

Press release

IFA IMB 2019



Geislingen, 10 July 2019

For a new sense of home:

WMF Ambient aroma diffuser



The innovative Ambient range from the WMF brand, which combines functionality with an attractive design in a new product segment, is to be expanded for IFA 2019 to include the world of aromas. The new and stylish WMF Ambient aroma diffuser combines pleasant aromas with soothing, multi-coloured lighting from the WMF Ambient light, enabling you to feel good, through all your senses.

Aromas can invigorate, they can help relaxation, encourage concentration or calm down stressed minds. The same is true about light. And here too, different colours affect our well-being without us being aware of it. The WMF Ambient aroma diffuser combines these two worlds in one compact and very stylish appliance. On the one hand, it atomises a mixture of water and the chosen aroma (added in the form of oil, for example) into the atmosphere for up to four hours. On the other hand, it provides atmospheric lighting effects for any space through the seven definable colours available with the WMF Ambient light.

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Both options work independently of each other and thanks to the WMF Easy Touch technology, they can be controlled very simply through the touch-sensitive surface on the elegant Cromargan® casing. The atomisation function can be switched on or off as required and can run for up to four hours at a time. The direction of atomisation can be controlled via the rotatable cover. Additionally, the lighting from the WMF Ambient light can be switched on and off using a timer, either permanently or for periods of 30, 60 and 90 minutes. You can select from seven different colours for soothing lighting effects.

So that it does not disturb the overall feel-good atmosphere, the WMF Ambient aroma diffuser operates very quietly, at less than 30 decibels. The 150 ml tank is very easy to fill with water and different essential oils thanks to the removable cover and the cleaning brush provided.



Product details:

- Compact, elegant Cromargan® casing, simple control with WMF Easy Touch technology.
- WMF Ambient light can be (de)activated in seven colours, timer (30/60/90 minutes) or permanent operation.
- Atomisation function can be (de)activated, with adjustable direction of atomisation.
- 150 ml tank for up to four hours of atomisation.
- Thanks to the removable cover, it is convenient to fill and easy to clean the tank (brush included).
- Very quiet operation (< 30 decibels).
- Removable power cable.

The WMF Ambient aroma diffuser will be available in retail outlets from October 2019 at an RRP* of EUR 54.99.

* WMF Group recommended retail price

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WMF Ambient product segment

Cooking and living are moving closer and closer together. This development is shown by the growing popularity of open-plan kitchens that merge into the living space. As a result, high-quality, decorative and practical furnishings are increasingly the focal point of the kitchen. Contemporary trends such as urban/indoor gardening are attracting increasing interest in this new living/cooking combination. With the Ambient product segment, the WMF brand offers the ideal products to accommodate this trend, stylishly illuminated with Easy Touch technology, in an elegant Cromargan® design. Currently, the Ambient range includes the following products: the Herbs @home Single with matching plant light and its big brother the Herbs @home, a champagne and wine cooler, a cooling and warming plate, the aroma diffusor and a socket strip.

About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products whet your appetite for wonderful food experiences with their exceptional design, perfect functionality and excellent quality. From preparing and cooking food to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware, to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group based in Geislingen an der Steige, which has been part of the French Groupe SEB consortium since the end of 2016.

Press contact

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