

Press release

IFA IMB 2019



Geislingen, 10 July 2019

Stylishly lit multi-plug:

WMF Ambient multi-plug pro



The WMF brand is expanding its innovative Ambient range for IFA 2019 in a rather special way: For the very first time, it will showcase a stylishly lit multi-plug with two USB ports for use in the kitchen and living area – in an elegant matt Cromargan® casing to coordinate with the familiar WMF design. In combination with the renowned Ambient light, the Ambient multi-plug pro is not only the perfect addition to all WMF appliances, it also means that your electricity is supplied in an extremely elegant and attractive way.

Multi-plugs are often placed in such a way that they remain invisible. However, the WMF Ambient multi-plug pro fits perfectly into any setting. Simple and stylish with a casing made of high-quality Cromargan® and individually controllable Ambient light, it not only sits perfectly alongside your WMF kitchen appliances, but is also an attractive feature in your living room. The multi-plug pro has three sockets and two USB ports for charging smartphones, for example.

The multi-plug is another innovative product that complements the new Ambient series, which was launched in 2017, and which is distinguished by its unique selling points, excellent design, high-quality equipment and outstanding technological performance. With the completely new

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multi-plug product line, the WMF brand is enabling qualified specialist retailers to achieve significant additional sales with sustainable concepts that are of value.



Product details:

- The perfect, stylish addition alongside WMF kitchen appliances.
- Casing made of high-quality matt Cromargan®.
- Individually controllable WMF Ambient light.
- 3 sockets for electricity.
- 2 USB ports.

The WMF Ambient multi-plug pro will be available in retail outlets from November 2019 at an RRP* of EUR 29.99.

* WMF Group recommended retail price

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.

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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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