



nora fleming

## The 2006 Nora Fleming TM Interchangeable Dinnerware Collection Brings Greater Creativity and Versatility to the Home Entertaining Market

*Expanded line of affixable and interchangeable ceramic mini pieces enable consumers to create more options for custom tabletop presentations for holidays, events and everyday entertaining*

CHICAGO, IL-January 10, 2006—nora fleming launches its 2006 product line with an expanded ensemble of affixable and interchangeable ceramic mini pieces to meet the moment and mood of the home entertainer. Added to the collection of 21 mini pieces which include the Happy Birthday Cake Mini, the Beach Ball Mini and the American Flag Patriot Mini are the charming Be Mine Heart Mini and Lucky Shamrock Mini. The hand-crafted, hand-painted mini pieces are engineered to affix to six classic serving platters and are interchangeable, creating a completely unique and custom dinnerware collection.

“The idea behind the nora fleming collection of interchangeable dinnerware is to bring class, simplicity, function and flair to everyday entertaining, holidays and special events, and we’re pleased to offer two adorable new mini pieces to our 2006 product line so consumers can continue to build their collection,” said Nora Napientek, president and chief creative director of nora fleming. “The nora fleming interchangeable dinnerware collection offers consumers an affordable way to add style and versatility to their tabletops; and because of our commitment to high quality, creative craftsmanship, retailers enjoy the customer satisfaction and loyalty this product inspires.”

“Whether it's a special celebration or a casual dinner party, my customers are interested in enhancing their entertaining, and with nora fleming minis they can make special all occasions,” said Mary Ellen Anderson, co-owner of Naperville, Illinois-based Bee Entertaining Table & Home.

“Customers also appreciate the versatility of nora fleming dinnerware; because the minis are interchangeable, they can use the serving platters all year for special events and casual entertaining.”

“nora fleming is a guaranteed repeat buy, customers pick up the platters and minis as a gift then return to buy several platters at a time for themselves because they want their entire tabletop to be nora fleming,” said Alison Dodson, owner of The Art of Living Well lifestyle store in Suffolk, Virginia. “It's a beautiful product line because it transcends generations, there is a mini that enhances tabletops for everyone—mothers, grandmothers, just marrieds, kids, showers, holidays—it's a multi-functional product line.”

To view the nora fleming interchangeable dinnerware collection of serving platters and ceramic mini pieces visit [www.norafleming.com](http://www.norafleming.com). Retailers who want to add nora fleming to their product line can contact the company via its Website or call 1.866.225.4118.

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### About nora fleming

nora fleming is a company built on a passion for entertaining that brings together class, simplicity, function and flair. nora fleming's interchangeable dinnerware for everyday entertaining offers classic serving platters that combine with affixable, interchangeable ceramic mini pieces to create a custom presentation for holidays, seasons, special events and moods. The nora fleming dinnerware line includes six serving platters, 21 ceramic hand-crafted occasional mini pieces and 12 paper occasional mini designs for dessert and appetizer plates. To view our product line, please visit: [www.norafleming.com](http://www.norafleming.com)



XO Heart Mini \$12.50  
1 3/4" high x 3" wide



American Flag Mini \$12.50  
2" high x 2 3/8" wide



Shamrock Mini \$12.50  
1 3/4" high x 3" wide