

Press release

IFA 2019



Geislingen, 05 September 2019

Elegant long-slot toaster with 10 variable browning levels

WMF Lumero Toaster



The WMF Lumero range has typical LED lighting to create a stylish atmosphere on any table. The WMF brand is launching a new member of the family, the WMF Lumero Toaster, in time for IFA 2019. Not only does it have impressive functionality, but it also features smart design down to the finest details.

The WMF Lumero Toaster stands out thanks to its excellent functionality for all tastes, from light to very dark brown. There are ten different browning levels, which are easy to adjust using the LED display, and a built-in bread centring function for even browning results.

As well as a stop function, the elegant toaster also has various programmes for warming, for one-sided toasting of bagels, for example, for defrosting and for using the roll attachment. Besides this extensive functionality, the WMF Lumero Toaster features impressive design down to the finest details, with its typical WMF casing made of quality, matt Cromargan® and stylish WMF Lumero range LED lighting on the appliance base.

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Product details:

- 10 variable browning levels and integrated bread centring function for even toasting results.
- Programmes for: warming, one-sided toasting, roll attachment and defrosting.
- 1-slice-function for energy-efficient toasting.
- Clear LED display with stop function.
- Removable crumb tray
- Cromargan® casing
- Stylish LED lighting in base.
- 980 Watt power

The WMF Lumero Toaster is available from retail outlets as of December 2019 for an RRP* of EUR 139.99.

* WMF Group recommended retail price

Please note:

For trademark reasons, the name of this product family always has to be given in full as "WMF Lumero".

About the WMF Lumero range

The WMF Lumero product range combines elegance with groundbreaking technology and maximum functionality. The use of timeless modern Cromargan® and striking LED lighting emphasizes the discreet design of these premium small kitchen appliances. Intuitive touch displays make the devices a delight to use, while state-of-the-art features and components ensure perfect preparation and genuine moments of

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pleasure. The WMF Lumero range is innovation taken to the next level, which is further underlined by its multifunctional products.

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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