

Press release

IFA 2019



Geislingen, 05 September 2019

Height-adjustable growth-promoting LED light:

WMF Ambient plant light



From this autumn, there is a practical enhancement for the WMF Ambient Herbs @home Single: the new WMF Ambient plant light has been specially developed for use with the plant pot, and with its blue and red LED lighting, it offers the exact colours of light that plants require for photosynthesis. Thanks to its height adjustability of up to 18 cm, it can be set to accommodate plants of different heights.

Many light-sensitive plants need optimum light conditions in order to grow, flourish and stay healthy. But all other plants can also benefit from a light spectrum that is tailored exactly to their needs, and not only in the tricky phase after germination or during the darker seasons. There are two adjustable levels to create the light colours that plants require for photosynthesis. The light is controlled via the built-in WMF Easy Touch technology. Simply touch the stainless steel surface to switch the light on or off. No additional power source is required for the plant light.

Product details:

- Developed for use with the WMF Ambient Herbs @home Single.
- Blue and red LED light spectrum to promote growth.

Press release

IFA 2019



- With WMF Easy Touch technology for user-friendly control.
- Height-adjustable by up to 18 cm for plants of different heights.



The WMF Ambient plant light will be available from retail outlets from October 2019 at an RRP* of EUR 29.99.

WMF Ambient Herbs @home Single:

The WMF Ambient Herbs @home Single ensures a constant supply of fresh herbs in your own kitchen. It has space for herb or plant pots with a diameter of up to 13 cm. Made of high-quality Cromargan® that is typical of products from WMF, the stylish indoor plant pot with its puristic design, has a range of smart functions for successful indoor gardening. This ideal self-watering system is composed of the built-in wick watering mechanism, discrete water level indicator and water reservoir with capacity for around four days that can be easily topped up without having to remove the plants. Thanks to the removable water tank, it is very easy to clean. The clever and energy-efficient LED lighting with three brightness levels offered by the WMF Ambient light ensures the right lighting mood at all times. Thanks to the WMF Easy Touch technology, the brightness of the lighting can be easily adjusted.



The WMF Ambient Herbs @home is available from retail outlets at an RRP* of EUR 54.99.

* WMF Group recommended retail price

Press release

IFA 2019



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 diffuser 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

(Please do not print)

Redaktionsbüro Stehle
Emdener Str. 5
D-90425 Nuremberg
Phone: +49 (0)911 3 777 900
E-mail: redaktionsbuero-stehle@t-online.de