Tailored Pattern Design

tzelan
Alison Chi
Managing director of tzelan
Steelite International is proud to partner with tzelan, a holistic branding and lifestyle studio, with roots in luxury hospitality and design, to bring a new creative channel for bespoke bone china decorations.

Through the synergies of tzelan’s creative philosophy and Steelite’s innovative design and global resource network, we have established a new outlet that allows you to create a unique identity for your tabletop. Whether you are looking to complement your interior design or capture the flavor of your menu, we can offer a bespoke solution that will express the essential character of your vision.

tzelan works for people, not projects

tzelan works with a broad range of brilliant, award-winning artists, artisans, creative consultants, developers, hospitality groups and manufacturing partners from around the world to create and build new and meaningful brands, tangible craft and heritage products, as well as simple everyday objects that celebrate life’s most ritual pleasures.

Alison Chi is the enterprising force behind the tzelan brand whose unique sensitivity to beautiful design and contemporary, everyday living drives tzelan’s day-to-day creative vision.

To begin your custom experience, please contact
headoffice@steelite.com
TZELAN by Hankook
Fine Dining Assortment

A simple, timeless design ideal for elegant dining. Made of the finest translucent bone china, this wide-rim profile provides the perfect canvas to shape the identity of your tabletop.

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**Flat Rim Plate**
- 4420RF132: 30.4cm (12”)
- 4420RF155: 27.2cm (10½”)
- 4420RF156: 24.5cm (9¾”)
- 4420RF157: 21.5cm (8½”)
- 4420RF158: 19.3cm (7½”)
- 4420RF159: 17.0cm (6¼”)

**Coupe Plate**
- 4420RF145: 27.3cm (10¾”)
- 4420RF105: 24.8cm (9¾”)
- 4420RF146: 21.7cm (8½”)
- 4420RF107: 16.5cm (6½”)

**Oval Plate**
- 4420RF161: 35.4cm x 27.8cm (14” x 11”)
- 4420RF163: 28.0cm x 21.5cm (10½” x 8½”)

**Wide Rim Pasta/Soup Bowl**
- 4420RF172: 27.6cm (10½”)
- 4420RF126: 22.2cm (8½”)

**Rim Soup Plate**
- 4420RF163: 26.0cm x 21.5cm (10½” x 8½”)

**Soup Plate Lid**
- 4420RF127: 15.7cm x 10.0cm (h)

**Can Coffee Cup**
- 4420RF138: 8.4cm x 5.9cm x 6.2cm (h)

**Can AD Cup**
- 4420RF139: 12.3cm (4½”)

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Fine Dining Assortment

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**TZELAN by ROYAL PORCELAIN**

Banquet Assortment

A durable bone china body with a reinforced edge becomes an elegant option designed to withstand the rigors of banqueting. The mid-rim provides ample space for multiple decorating options to create a stunning presentation every time.

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**Plate**
- 44100ST0741: 31.0 cm (12¼”)
- 44100ST0742: 30.0 cm (11¾”)
- 44100ST0743: 29.0 cm (11½”/5½” Well)
- 44100ST0744: 28.0 cm (11”)
- 44100ST0745: 27.3 cm (10⅞”)
- 44100ST0747: 24.7 cm (9¾”)
- 44100ST0748: 21.0 cm (8¼”)
- 44100ST0750: 19.0 cm (7¼”)
- 44100ST0751: 15.8 cm (6¼”)

**Oval Platter**
- 44100ST0753: 33.6 cm x 25.4 cm (13¼” x 10”)
- 44100ST0754: 28.5 cm x 21.5 cm (11⅝” x 8½”)

**Pasta Bowl**
- 44100ST0756: 30.5 cm (12”)

**Rim Soup Bowl**
- 44100ST0770: 22.8 cm (9”)

**Fruit Dish**
- 44100ST0769: 15.8 cm (6¼”)

**Unhandled Stack Bouillon**
- 44100ST0768: 9.5 cm (3½”)
  - 26.0 cl (8½ oz)

**Stack Cup**
- 44100ST0764: 11.4 cm (4½”)
  - 26.0 cl (9 oz)

**AD Stack Cup**
- 44100ST0766: 8.3 cm (3¼”)
  - 10.0 cl (3½ oz)

**Bouillon Saucer**
- 44100ST0762: 15.0 cm (6¼”)

**Handled Stack Bouillon**
- 44100ST0783: 14.0 cm (5¼”)
  - 26.0 cl (8½ oz)

**Tea Cup**
- 44100ST1210: 10.2 cm (4”)  
  - 10.0 cl (3½ oz)

**Tea Cup, Saucer**
- 44100ST1182: 12.5 cm (4¼”)

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**TZELAN**

by ROYAL PORCELAIN

Banquet Assortment

A durable bone china body with a reinforced edge becomes an elegant option designed to withstand the rigors of banqueting. The mid-rim provides ample space for multiple decorating options to create a stunning presentation every time.
**TZELAN by ROYAL PORCELAIN**

**Asian Assortment**

Trendy coupe shapes lead this impressive bone china line that also includes platters, bowls and accessories creating a perfect complement to your dining presentation. Originally designed for Asian cuisine, these shapes are great on their own, or will blend nicely with any modern style.

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round Coupe Plate</td>
<td>44103ST0804 30.5cm (12”)</td>
<td></td>
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<tr>
<td></td>
<td>44103ST0800 27.0cm (10½”)</td>
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<td></td>
<td>44103ST0806 24.0cm (9½”)</td>
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<td>44103ST0807 21.0cm (8¼”)</td>
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<td></td>
<td>44103ST0801 19.0cm (7½”)</td>
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<td></td>
<td>44103ST0802 16.0cm (6¼”)</td>
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<tr>
<td>Round Deep Coupe Platter</td>
<td>44103ST0840 34.5cm (13½”)</td>
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<tr>
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<td>44103ST0805 27.0cm (10½”)</td>
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<tr>
<td>Deep Oval Rim Platter</td>
<td>44103ST0844 40.5cm x 29.5cm (15½“ x 11½“)</td>
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<tr>
<td>Oval Rim Plate</td>
<td>44103ST0843 35.5cm x 25.0cm (13½“ x 9½“)</td>
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<tr>
<td>Oval Coupe Platter</td>
<td>44103ST080B 38.5cm x 27.0cm (15” x 10½“)</td>
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<tr>
<td>Stackable Noodle/Rice Bowl</td>
<td>44103ST0816 19.0cm (7½“)</td>
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<td></td>
<td>44103ST0839 68.0cl (23oz)</td>
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<td>44103ST0817 15.5cm (6“)</td>
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<td></td>
<td>44103ST0837 35.0cl (12oz)</td>
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<tr>
<td></td>
<td>12.5cm (5“)</td>
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<tr>
<td></td>
<td>44103ST0820 40.0cl (14oz)</td>
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<tr>
<td></td>
<td>11.0cl (4½“)</td>
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<td></td>
<td>11.0cl (10oz)</td>
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<td>Noodle/Rice Bowl</td>
<td>44103ST0838 15.0cm (6“)</td>
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<td>44103ST0837 32.0cl (11oz)</td>
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<td></td>
<td>10.0cm (4“)</td>
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<td></td>
<td>12.0cl (4 oz)</td>
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<tr>
<td>Shark Fin Soup Bowl with Lid</td>
<td>44103ST1163 14.6cm (5½”)</td>
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<td></td>
<td>32.0cl (10½oz)</td>
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<td></td>
<td>16.0cm (6½“)</td>
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<tr>
<td>Shark Fin Soup Bowl Saucer</td>
<td>44103ST0846 16.0cm (6½“)</td>
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<td>Tea Cup with Lid</td>
<td>44103ST0814 17.0cl (6oz)</td>
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<td>44103ST0813 10.5cm (4“)</td>
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<td>Sauce Pot with Lid</td>
<td>44103ST0825 13.0cm x 9.0cm (5½“ x 3½“)</td>
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<td></td>
<td>7.4cl (2½oz each section)</td>
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<tr>
<td>Soy Sauce Dish</td>
<td>44103ST0829 9.0cm (3½“)</td>
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<tr>
<td></td>
<td>9.0cl (3oz)</td>
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<tr>
<td>Thick Sauce Dish</td>
<td>44103ST0830 9.0cm (3½“)</td>
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<td></td>
<td>6.8cm (2½“)</td>
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<tr>
<td>Two-Section Condiment Dish</td>
<td>44103ST0825 13.0cm x 9.0cm (5½“ x 3½“)</td>
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<td></td>
<td>7.4cl (2½oz each section)</td>
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<td>Chinese Spoon</td>
<td>44103ST0834 4.5cm x 15.0cm (1½“ x 5½“)</td>
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<td>4.5cm x 15.0cm (1½“ x 5½“)</td>
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Hankook Chinaware started as a small pottery factory and today is one of the most prestigious manufacturers of upscale ceramic tableware with a world-class reputation. Their emphasis is on making each product a piece of art through an attention to detail during the production process. Hankook’s products are featured in Harrods of London and Forty One Madison in New York City, which are recognised centers of the world’s most luxurious goods.

Hankook China manufactures high-end authentic fine bone china using only high quality natural materials which are milled and refined in cutting-edge automated facilities. Continuous, on-going product development of environmentally friendly tableware combined with the craftsmanship of decades of experience are the driving forces that make Hankook China one of the world’s best producers in this sector.

Hankook produces over half million sheets of high quality ceramic decals a month. This, combined with their manufacturing attention to detail, make Hankook an ideal partner to help us bring the tzelan vision to life.
For over 30 years, Royal Porcelain has been setting the standard for durable banquetware in the global hospitality market. Through the adaption of European ceramic manufacturing technology by some of the most well-known brands in the industry, Royal Porcelain manufactured products have been the preferred products for hotels, cruise lines and fine dining, especially when both elegance and durability are core requirements.

Over the years, Royal Porcelain has shifted an increasing percentage of production from traditional turning and jiggering methods to isostatic pressing. This results in larger, faster production runs, cost stability, and more uniform quality.

Royal Porcelain’s in-house design and decal production resources have established them as one of the premier producers of decorated ceramic tableware to the hospitality industry. Combined with their un tarnished reputation and quality and service, they bring the perfect mix of attributes required to meet the rigorous demands of this customer base.
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