



Release March 2025



MADE IN  ITALY

HERITAGE

Heritage

Heritage represents the indissoluble bond with family and the traditions passed down from generation to generation. It is the legacy of ancient gestures that continue to live on, transforming into new inspirations.

The tools of the past, revisited and reinterpreted, remind us that the heritage of bygone times remains relevant, capable of blending with innovation and accompanying us in contemporary creations.



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The new collection in collaboration with Pleincoeur

A journey between tradition and innovation.

From the collaboration with Pleincoeur, the boutique of renowned Pastry Chef Maxime Frédéric, come seven new moulds that celebrate pastry as an art form, elegantly reinterpreting the tools of the past to bring modern and surprising creations to life.

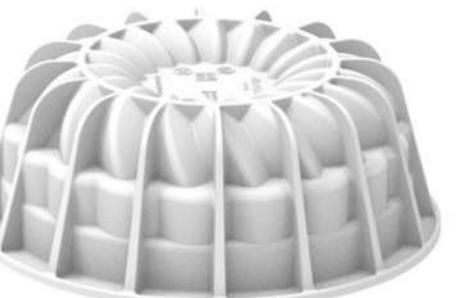


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Plein cœur Round

- Cake 710 ml



- Single Portions 142 ml



- Mignons 27 ml

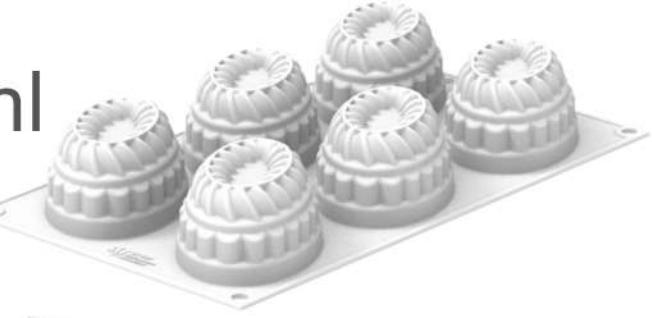


- Classic shapes with clean and simple lines, suitable for both cold and baked preparations.
- Reduced production times.
- Consistently identical and perfect results.
- The central indentation allows chefs to personalize their creations.



MADE IN ITALY

Plein cœur Oval

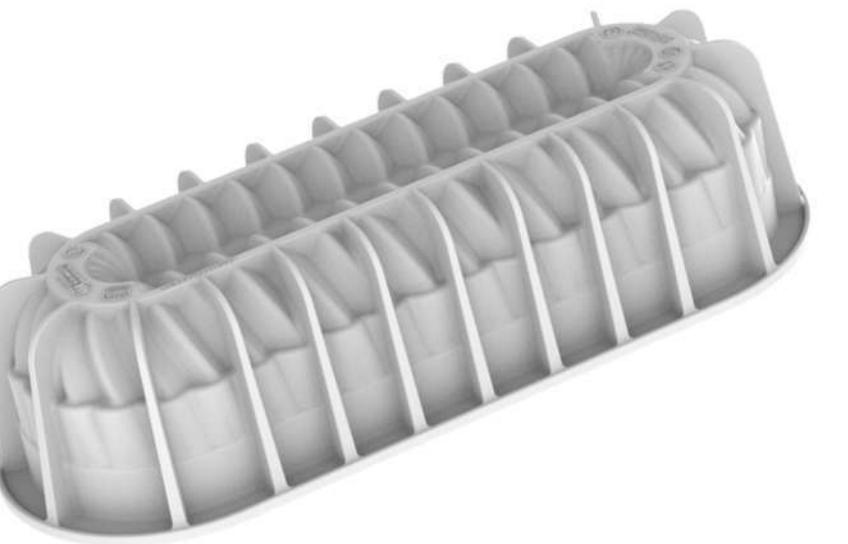
- Cake 665 ml 
- Single Portions 145 ml 
- Mignons 28 ml 
- Classic shapes with clean and simple lines, suitable for both cold and baked preparations.
- Reduced production times.
- Consistently identical and perfect results.
- The central indentation allows chefs to personalize their creations.



MADE IN ITALY

Plein cœur Bûche

- Bûche 860 ml



- Classic shapes with clean and simple lines, suitable for both cold and baked preparations.
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- The central indentation allows chefs to personalize their creations.



MADE IN ITALY



Exclusive recipes!

silicomart
PROFESSIONAL
MADE IN ITALY

Plein cœur Round²⁷

The exclusive recipe
by PLEIN CŒUR

In each package, you will find a QR code/link to download the exclusive recipe created for each mould.

All recipes have been created by Pleincoeur!



How to download the recipe

Scan the QR code or
visit the following link:
https://silicomart.art/Pleincoeur_round27



Follow Silikomart Professional on



64.448.91.0064

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PACKAGING UPDATING

- Dedicated design exclusively for the 7 Pleincoeur moulds.
- BPA free on the front and back of the packaging.
- PFAS free on the back of the packaging.

The image shows two versions of Silikomart's Pleincoeur packaging side-by-side, separated by a blue border. A large black arrow points from the left side of the old packaging towards the right side of the new packaging, indicating the transition from the old design to the new one.

Old Packaging (Left):

- Top Left:** Silikomart logo and "PROFESSIONAL" text.
- Text:** Descriptions in Italian, English, French, German, and Spanish about the collection's tribute to grandmothers and its unique features.
- Middle Left:** Product details for "PLEINCOEUR ROUND²⁷" (REGISTERED DESIGN):
 - Image of 16 circular cavities.
 - Dimensions: Ø 40 x 27 mm / Ø 1.57 x 1.07".
 - Volume: 16 x 27 ml Tot.: 436 ml / 16 x 0.91 oz Tot.: 12.69 oz.
 - Quantities: 16 pcs.
- Bottom Left:** "Scopri la Collezione / Discover the Collection" with images of various Pleincoeur moulds and their corresponding baked goods.
- Bottom Left Footer:** Includes recycling symbols, "top white PLATINUM SILICONE", social media links, and a "Silicone Mold" section with PFAS FREE certification.

New Packaging (Right):

- Top Left:** Silikomart logo and "PROFESSIONAL" text.
- Text:** "conceived with PLEINCOEUR" and a large heart graphic.
- Middle Right:** Images of three Pleincoeur Round cakes.
- Bottom Right:** Product details for "PLEINCOEUR ROUND²⁷":
 - Image of 16 circular cavities.
 - Dimensions: Ø 40 x 27 mm / Ø 1.57 x 1.07".
 - Volume: 16 x 27 ml Tot.: 436 ml / 16 x 0.91 oz Tot.: 12.69 oz.
 - Quantities: 16 pcs.
- Bottom Right Footer:** Includes "BPA FREE" certification, "MADE IN ITALY", a temperature scale graphic, and "Ricetta all'Interno / Recipe Inside / Recette à l'intérieur / Rezept drinnen / Receta en el interior".

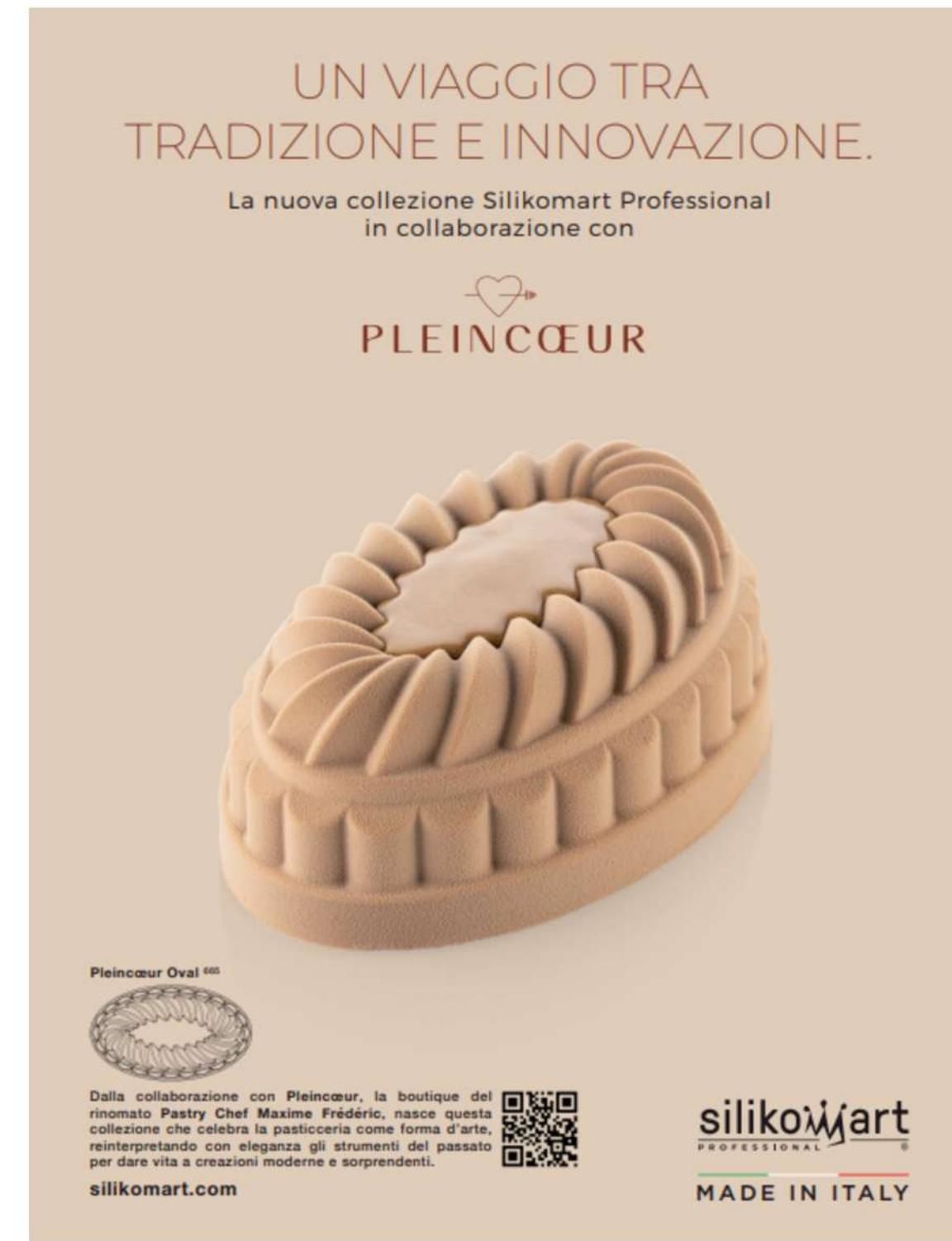
PFAS
FREE

BPA
FREE

MADE IN ITALY

ADVERTISING PLAN

- Printed media: Pasticceria Internazionale, Dulcypas
- Campaigns on Meta and Google: sponsored posts on Instagram, Facebook, and Google



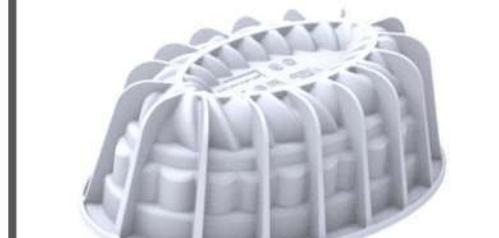
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Appendix - Products

Item	Code	EAN	Pcs/ Master	Size	Volume	Mould	Final result
PLEINCOEUR ROUND 27	36.448.87.0065	8051085393169	10	Ø40 H 27 MM Ø1.57 h 1.06"	27 ml 0.91 oz		
PLEINCOEUR ROUND 142	36.449.87.0065	8051085393268	10	Ø70 H 48 MM Ø2.75 h 1.88"	142 ml 4.80 oz		
PLEINCOEUR ROUND 710	30.488.87.0065	8051085393183	6	Ø140 H 59 MM Ø5.51 h 2.32"	710 ml 24 oz		



Appendix - Products

Item	Code	EAN	Pcs/ Master	Size	Volume	Mould	Final result
PLEINCOEUR OVAL 28	36.446.87.0065	8051085393121	10	53X36 H 25 MM 2.08x1.41 h 0.98"	27 ml 0.91 oz		
PLEINCOEUR OVAL 145	36.447.87.0065	8051085393053	10	124X84 H 43 MM 4.88x3.30 h 1.69"	145 ml 4.90 oz		
PLEINCOEUR OVAL 665	30.489.87.0065	8051085393220	4	176X104 H 60 MM 6.92x4.09 h 2.36"	665 ml 22.48 oz		
PLEINCOEUR BUCHE 860	30.490.87.0065	8051085393343	9	236X80 H 60 MM 9.29x3.14 h 2.36"	860 ml 29.08 oz		



PVC Rolls



New 200 m roll format that will replace the previous 305 m format. The thickness of 80 microns, suitability for food contact, and the heights for the various models remain unchanged. The previous 305 m PVC Rolls will be phased out and gradually replaced by the new 200 m PVC Rolls. The new PVC Rolls are already uploaded into the system, complete with pricing.



Appendix - Products

Item	Code	EAN	Pcs/ Master	Size	Product image
PVC ROLL - ROTOLI IN PVC H 25 MM X 200 M	73.471.86.0101	8051085394111	16	200 m h 25 mm 7874.02 h 0.98"	
PVC ROLL - ROTOLI IN PVC H 30 MM X 200 M	73.472.86.0101	8051085394104	12	200 m h 30 mm 7874.02 h 1.18"	
PVC ROLL - ROTOLI IN PVC H 35 MM X 200 M	73.473.86.0101	8051085394128	10	200 m h 35 mm 7874.02 h 1.37"	
PVC ROLL - ROTOLI IN PVC H 40 MM X 200 M	73.474.86.0101	8051085394135	10	200 m h 40 mm 7874.02 h 1.57"	
PVC ROLL - ROTOLI IN PVC H 45 MM X 200 M	73.475.86.0101	8051085394142	8	200 m h 45 mm 7874.02 h 1.77"	
PVC ROLL - ROTOLI IN PVC H 50 MM X 200 M	73.476.86.0101	8051085394159	8	200 m h 50 mm 7874.02 h 1.96"	
PVC ROLL - ROTOLI IN PVC H 55 MM X 200 M	73.477.86.0101	8051085394524	6	200 m h 55 mm 7874.02 h 2.16"	
PVC ROLL - ROTOLI IN PVC H 60 MM X 200 M	73.478.86.0101	8051085394166	6	200 m h 60 mm 7874.02 h 2.36"	

