



**Launch of
Ranzani Africa
Salt & Pepper Grinders**

FOR IMMEDIATE RELEASE

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Ranzani Africa Salt & Pepper Grinders: Italian design meets African creativity

Ranzani Trading Design launches new kitchen accessories range: Ranzani Africa

Ranzani Africa brings colour and character to your dining area. A fusion of Italian style and African culture makes Ranzani Africa kitchen accessories the new must-have gadget for your home.

The first product to hit the shelves are the Ranzani Africa Salt & Pepper Grinders. Inspired by African craftsmanship, Ranzani Africa turns kitchen tools into decorative design pieces. Influenced by Italian design, Ranzani Africa products are smooth in look and touch.

“My products are designed with a mixture of Capetonian creativity, London innovation and Milanese style.” summarises Christian Ranzani, the founder of Ranzani Trading Design. “For main design influences I’d say Alessi (www.alessi.com/en), Muji (www.muji.eu) and Cape Town (www.capetown2014.co.za).”

The Salt & Pepper Grinders stand out with their vibrant colours. This couple adds a spark to your dinner conversation and fun to your kitchen chores.

In addition Ranzani Africa Salt & Pepper Grinders are of highest quality: Locally sourced wood, hand-turned and hand-painted, plus a ceramic grinding mechanism imported from Denmark ensure longevity.

Please consult the attached product feature sheet for detailed information on Ranzani Africa Salt & Pepper Grinders.

You can also find out more about Christian Ranzani and Ranzani Trading Design below.

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MORE INFORMATION

Ranzani Trading Design

Christian Ranzani founded Ranzani Trading Design upon his return to Cape Town after 10 years abroad:

“Having worked with British design icons such as SCP (www.scp.co.uk), Concrete Blond (www.concrete-blond.com) and MFI (www.mfi.co.uk) I was eager to start my own design agency. What better place to design than Cape Town?

“Back in London I was mainly designing furniture, here in Cape Town I moved into interior design. With the sleek modern kitchens and dining areas I felt a dash of colour could lighten up the minimalistic look.

“Ranzani Trading Design combines all my design experience, from industrial to product design. So while I design a whole furniture range, I can also produce the accessories that go with it.”

Ranzani Africa is the result of Christian Ranzani’s fusion of Italian style with African originality, a range of kitchen tools that bring fun and happiness to your home.

Christian Ranzani

Christian Ranzani’s trade is metal work, having served an apprenticeship as a fitter and turner in Cape Town. Studying Product Design in London turned his career from the workshop to the desktop.

Reconnecting with his Italian side of the family in Milan, Christian Ranzani learnt to appreciate the design of even the simplest every day products such as the iconic moka (http://en.wikipedia.org/wiki/Moka_pot).

Working for established design firm SCP (Sheridan Coakley Products) in London’s trendy East End gave him great insight in the creative process of developing and marketing products.

His design agency Ranzani Trading Design enables him to do just that but with an African flair. Cape Town has an eclectic mix of cultures that inspire with their creativity and vibrancy. It is Ranzani Trading Design’s mission to help local SMMEs and communities to turn their creativity into business.

“I would define my greatest design influences coming from Alessi, for its playful adoption of practical solutions and Muji, for its simplicity in purest form making it affordable to everyone.” sums up Christian Ranzani.



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