



  
Zenix®  
Fine Quality • High Resistance

***THE PERFECT BALANCE***  
*Strength, Durability, and  
Long-Lasting Beauty*

**Arcoroc**  
  
Professional  
 **Cardinal**



INNOVATION

Arc International, and its U.S. foodservice subsidiary, Cardinal International, stand out for original innovation in total tabletop, particularly in material technology.

We stand behind stronger, and longer-lasting—yet beautiful and more practical—service and tableware pieces for discerning foodservice professionals.

Cardinal’s exclusive in-house innovations are fast becoming industry standards of excellence and value. This includes: Fully Tempered, Kwarx®, Maxima®, Opal®, and Extra Strong Porcelain®—all known to reduce replacement costs and increase your bottom line.

Never one to rest on innovation, Cardinal brings Zenix to the table for 2010.



MAXIMA





# ZENIX® PURE MINERALIZED DINNERWARE

**The 'Zen' of Dinnerware. The perfect balance between strength, durability, and long-lasting beauty.**

Putting customers' needs front-and-center, Arc engineers have developed Zenix—a revolutionary new dinnerware material from a superior combination of select pure minerals fired at extremely high temperatures. This proprietary process gives the line absolute scratch-resistance, an industry first. Zenix also maintains an exceptionally high stress tolerance, reducing kitchen strain often associated with ordinary dinnerware breakage.

Outside its tough interior, Zenix is perfect for satisfying the aesthetic needs of culinary professionals. Zenix creatively combines sheer color, shine, shape and brightness. Professionals can choose traditional elegance and organic designs

inspired by nature—*Intensity* and *Tendency*.

Additionally, Zenix dinnerware carries Arcoroc's five-year chip warranty and a first-time-ever ten-year shape warranty. Best of all, Cardinal is able to price Zenix at an entry-level dinnerware price point.

It's time for balance in your establishment. Zenix Pure Mineralized Dinnerware brings tranquility to the kitchen and table. It is a versatile and smart upgrade opportunity for not only restaurants, but also for hotels in their banquet service, in-room service and breakfast buffet venues. Cruise ships and country clubs can also benefit from the many qualities that Zenix offers.



*Unequaled shock resistance*



*Unmatched scratch resistance*



*Flawless finish*





# INTENSITY

When table service calls for tradition and elegance, Intensity is the perfect choice.

The 8-piece collection is the stately, refined personality of Zenix Dinnerware. Intensity features wide rims and large surface areas—making the series especially suited to in-room service, banquets and table-service restaurants.

The design pairs well with Arcoroc's *Daring* line, a range of cups, saucers, and accessories manufactured in Extra Strong Porcelain.



**SERVICE PLATE**  
**G4395**  
 12"  
 1 Dz./24 Lbs.  
 Cube .43



**DINNER PLATE**  
**G4398**  
 10 3/4"  
 2 Dz./43 Lbs.  
 Cube .43



**BANQUET PLATE**  
**G4392**  
 10"  
 2 Dz./34 Lbs.  
 Cube .56



**SALAD PLATE**  
**G4391**  
 8"  
 2 Dz./21 Lbs.  
 Cube .38

\* All of our Extra Strong Porcelain and Zenix product lines are covered under our 5 year chip guarantee. Additional information and specific conditions are available upon request.

\* Zenix offers our first time ever 10-year shape guarantee. As the manufacturer of the Zenix product line, Arcoroc can guarantee that the shapes included in the Intensity and Daring patterns will be available for purchase for 10 years from original purchase date.



**RIM SOUP/PASTA**  
**G4396**  
 11 3/4 Oz.  
 8 1/2"  
 2 Dz./26 Lbs.  
 Cube .47



**B&B PLATE**  
**G4394**  
 6 1/4"  
 2 Dz./13 Lbs.  
 Cube .24



**OVAL PLATTER**  
**G4975**  
 13 3/4" x 10"  
 1 Dz./24 Lbs.  
 Cube .34



**PASTA BOWL**  
**G4399**  
 38 3/4 Oz.  
 11"  
 1 Dz./24 Lbs.  
 Cube .51

Intensity can also be topped with covers from American Metal Craft.

**DARING**  
 Extra Strong Porcelain®



**AD STACKABLE CUP**  
**G3744**  
 3 Oz.  
 H: 2 1/4"  
 M: 3 3/16"  
 2 Dz./7 Lbs.  
 Cube .36



**STACKABLE CUP**  
**G3745**  
 7 1/4 Oz.  
 H: 2 5/8"  
 M: 4 1/4"  
 2 Dz./12 Lbs.  
 Cube .72



**MUG**  
**G3752**  
 10 Oz.  
 H: 3 1/2"  
 M: 4 1/4"  
 2 Dz./16 Lbs.  
 Cube .88



**GRAPEFRUIT /  
 CEREAL BOWL**  
**G3753**  
 6 3/4 Oz.  
 6 1/4"  
 2 Dz./15 Lbs.  
 Cube .48



**FRUIT DISH**  
**G3754**  
 2 1/2 Oz.  
 4 1/2"  
 2 Dz./8 Lbs.  
 Cube .24

**AD SAUCER**  
**G3749**  
 4 1/2"  
 2 Dz./7 Lbs.  
 Cube .20

**DOUBLE WELL  
 SAUCER**  
**G3751**  
 6"  
 2 Dz./13 Lbs.  
 Cube .30



# TENDENCY

When the design inspiration is organic, Tendency is a natural fit.

This 7-piece Zenix Dinnerware collection is inspired by nature's soft curves, and features a flair for the contemporary.

The Tendency series is the perfect larger-size complement to Arcoroc's *Appetizer* line—a 14-piece collection featuring contemporary appetizer and dessert dishes. Like the Intensity line, the Tendency series can also be matched to Arcoroc's *Daring*.

Progressive dining styles will sit well with Tendency.



**PLATE  
G4379**  
8 1/2"  
2 Dz./19 Lbs.  
Cube .31



**PLATE  
G2277**  
10 1/2"  
2 Dz./28 Lbs.  
Cube .45



**PLATE  
G4375**  
12 1/4"  
1 Dz./19 Lbs.  
Cube .38

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**PLATE  
G4372**  
6 1/2" x 5 3/4"  
2 Dz./12 Lbs.  
Cube .18



**PLATE  
G4373**  
12 1/4" x 10 1/2"  
1 Dz./20 Lbs.  
Cube .36



**DEEP PLATE  
G4765**  
15 Oz.  
9"  
2 Dz./22 Lbs.  
Cube .43



**BOWL  
G4377**  
9 1/4 Oz.  
6 1/4"  
2 Dz./12 Lbs.  
Cube .23

# APPETIZER

Extra Strong Porcelain®



**WAVE  
TRIANGULAR BOWL  
R0746**  
1 Oz.  
4 5/8"  
2 Dz./6 Lbs.  
Cube .50



**WAVE  
RECTANGULAR  
BOWL  
R0745**  
1/2 Oz.  
4 1/4"  
2 Dz./6 Lbs.  
Cube .40



**SPIRAL BOWL  
R0743**  
3 1/4 Oz.  
3 1/4"  
2 Dz./5 Lbs.  
Cube .49



**SQUARE PLATE  
R0737**  
3 5/8"  
2 Dz./4 Lbs.  
Cube .12



**LUDICO  
LOW BOWL  
R0744**  
2 Oz.  
3 1/4"  
2 Dz./6 Lbs.  
Cube .53



**RECTANGULAR  
PLATE  
R0736**  
5 5/8" X 2 3/4"  
2 Dz./6 Lbs.  
Cube .16



**RIM SQUARE  
BOWL  
R0747**  
2 1/4 Oz.  
3 7/8"  
2 Dz./7 Lbs.  
Cube .56



**DEEP SQUARE  
BOWL  
R0735**  
4 1/2 Oz.  
3 3/8"  
2 Dz./7 Lbs.  
Cube .20



**DEEP BOWL  
R0741**  
5 Oz.  
3 3/4"  
2 Dz./6 Lbs.  
Cube .26



**SPOON  
R0738**  
4 1/8"  
2 Dz./2 Lbs.  
Cube .10



**DEEP OVAL BOWL  
R0740**  
2 Oz.  
3 7/8"  
2 Dz./4 Lbs.  
Cube .22



**DEEP BOWL  
R0742**  
4 Oz.  
4"  
2 Dz./5 Lbs.  
Cube .33



**BOWL  
R0739**  
5 5/8"  
2 Dz./4 Lbs.  
Cube .23



**MINI SOUFFLE  
R0734**  
3 1/4 OZ.  
2 Dz./1 Lbs.  
Cube .41



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