

Denby  
1809



HAND-CRAFTED  
IN DERBYSHIRE  
ENGLAND

HOTELS, RESTAURANTS &  
CATERING GUIDE

# CREATE MEMORABLE FOOD MOMENTS

Making great food look beautiful has always been one of Denby's core values and research shows that nearly half of us think the way their food is presented is just as important as how it tastes.

As trends move away from plain white ware into more interesting plates and bowls which showcase dishes in both hospitality and in the home, Denby's artisan handmade ranges of beautiful and unique tableware and crockery are eminently placed to provide a beautiful canvas for all kind of cuisines.

The hardy Derbyshire clay, the secret glaze recipes and the generations of craftsmanship along with the magic that happens in the kiln creates a parallel with the work of the chef – quality ingredients, expertly combined then brought out of the oven to create memorable food and drink moments that your diners will love.





# MAKING STONEWARE IN DERBYSHIRE

SINCE THE INDUSTRIAL REVOLUTION

*Denby have generations of hard-won experience using local iron-rich clay and unique glaze recipes to create beautiful, durable tableware.*

Still using many traditional hand-crafting techniques and time-honoured skills, each piece passes through at least 20 pairs of hands before it gets the Denby stamp of approval.

The Denby approach has always been about creating beautiful and practical tableware that's designed for modern life; ranges which can be confidently used in the oven, dishwasher, microwave and freezer, and do the job from Tuesday tea to Friday night to Sunday lunch...

*Tough enough for everyday and stunning enough for any dining occasion.*

## THE QUALITY AND CRAFTSMANSHIP BEHIND EVERY PIECE

*With hardy local clay, unique secret glazes and over 200 years of design and craftsmanship, each piece takes shape in Derbyshire, England.*



### RAW CLAY

Locally sourced in Derbyshire

### NATURAL SLIP

The magic ingredient, just water and Denby clay

### CRAFTSMAN'S MOULD

Where the pots take shape

### BISCUIT FIRED

Ready to be decorated by skilled craftsmen and women

### SECRET GLAZES

Dipped by hand using traditional time-honoured skills

### GLOST FIRING

Transformed into super strong and beautiful pieces

# WHY CHOOSE DENBY?

*Denby stoneware clay is very strong. It's fully vitrified which gives it strength, durability and chip resistance. We are experts in colour and reactive all over glazes that are totally unique, beautiful and extremely hard wearing.*



OVEN  
SAFE



MICROWAVE  
SAFE



DISHWASHER  
SAFE



FREEZER  
SAFE



BEAUTIFUL  
FOOD PRESENTATION  
PIECES



MODERN  
DESIGNS

*Designed for modern life from casual dining to more formal venues*



*Tough enough  
for everyday,  
stunning enough  
for any dining  
occasion*



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# WHAT THE EXPERTS SAY



Member & Partner

Denby sponsors *Restaurant of the Year*

*“The addition of Denby Pottery to our table settings makes the best first impression – how the tables look is as important as the food we serve and a crucial part of the experience we offer. The stoneware of the Natural Canvas collection is durable enough to withstand the demands of constant use in a restaurant whilst versatile enough to go from the kitchen to the table.”*

*Nick Cartwright, founder of Green Rooms (London, UK)*

*“I choose to use Denby at my supper clubs because they offer clean, unique and contemporary designs to complement my food. This, paired with heavy duty build quality, ensures that my plates look as good now as they did when I first unwrapped them.”*

*@alex\_cooking (Food blogger, UK)*

*“For me the Halo collection is superb, the curve edges optimise the space, the colours enhance the brightness of our ingredients, giving us more inspiration to create new dishes. There is a saying that 90% of the dish is consumed with our eyes, so Halo is now essential in our kitchen!”*

*Habib, MD, Meat People, Islington (London, UK)*

*“After seeing Denby’s Studio Craft range at Frankfurt we knew instantly this would be perfect for our customers. The superior quality and unique hand crafted designs means it will perform in a commercial environment and create stunning food presentation.”*

*Spiro Michas, CEO, Tomkin (Australia)*

# PRODUCT FEATURES AND BENEFITS

	<b>STACKABLE</b>		<b>STRONG GLAZE</b>
	<b>OVEN AND MICROWAVE SAFE</b>		<b>DISHWASHER SAFE</b>
<b>THERMAL SHOCK RESISTANT</b>		<b>FREEZER SAFE</b>	
		<b>SECURE HANDLES</b>	
<b>HEAT/ CHILL RETENTION</b>		<b>POLISHED FOOT</b>	<b>STAIN RESISTANT</b>

*All ceramic Denby product is designed and tested against relevant British and International Standards for heavy domestic use. Whilst we cannot guarantee performance against all hospitality test criteria, our product is very robust and we are therefore pleased to offer a 10 year guarantee for edge chip resistance\* for selected products.*

*Additionally, our experience with numerous prestigious hospitality customers is that our product performs exceptionally well, so use with care but confidence.*

*\* Subject to normal T's & C's / Warranty applies to edge chip resistance only (not all hospitality test criteria, see website for details).  
denbypottery.com*

# MATRIX OF HOSPITALITY TESTS AND CRITERIA



*Denby rigorously tests all of its products to tough industry standards and performs extremely well against hospitality criteria without looking like standard hospitality ware.*

PARAMETER	HOSPITALITY TESTS & CRITERIA	DENBY STONEWARE
Metal Release — Lead / Cadmium and other harmful chemicals	BS 6748 & ASTM C927-80	100% PASS
Handle attachment — strength of	ASTM C368. (No fail at handle/body interface)	100% PASS
Articles intended to serve hot food	BS EN 1183: 1997. Thermal shock $\Delta t_{50}$ equal to or greater than 90°C	100% PASS
Articles intended for pouring liquids	BS 8654 clause 4.6	100% PASS
Handle and Knob Temperature	BS 8654 clause 4.7 $\leq 55^{\circ}\text{C}$	100% PASS
Stability	BS 8654 clause 4.8 Stable at minimum 15°	100% PASS
Water absorption	BS 4034: 1990, 4.1	100% PASS
Crazing Resistance	BS 4034: 1990, 4.2	100% PASS
Resistance to impact breakage in service (chip resistance)	ASTM C368. Failure $> 0.07 \text{ ft/lb}$ (0.09J)	100% PASS* Whilst Denby has no rolled edge our designs are robust and product compares favourably with leading hospitality ware.
Microwave Usage	BS EN 15284: 2007	100% PASS
Freezer Usage; Resistance to freezing, Freezer to Oven and to Microwave	BS 8654 clause 5.2	100% PASS
Oven Usage	BS EN 1183: 1997, Method B. Thermal shock $\Delta t_{50}$ of not less than 150°C	100% PASS
Dishwasher Usage	BS EN 12875-5	As with all tableware, minimise dulling of the glaze by using low temperature dishwasher cycles and liquid detergents.
Metal marking	BS 8654 clause 5.6	The type and grade of cutlery used in food service could result in some metal marking as with other hospitality ware

\* Selected products only

Don't accept bland hospitality ware – with Denby get beauty, functionality and unique designs which will really set your venue apart from the rest.



© Sandhya Hariharan



**20**  
**PAIRS OF**  
**HANDS**  
ON EVERY PIECE



OVER  
**500**  
SECRET GLAZE  
RECIPES





# A WIDE SELECTION OF COUPE PLATES





HAND-CRAFTED  
IN DERBYSHIRE  
ENGLAND





EST. 2017

## STUDIO CRAFT

*An informal collection of bowls, plates and platters for casual dining and new-fashioned entertaining.*

Studio Craft; the epitome of Denby's artisan, hand-crafting skills and stunning textural glazes perfected over 200 years and re-invented for a modern audience. Inspired by the trend for a natural, authentic aesthetic in dining (the 'New Rustic') and an overall feeling of wellness, Studio Craft combines four tonal glazes in rich, wood-inspired hues on earthy, informal shapes to create a natural look which works brilliantly with both global foods and rustic foods.

### EATING



D21cm Medium Coupe\*



D26cm Coupe Dinner\*



D22cm Pasta Bowls\*



D16cm Cereal Bowls\*



D25cm Medium Ridge Bowls



D31cm Large Ridge Bowl

### DRINKING



0.4ltr Large Mug



\* Items included in 10 Year Edge Chip Warranty



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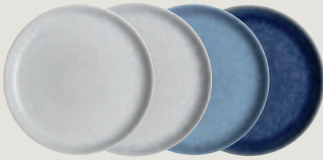
## STUDIO BLUE

*New for 2018 4 stunning shades of blue that work together to create a beautiful tonal range.*

Inspired by the colours and textures found in natural stone and minerals combined to create a tactile collection which captures the essence of our hand-crafting skills and textural glazes perfected over 200 years.

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### EATING



D21cm Medium Coupe\*



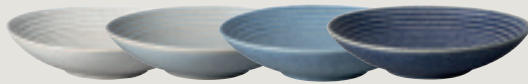
D26cm Coupe Dinner\*



D22cm Pasta Bowls\*



D16cm Cereal Bowls\*



D25cm Medium Ridge Bowls



D31cm Large Ridge Bowl

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### DRINKING



0.4ltr Large Mug



\* Items included in 10 Year Edge Chip Warranty



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EST. 2010

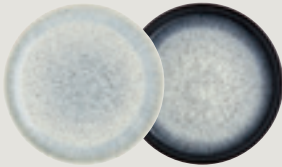
## HALO

*The effect of true craftsmanship; the unique Halo effect is a work of art that reflects Denby's time-honoured know-how.*

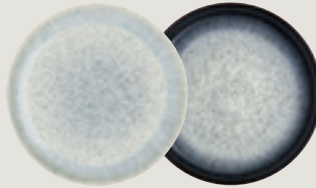
Strong and elegant, our popular Halo range is as hand-crafted as our ranges come. The magic begins in the kiln where two tonnes of a secret glaze are expertly fused together. Each piece in the range is brought to life using challenging techniques for a truly captivating effect which is completely unique.

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### EATING



D21cm Medium Coupe\*



D26cm Coupe Dinner\*



D16cm Cereal Bowls\*



D22cm Pasta Bowls\*



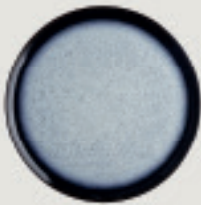
D17.5cm Ramen Bowl



D14.5cm Deep Noodle Bowl

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### SERVING



D31cm Round Platter



23.5 x 11.5cm  
Medium Oval



32.5 x 17cm  
Large Oval

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### DRINKING



0.4ltr Large Mug



\* Items included in 10 Year Edge Chip Warranty



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# HERITAGE

*A casual collection of bowls, plates and platters featuring Denby's complementary, contemporary pastel tones.*

The Heritage collection has been created in line with modern trends for relaxed informal dining, casual entertaining and the increasing demand for pieces to showcase global (particularly Mediterranean) foods.

## EATING



D21cm Medium Coupe\*



D26cm Coup Dinner\*



D16cm Cereal Bowls\*



D22cm Pasta Bowls\*



D17.5cm Ramen Bowl



D14.5cm Deep Noodle Bowl

## DRINKING



0.4ltr Large mug



\* Items included in 10 Year Edge Chip Warranty

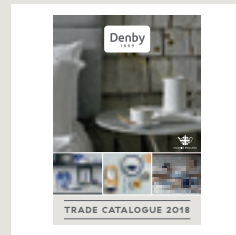
# A FULL TOOLKIT TO HELP DRIVE SALES



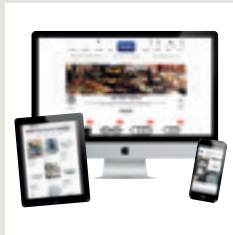
MATERIALS TO PROMOTE  
'MADE IN ENGLAND'



POS & PHOTOGRAPHY  
SHOWING HOW BEAUTIFULLY  
DENBY COMPLEMENTS FOOD



PRODUCT CATALOGUE TO  
SUPPORT BRAND ATTRIBUTES  
OF HERITAGE AND QUALITY



DIGITAL SUPPORT: RICH  
CONTENT, HIGH RES ASSETS,  
SOCIAL MEDIA ENGAGEMENT



DENBY BRAND TRAINING

## WE ARE ALWAYS HERE TO HELP



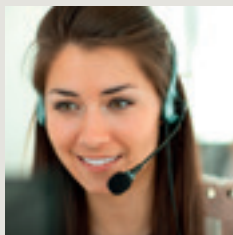
DIGITAL ASSET BANK FOR  
EASY ACCESS TO  
MARKETING MATERIALS



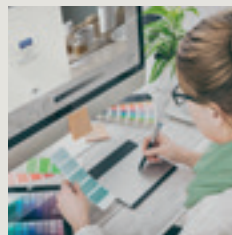
TRADE SUPPORT INCLUDING  
E-COMMERCE  
AND MARKETING



KNOWLEDGEABLE AND  
EXPERIENCED IN HOUSE QA  
TEAM



DEDICATED CUSTOMER  
SERVICE TEAM



IN HOUSE CREATIVE  
DEPARTMENT

# OUR GREEN CREDENTIALS

- 01 Denby are the first UK tableware manufacturer to be able to claim 'zero to landfill' for all our process waste. This saves approximately 600 tonnes of CO<sub>2</sub> emissions each year. That's the equivalent of all our 300+ Denby employees' car journeys in a year being 'carbon neutral'!
- 02 Because our quality standards are so high, any clay with faults is recycled into new stoneware. We save 2500 tonnes of raw clay, the equivalent of 350 fully loaded double decker buses!
- 03 We make all our moulds from plaster of Paris. These are recycled to make plasterboard and every year 300 tonnes of plaster of Paris moulds is enough to fully plaster 50 new homes!
- 04 Every year we recycle over 100,000 litres of glaze during the glazing process, that's enough to glaze nearly 1 million pots!



Contact us or see our website for our full collection  
[denbypottery.com/hospitality](https://denbypottery.com/hospitality)



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