



International Home + Homewares Show in Chicago Reimagine Your Home with Modern Chinese Designs by JIA Inc.

FOR IMMEDIATE RELEASE

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JIA Inc., a Chinese home living brand from Taiwan and established in Hong Kong, has always focused itself on “Chinese culture and family warmth”. Striking a balance between old and the new, JIA Inc. marries traditional Chinese materials and craftsmanship with contemporary design typologies and creative thinking to create home objects that slot neatly into modern lifestyles.

This year, the new collection of JIA Inc. will mainly focus at “Cooking” & “Drinking” category, introducing several innovation design pieces with unique Chinese aesthetics. And among various classic and new products to be exhibited at the show, numerous items have also been selected to be shown at both Pantone ColorWatch and New Product Showcase.



【JIA Inc. The Prep, Rolling Mortar】innovates the method of crushing from ancient wisdom , making it easier to grind or mix spices.

***IHA Global Innovation Award**

Finalist

The essence of home can be recreated by reinventing the fondest memory of a home-cooked meal. Nostalgia and familiarity come to mind while preparing the seasoning before cooking.

Designed to bring back the homemade flavors, wooden roller moves back and forth in the ceramic



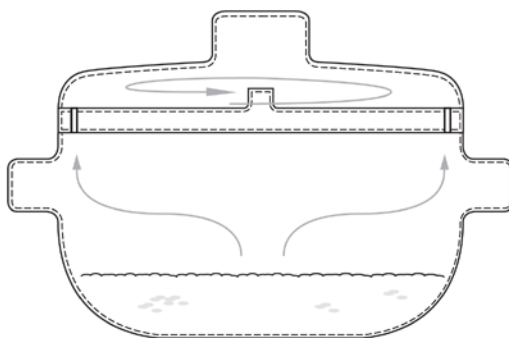
mortar, mixing the taste of remembrance. The shape of the mortar is inspired by the ancient tea mill, mainly used to grind spices, tea and Chinese herbs. It comes in handy when preparing sauces.



【JIA Inc. Steamer Rice Cooker Accessory】 experience the authentic way of rice cooking at home!

The aroma of the cooking rice fills the air. A bowl of pristine white rice is the best complement for most everyday meals. With the help of rice cooking lid, measuring cup and spatula, the steamer can make perfectly cooked rice. The rice cooking lid is able to seal in the flavor and drive moisture into the rice, making the rice soft and fluffy. When the rice is cooked give it a quick stir with the spatula to distribute the moisture and coat the grains evenly for better taste and texture.

A bowl of snowy steamed rice is a symbol of a warm welcome and hospitality.



The circulation of steam while cooking with rice cooking lid.



【JIA Inc. Bamboo Charcoal Filter Bottle】 Purify water or brew loose leaf tea with a simple flip!

Water nourishes all beings; the existence of all depends on water. It is no longer a luxury to have quality water at your disposal whether at work, at home or on a trip. The JIA Inc. Bamboo Charcoal Filter Bottler features a bamboo charcoal filter core, when immersed in water; it will balance the pH value, purify impurities and soften the water to make it taste even better. The bottle features a double-walled vacuumed insulated stainless steel body and a leak-proof lid to keep your water at your desired temperature for up to 6 hours.

Bamboo Charcoal Filter make quality water fresher and softer at your disposal.

JIA Inc. bamboo charcoal filter is made of mao bamboo which grows on high mountains. The bamboo becomes charcoal by calcinations, then ground to powder and eventually turns into bamboo charcoal filter. The multiple pore structure can absorb effectively the chemical substances in water, such as chlorine and trihalomethanes and purify water. Bamboo charcoal filter also releases far infrared, changes water from PH7 to PH7.3 (alkaline) and improves the taste of water.





【JIA Inc. Ironware Cast Iron Kettle】refines the taste of water for brewing coffee and tea.

Water, often underappreciated but is truly the key element that significantly improve the flavor when brewing tea.

Boiling water with cast iron kettle will refine the taste of water and using the water to brew tea will give the tea a more pleasant and well-rounded flavor.

Made with casting molten hot iron into wax molds, the JIA cast iron kettle not only feature excellent heat distribution, retention and improve the taste of water but doing so with much more refined design elements like integrated trivets for the kettle and the lid. The JIA cast iron kettle is truly a modern Chinese design inspired from traditional wisdom.





【JIA Inc. Four Seasons Glass Set】 transform Chinese literary masterpiece into poetic scenery on nesting vessels.

Admire the landscape of four seasons while savoring each season's specialty. Different tints of the glass layered out display an example of beauty just as in a calligraphic painting, while the clear translucence of a spring plate, a summer glass, an autumn bowl and a winter cup complete the full cycle of another year. Inspired by the "Dream of the red chamber", "Four Seasons Glass Set" is your essential companion to enjoy each season. From aperitif and beverage to main course and dessert, this set completes a table of delectable gastronomy with rich visual beauty and flavors all in your hands.



【JIA Inc. Calligraphy Cutlery Set】 Traditional Art in Modern Chinese Design

In imitating the calligraphic lines of Shou Jin Ti created by the emperor Song Hui Zong who wrote with lightness and speed without losing the body of each stroke, designers combine the calligraphic lines with stainless steel and PVD coating to translate the Asian esthetics of movement and strength into this cutlery set. The handle of the cutlery match the finishing brushstroke in calligraphy while the thickness is ideal for the force exerted by each user.

Largest and Most Historical Homewares Exhibition in the USA

The International Home + Housewares Show in Chicago will take place on 18-21 March this year. As the largest exhibition for homeware products in the United States, it is also one of the most renowned and longest-running homeware expos in the world. Over 2,200 companies are expected to attend the event this year to present various kitchen-wares, storage, cleaning and home electronic products in a space over 2.2 million square meters. This event is estimated to attract more than 60,000 buyers, professionals and media.

Pantone ColorWatch :

Scenery terra cotta utensil holder
Abundance multifunction food box
Aperitif time snack box (Small)
Aroma hidden fragrance

New Product showcase (Buyer's Club) :

Bamboo Charcoal Filter Bottle
Ironware Cast Iron Kettle
Steamer Rice Cooker Accessory
The Prep Rolling Mortar



JIA Inc

Discover Design Display Gallery :

Bamboo Charcoal Filter Bottle
Steamer Rice Cooker Accessory
The Prep Rolling Mortar

IHA Global Innovation Award Finalist

The Prep Rolling Mortar

IHA News Center

Bamboo Charcoal Filter Bottle
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Scan for JIA Inc.

Brand Introduction	Master Catalogue	Product Materials	Videos on Vimeo
			



March 18-21, 2017, Chicago, USA
Booth No.: N8324
Location: Discover Design, North Hall of McCormick Place

JIA Inc. in International Home + Houseware Show

We invite you to stop by and visit JIA Inc. at the show.



<http://www.jia-inc.com/>

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