

like.
by Villeroy & Boch

Porcelain

NOT PLASTIC

SUSTAINABILITY TO GO



THE CHALLENGE

Do you want to enjoy your tea or coffee even when you're on the go? Unfortunately, disposable cups still waste precious resources and cause a great burden on the environment. The challenge is to develop sustainable alternatives. Such as our stylish reusable mugs made from porcelain. They're a great way to enjoy your tea or coffee - delicious and good for the environment - even on the go.




2.8 billion
disposable cups

are used in Germany every year =
320,000 cups per hour*


28.000 tonnes
of waste

are produced every year in turn


3.5 times
around the world

is how long all these cups would stretch
if lined up

*Source: Wuppertal Institute for Climate, Environment and Energy

#PORCELAINNOTPLASTIC



THE OPPORTUNITY

1. **Stylish sustainability:** It does not have to be an either/or situation. You can enjoy your coffee and tea on the go with our stylish reusable porcelain mugs with a clear conscience.
2. **Uncomplicated & delicious:** Simply eat something healthy on the go. It's easy to live your food goals in a practical and green way with high-quality on-the-go porcelain products.
3. **Lovingly thoughtful:** Give the best gifts by caring and sharing what you hold dear. The high-quality reusable porcelain products are good for the environment and make the perfect thoughtful present for your loved ones.

„ We ♥ Porcelain To Go! “



„ Porcelain is much sturdier than you think. We are so confident that we offer a 2-year breakages guarantee on our entire To Go range. “

Why porcelain?



- Durable and sustainable
- Dishwasher-safe, microwave-safe
- Non-toxic, taste neutral, odourless
- Reusable bamboo and plastic products can leach toxins into food.* Unlike our porcelain, which by nature has NO TOXIC SUBSTANCES.

*Source: Stiftung Warentest 8/2019

” No matter where you are –
you have the best
solution at hand “



Durable
and sustainable



OUR ADVANTAGES

ZERO WASTE & PLASTIC FREE

The green alternative to single-use cups, plastic food containers and more; can be reused for years.

MADE IN GERMANY

Premium Porcelain made from pure natural raw materials, non-toxic, from the porcelain experts Villeroy & Boch.

NOVEL LID

Leakproof and very easy to open and close.

SECURE SEAL

High-quality silicone seal. Hygienic, durable, perfect for on the go.

REAL TASTE

Porcelain lid doesn't impact the authentic taste of coffee and is comfortable to drink from.

DISHWASHER-SAFE & MICROWAVE-SAFE

Porcelain & silicone are both easy to clean and are dishwasher-safe. Cool, heat, enjoy straight from the bowl/mug.

HEAT PROTECTION

Carry hot drinks safely and easily on the go thanks to the designer sleeve.

AWARD-WINNING DESIGN

Treat yourself to a stylish upgrade with outstanding design.

Award-winning design



Porcelain lid for pure taste

Heat protection

Discover how easy sustainability is with Villeroy & Boch! Our **customisable** portfolio of sustainable porcelain, with **practical extras** and a unique **design**, is waiting for you.



Customised solutions



TO GO MUGS

Get your new **green flexibility** with our To Go porcelain mugs for your coffee and tea.



TO GO BOWLS

You can also enjoy your favourite food on the go with the To Go porcelain bowls. Practical, easy to carry and available in **three different sizes**.



PORCELAIN LID

Thanks to our innovative porcelain lid, the mugs from the **Artesano Original** and **Artesano Barista** ranges can be easily transformed into a **travel mug**. Reusable, hygienic and safe.



GLASS STRAWS

Perfect for any situation: the Artesano glass straws will be perfect for your next summer party with friends and family. Discover the **most practical and sustainable way** to enjoy your favourite drink.



Whether it's for a picnic with friends and family or lunch at work - no matter where you are, you can really enjoy your food with our reusable To Go porcelain products. And that in a sustainable way.

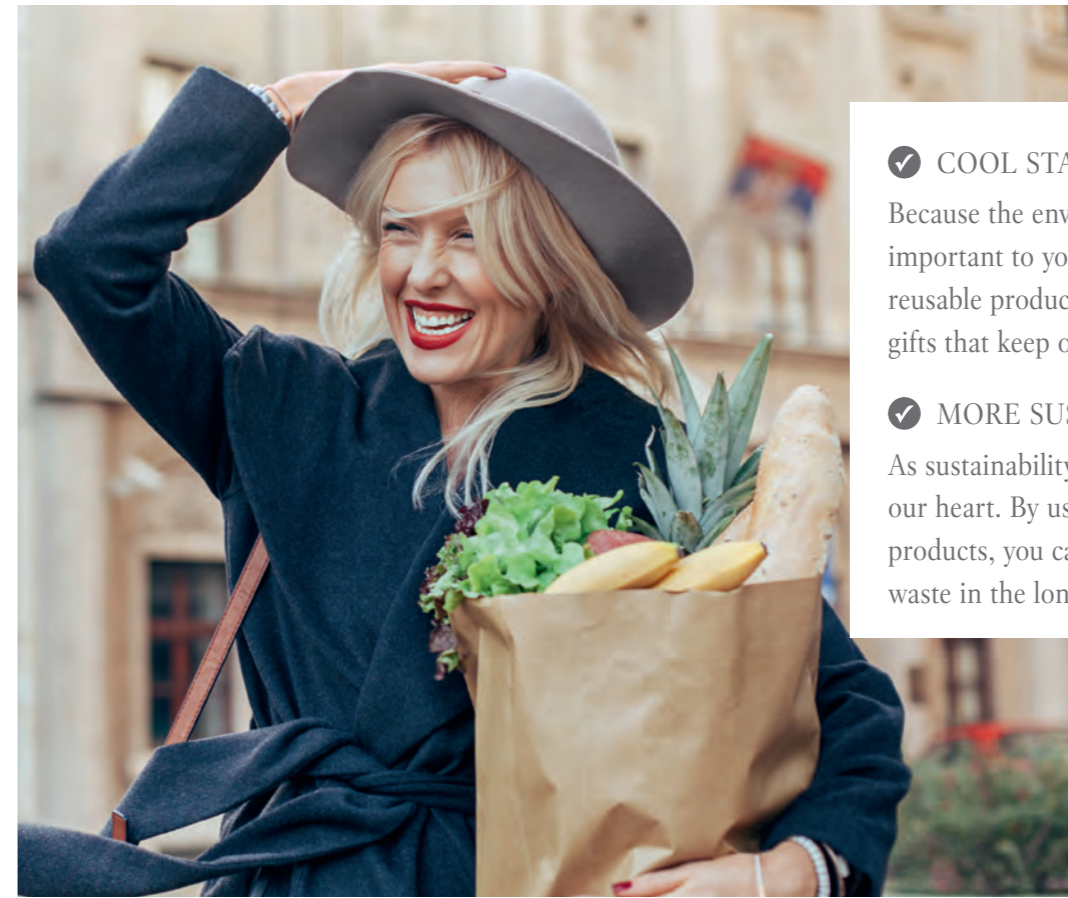
Pretty sustainable

Simple, modern and elegant. To Go is perfect for anyone looking to replace plastic and enjoy healthy food on the move. The Premium Porcelain mugs and bowls are sustainable, non-toxic and taste neutral. In pure white or with one of the three beautiful décors, each one inspired by the world-renowned Mettlach tiles and available in one of the on-trend colours: Jade, Rosé and Indigo.

The To Go world is complemented by colourful glass straws and a stylish carry bag to match. This is why the entire collection won the "Tableware International Award of Excellence". Sustainability can be so pretty and convenient.



THE ADVANTAGES



✓ COOL STATEMENT

Because the environment is important to you and your friends, reusable products make perfect gifts that keep on giving.

✓ MORE SUSTAINABILITY

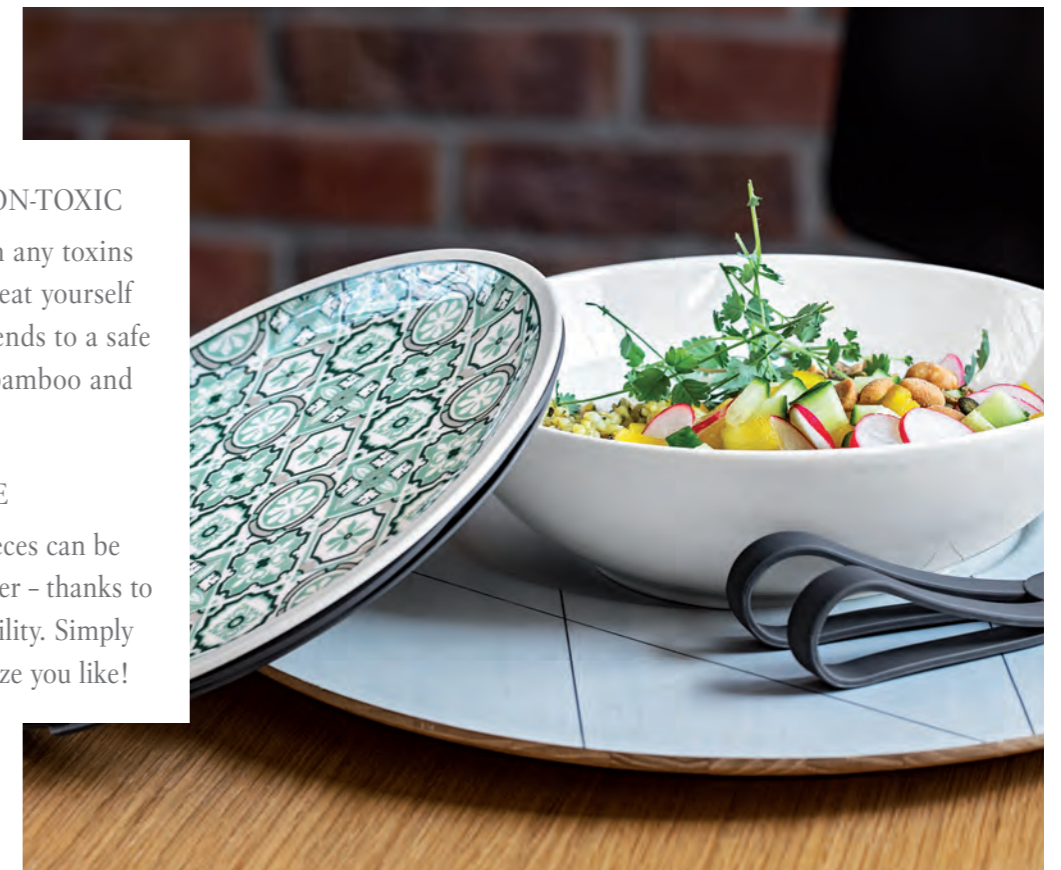
As sustainability is an issue close to our heart. By using our porcelain products, you can contribute to less waste in the long term.

✓ COMPLETELY NON-TOXIC



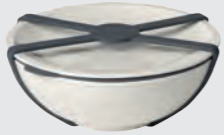













Porcelain does not leach any toxins into food. So you can treat yourself and your family and friends to a safe alternative to reusable bamboo and plastic crockery.

✓ FLEXIBLE RANGE

The To Go porcelain pieces can be combined with each other - thanks to their mix & match flexibility. Simply choose the colour and size you like!



TO GO PORCELAIN PRODUCTS:

 <p>Coffee To Go Mug 0,35l · 12¹/₃oz. Art.-Nr. 10-4865-9620</p>	 <p>Dish S 0,08l · 2⁵/₆oz. Art.-Nr. 10-4865-3696</p>	 <p>Dish M 0,35l · 12¹/₃oz. Art.-Nr. 10-4865-3693</p>	 <p>Dish L 0,80l · 28²/₉oz. Art.-Nr. 10-4010-3690</p>
 <p>Coffee To Go Mug 0,35l · 12¹/₃oz. Art.-Nr. 10-4229-9610</p>	 <p>Dish S 0,08l · 2⁵/₆oz. Art.-Nr. 10-4229-3696</p>	 <p>Dish M 0,35l · 12¹/₃oz. Art.-Nr. 10-4229-3693</p>	 <p>Dish L 0,80l · 28²/₉oz. Art.-Nr. 110-4229-3690</p>
 <p>Coffee To Go Mug 0,35l · 12¹/₃oz. Art.-Nr. 10-4230-9610</p>	 <p>Dish S 0,08l · 2⁵/₆oz. Art.-Nr. 10-4230-3696</p>	 <p>Dish M 0,35l · 12¹/₃oz. Art.-Nr. 10-4230-3693</p>	 <p>Dish L 0,80l · 28²/₉oz. Art.-Nr. 10-4230-3690</p>
 <p>Coffee To Go Mug 0,35l · 12¹/₃oz. Art.-Nr. 10-4228-9610</p>	 <p>Dish S 0,08l · 2⁵/₆oz. Art.-Nr. 10-4228-3696</p>	 <p>Dish M 0,35l · 12¹/₃oz. Art.-Nr. 10-4228-3693</p>	 <p>Dish L 0,80l · 28²/₉oz. Art.-Nr. 10-4228-3690</p>

MUGS WITH THE OPTIONAL PORCELAIN LID:

 <p>Artesano Original 0,38l · 13²/₃oz. Art.-Nr. 10-4130-9651</p>	 <p>Artesano Barista Mug 0,38l · 13²/₃oz. Art.-Nr. 16-4026-9651</p>		 <p>To Go Porcelain Lid 9 x 9 x 3 cm · 3¹/₂ x 3¹/₂ x 1¹/₆" Art.-Nr. 10-4865-9623</p>
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MORE SUSTAINABLE PRODUCTS:

 <p>Glass straws Set 4 pcs. Art.-Nr. 11-7243-7910</p>	 <p>Bag 27 x 17 x 43 cm · 10⁵/₈ x 6²/₃ x 17" Art.-Nr. 10-4865-7591</p>
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BE
sustainable
ON THE GO

Villeroy & Boch offers sustainable on-the-go solutions with stylish and functional features. The reusable porcelain crockery is the perfect way to enjoy your food – wherever you are.

- 1 2-year breakages guarantee on the entire To Go range.
- 2 The included designer cup sleeve functions as a heat guard for use on the move.
- 3 The To Go products can be combined with each other thanks to their mix & match character.
- 4 Our award-winning Premium Porcelain is dishwasher-safe, microwave-safe and lets you enjoy drinks completely toxin-free.
- 5 We have been passionate about making porcelain of the highest quality in Germany for more than 270 years. Our sustainability is constantly tested and certified.

The innovative
PORCELAIN LID
transforms mugs into
on-the-go mugs.

