



Please see below for an explanation of the unique ZERO concept. I have visited this small factory in Japan and they offer great quality utensils and the owners are super dedicated as are the people working there. The factory is situated a few hours outside Tokyo with the Shinkansen (fast train).

ZERO JAPAN teapots and cups are 100% made in Japan. Their wonderful design and great colors please people all over the world.

#### THE PHILOSOPHY BEHIND THE BRAND ZERO

##### THE DESIGNER

Zero Japan was established by Koji Inoue in 1992. Before, he worked for a major Japanese porcelain manufacturer where he could not develop his creativity. The original name of his own company was Beehouse. This was changed in October 2006 into Zero Japan. Zero, because Inoue had to start his company from scratch, literally from zero.

##### CONCEPT

When designing the teapot Inoue was driven by the Japanese strive for balance. All had to be perfect: looks, functionality and feel. The products are meant to be used on a daily basis. Enjoy their beauty, their functionality and how they feel every time you use them!

##### GOOD-LOOKING

The teapot has a fresh, modern design without frills. All elements are proportionally right. The round shapes soften the clear-cut lines. The eye is automatically attracted by the harmony of the teapot.

Zero Japan products come in attractive, fresh and clear colors. The single color makes it easy to match them with other cups and plates with patterns. Use them to brighten up the rest of your tableware!

##### FUNCTIONAL

The nicely shaped handle is designed in such a way that your fingers will not touch the hot teapot when lifting it or when pouring tea. The spout has a special design and allows the tea to leave the pot in a tidy flow, without dripping.

The stainless steel lid gives the pot a modern image. It is clipped onto the pot so it will not fall off. Stuck with several teapots without lid, it was Inoue's mother who requested him to create a teapot where the lid would not break or get lost.

The pot can be handled with one hand: The lid can be opened with the thumb of the hand holding the pot. When putting the tealeaves in the pot, the lid can stand open. The lid is easily removed for thorough cleaning. Lids and infusers are universal for all Zero Japan teapots, they are replaceable and can be ordered separately.

Another feature is the infuser in stainless steel. More and more people are discovering the wonderful versatility and taste of loose leaf teas. However, it is often considered too much trouble to use leaves instead of bags. After brewing the infuser is easily removed from the pot, but it may also be left inside after pouring all the tea out. This is ideal in the case of premium teas that can be used for several infusions.

The infuser is wide and deep so the leaves can fully unfold and release their flavors and aroma. The stainless steel infuser has no impact on the flavor of the tea and is easy to clean. Lift the filter out of the pot, simply throw the leaves away and rinse it under running water (do not wash in a machine).

#### GREAT TO TOUCH

The glaze of the Zero Japan teapots is strong and smooth. It feels great to touch. The pots have been completely glazed, except for the Japanese style kikko crackle. In this style the bottom part of the pot or cup is left uncovered.

The pots and cups are made of stoneware, which is baked at a much higher temperature and therefore much stronger than earthenware. Except for the pots with a crackle glaze, all products can be washed in a dish washer.

For more information about the ZERO Japan utensils please contact [catrin@teamasters.se](mailto:catrin@teamasters.se)