security Alert

Please note our innovations in the entire cookware and bakeware coating range!

Class BUSINESS

Seat

SOUTH BUILDING, BOOTH S4024



Flight Number ILAG-032019-HOME AND HOUSEWARE



Visit us

Reason

THE INTERNATIONAL HOME+HOUSEWARES SHOW 2019

Date

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Location

CHICAGO, USA MCCORMICK PLACE EXPOSITION CENTRE SOUTH BUILDING BOOTH S4024

BOARDING PASS

Innovation is our world. That is why we invite you to a journey which will introduce you to coating solutions that the market has never known before.

In the field of **cookware**, we present you under our professional label a revolutionary benefit combination of scratch resistance and long-lasting non-stick effect.

For coil and spray applications in the field of **bakeware**, we present you coatings that are particularly environmentally friendly as they do not require BPA and NMP during production. In addition, our SWISS SHIELD TECHNOLOGY prevents unwanted migration.

Also because of this year's optical highlights, it is worth the way to ILAG. Follow us to Iceland and experience cookware colors inspired by spectacular nature and scenery. Afterwards, we ask you for a refreshing drink at the beach. Our new color world for bakeware was developed based famous cocktail classics.

It is worth the trip! Get started and visit our **booth S4024 in the south building** at **the International Home+Housewares Show 2019** in Chicago. You are cordially invited.

Yours Mescel

ILAG – Industrielack AG, H.G. Geisel & Team





Cookware Color Trends 2019 – mysterious yet down-to-earth

Inspired by nature and the play of colors of Iceland's landscape, our new color palette transports the magic of the north into the customers' kitchens – expressive but never overpowering.



Cookware Professional – innovative solutions for the highest demands

The new 3-layer systems not only impress with a two to three times more durable non-stick effect, but also with maximum scratch resistance.

The combination of these properties is currently unique.



Cheerful colors for Bakeware – sunny and light like a day at the beach

Our vibrant cocktail colors exude lust for life and holiday mood. Be inspired by the lively sounds and infected by the bright color palette.





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