



PORCEL 

PORCELAIN SOLUTIONS

INSTITUTIONAL PRESENTATION

About

COMPANY

Portuguese porcelain brand
and manufacturer

FOUNDED

November 1987 by Adolfo
Roque, father of current
President Ana Luísa Roque

PRODUCT

Porcelain Solutions
Tableware, Decorative and
Custom Made

MAIN MARKETS

Exporting to 50+ markets
worldwide such as Middle
East, Far East and USA

SEGMENT

Medium and High

AREA

14.000m² industrial area
30.000m² exterior area

STAFF

Team of ±120



P O R C E L 

PORCELAIN SOLUTIONS . SOLUÇÕES EM PORCELANA

Founded in 1987, Porcel S.A. is a prestigious brand and manufacturer of fine porcelain.

Located in the heart of Portugal, Porcel combines handmade tradition and technological innovation into the making of each piece, resulting in high quality, creative and elegant porcelain products.

For Porcel the selection of materials is important and each product is designed, shaped and molded according to strict accuracy standards. Porcel porcelain fires at 1400°C and is known to be very white, shiny and resistant.

Specialized in domestic and decorative porcelain products, Porcel also offers clients an exceptional service of custom made options.

Offering a wide range of products and investing in research and development of new models an collections, Porcel makes efforts to follow the latest trends and market demands and annually presents new products at international events.

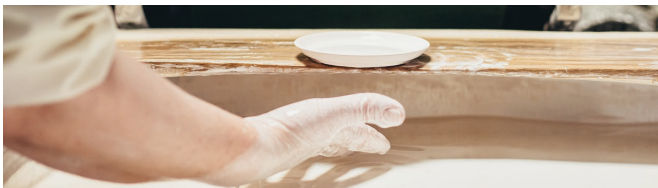
W W W . P O R C E L . C O M

Values

INNOVATION



FLEXIBILITY



PRECISION



TEAM SPIRIT



Strategy

MISSION

Producing porcelain pieces and delivering complete solutions to the customer, with excellence in service, combining handmade tradition with innovation.

VISION

To be a world reference in porcelain solutions that combine design, innovation, and sustainability.

Details



Discover PORCEL [on our video](#).

Throughout the process, of producing and decorating, each piece flows inside the factory traveling in the hands of most workers. Focused on these hands, the precision and the dedication during the production process, Porcel wishes to engage with the viewer on a close up level, showing several details along the way.

Tradeshows

AMBIENTE
Frankfurt - Germany



MAISON & OBJET
Paris - France



THE TABLETOP SHOW
FortyOne Madison
New York - USA



Recent Collections



Empire Gold



Sunstone



Maris d'Or and Matcha



Premium Gold and Adamastor



Blue Legacy



Corallyn and Golden Orbit



Pantheon

Porcelain Solutions

BACKSTAMP

Selection of pieces and available collections, application of client logo in the backstamp (bottom of the piece), signature, phrase or rhymes chosen by the client, including Porcel logo.



EXISTING COLLECTIONS

Selection of pieces and available collections and application of chosen logo, signature, phrase or rhymes in a visible part of the piece, combining it with the selected decoration.



COLLECTION DEVELOPMENT

Selection from available pieces and application of client decoration/design/idea. This new decoration can be sent by the client or requested to our Design department.



NEW SHAPE DEVELOPMENT

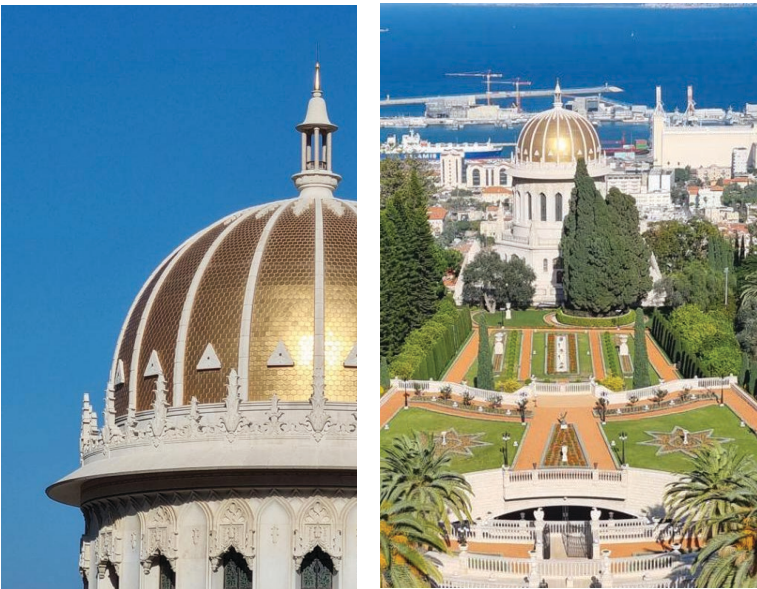
Complete development of a new shape. This new shape can be sent by the client or requested to our Design department.



Flagship Projects



Golden Tiles for Shrine of the Báb dome Haifa (Israel)



Michelle Obama first White House luncheon gift



Citibank 200th anniversary gift

Custom Made



Trudon L'Oeuf
egg shape diffuser



Tsé Tsé Associées
lamps biscuit & glazed versions



Lemur Design Studio
all purpose trays

Custom Made



Tableware Collections
by Michael Aram



Prosperity Collection
for George Washington Museum
(Mount Vernon)
& The White House (USA)



Find more on our website porcel.com/en/flagship-projects/



Tableware Collections
for Maharajas Express
(India)



Tableware Collections
by Anna Weatherley
For DeVine Corporation

The beauty of the process



Discover the process [on our video.](#)

Production moments

For Porcel the selection of materials is relevant, each piece is designed, shaped and moulded according to strict standards of accuracy. With focus on quality and attention to detail, the production process combines innovation with tradition. Porcel porcelain fires at 1400oC and is known to be very white, shiny and resistant.

CLAY PREPARATION



Porcel receives high quality clay in two different stages:

- plastic clay: this type of clay goes through an extrusion process for homogenization and airing that results in cylinders with an adjusted diameter for each piece;
- liquid clay: this type of clay is prepared in a high rotation stirrer where water and deflocculant are added to obtain and adjust the correct density and viscosity.

SHAPING



Each clay type has a different shaping process:

- plastic clay: is used to produce revolution pieces such as plates and saucers, these use a roller machine to achieve the shape;
- liquid clay: used to manufacture more complex pieces in a variety of sizes and shapes such as tureens, coffee pots or vases, these are all made using the traditional filling method using plaster moulds.

DRYING AND FINISHING



Just after the shaping process all pieces are dried at around 100°C so they are easier to handle.

Pieces are then finished to eliminate imperfections.

FIRST FIRE



After the finishing process all pieces will fire at around 1000°C, they then turn into bisque. This firing stage is essential to add special features specifically mechanical resistance and porosity.

SELECTION OF WHITE



The porcelain pieces are carefully selected to then move to the white warehouse, waiting to be decorated.

GLAZING



In this stage the pieces are selected and dusted off in order to be prepared for glazing. Glazing is done by spray painting or dipping the bisque pieces into a glaze suspension.

DECORATION



The decorating stage can be done by hand applying decals or by using brushes to apply gold, platinum or paint (for example painting rims, handles or full surfaces). Some pieces can be fired one, two or three times, being specific to each design.

SECOND FIRE



After glazing, the pieces will go through a second firing stage at around 1400°C, now resulting in porcelain pieces.

DECORATION FIRE



This new firing operation is used specifically to lay the decoration, this fire can be of different temperatures:
900°C - onglaze
1250°C - inglaze
1400°C - high fire

FINAL
SELECTION



Each piece will be carefully selected to high standards and the perfect ones will then be packed into gift or cardboard boxes (depending on the piece).

PACKAGING



The products in boxes are sent to the expedition warehouse.

WHAREHOUSE
AND SHIPPING



Sets are assembled; orders are placed and prepared for shipping.

Product orders are sent to clients by transportation courier.

Handmade

Pieces with Handmade indication are hand decorated. Each piece may present variations in finishes, colours and textures, associated with the handmade production process and making each porcelain piece truly one of a kind.

Every surface is unique due to the combination of hand-applied decoration with the firing process in the kiln.

CARE INSTRUCTIONS

Pieces decorated with gold and platinum are very sensitive; avoid sliding these pieces on top of each other; to clean these pieces use a soft cloth damp with alcohol. Pieces with a biscuit finish, if stained, can be washed with water, detergent and a brush.

Microwave

Pieces decorated with gold or platinum should never be used in the microwave. Other pieces are microwave safe.

Dishwasher

It is not recommended to use the dishwasher for pieces decorated with gold or platinum.



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