

# Rowe Pottery Introduces Provincialware Line of Pottery

CAMBRIDGE, WI – August 1 (SEND2PRESS NEWSWIRE) – Rowe Pottery Works ([www.rowepottery.com](http://www.rowepottery.com)) today introduced its newest line of pottery, called Provincialware. This decorative yet functional pottery is described in terms of simple elegance. These honey-colored pieces start with simple floral patterns that weave through the collection, becoming more ornate as they flourish on increasingly larger pieces of the collection. There are 34 pieces in this collection including mixing bowls, canisters, pitchers and mugs.



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*Photo Caption: The floral patterns in the Provincialware line wind through each piece, starting simple and flourishing into a more ornate design as the size of the piece increases.*

Several new pieces are being introduced with this collection including a vinegar/oil cruet set and a dip cooler, which maintains a lower temperature for dips and other sauces without the need for refrigeration ([rowepottery.com/shop/specials/](http://rowepottery.com/shop/specials/)).

“Our Historical Collections have experienced a great deal of success. We wanted to create a new collection that took inspiration from the Historical, yet was practical for everyday use,” explained Justin Janisch, Rowe Pottery Works president. “As we progressed through the development process, we sought input on design and functionality from our customers and staff. Their

suggestions added a perspective that definitely improved the collection," he continued.

The Provincialware collection also represents a subtle change from the company's 30-year tradition of focusing on salt-glaze pottery. "This new line will provide people with pottery that affords more flexibility for a variety of decorating styles," Janisch explained. "The Provincialware pottery now provides our customers with a distinct choice of pottery options," he said.

#### About Rowe Pottery Works

Rowe Pottery Works was established in 1975 in Cambridge, Wisconsin. What started as a two-person pottery studio is now a group of artisans, each with their own unique talent and skills. Interest in collecting antique cobalt blue decorated salt-glaze crocks and jugs was the inspiration to change the studio's pottery product line in early 1980. Since then, Rowe Pottery has been making museum quality reproductions of Early American salt-glaze crocks and jugs. In addition, the line has recently expanded to include new products, warm color and bold designs.

Provincialware is available for purchase at the Rowe Pottery Works company store located in downtown Cambridge, WI, online at the company web site ([rowepottery.com/shop/specials/](http://rowepottery.com/shop/specials/)) and in many fine stores around the country.

Rowe Pottery Works, 404 England Street, Cambridge, WI 53523. Phone: (608) 423-3363 or (800) 356-7687. Fax: (608) 423-4273. [www.rowepottery.com](http://www.rowepottery.com).

News issued by: Rowe Pottery Works

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Original Story ID: (624) :: 2005-08-0801-005

Original Keywords: Rowe Pottery Works, Provincialware Line of Pottery, cambridge, wisconsin, mixing bowls, canisters, pitchers, mugs, Sortis LLC, museum quality reproductions of Early American salt-glaze crocks and jugs, Historical Collections, Justin Janisch, decorating, retail, home, dining, table Rowe Pottery Works