

Press release

IFA IMB 2019



Geislingen, 10 July 2019

Elegant catering for your guests:

WMF Ambient cooling and warming plate



Launched at IFA 2017, the innovative Ambient range from the WMF brand, which combines functionality with an attractive design in a new product segment, is to be expanded again this year. A new addition is the WMF Ambient cooling and warming plate, for elegant home catering. The cooling and warming plate enhances any table with its stylish matt Cromargan® design and its high-quality glass surface, and it provides the ideal setting for the food that is placed on it to be kept warm or cool.

The elegant WMF Ambient cooling and warming plate is not just stylish in appearance, it is also impressively functional. With its four preset temperature levels between 50 and 110°C, hot foods can be kept hot. It doesn't matter whether it is pizza, quiche, soup or even a low casserole, every dish is kept at its optimum temperature for eating. Thanks to the separate cooling element however, cheese, fruit or dessert can be kept fresh and at the optimum temperature for up to two hours. The high-quality glass surface is removable, making it easy to clean.

The design of the Ambient cooling and warming plate reflects the elegance that is typical of WMF, with a casing made of sophisticated, matt Cromargan®. The WMF Ambient light that can be

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switched on at any time, creates some very special effects. It casts a very special light over the food and surroundings through the use of indirect lighting at the table – with three different brightness levels, it is easy to operate with WMF Easy Touch technology.

And it's not just the functionality and design that will impress, the WMF Ambient cooling and warming plate also offers an important safety feature: the plate cannot be heated up when the cooling element is in place. Furthermore, the glass surface made of WMF high-quality glass is not just scratch-resistant, but is also protected if it comes into contact with any spilled food.



Product details:

- For keeping food hot or cool.
- Four preset temperature levels from 50 to 110°C for keeping food warm.
- Separate cooling element for keeping food cool for up to two hours.
- Safety feature if the cooling element is in place.
- Individually switchable WMF Ambient light with three brightness levels, simple to control thanks to the convenient WMF Easy Touch technology.
- Casing made of high-quality, matt Cromargan®.
- High-quality, scratch-resistant glass surface made of WMF high-quality glass, removable and easy to clean.

The WMF Ambient cooling and warming plate will be available in retail outlets from October 2019 at an RRP* of EUR 129.99.

* 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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