

Geislingen, February 2020

Experience authentic taste in a new way:

## Silit Elegance Line cookware series



**Natural cooking with Silargan® – this is what the new cookware series from the Silit brand, which will premiere at Ambiente 2020, stands for. Silit Elegance Line ensures the gentle preparation of foods and is perfect for natural kitchens. Thanks to high-quality materials and impressive professional features, nothing stands in the way of a perfect, authentic taste experience. True to its name, the Silit Elegance Line series also has a harmonious design in elegant black with a decorative stainless steel rim.**

Silit Elegance Line offers an ideal balance of performance, taste and durability in an attractive and modern design. Thanks to its cut- and abrasion-resistant, non-porous closed and nickel-free surface, the unique Silargan® material ensures optimum heat distribution and high heat storage capacity. These are essential for gentle preparation and the preservation of nutrients during cooking. The slender stainless steel handles stay cool during the cooking process, providing additional comfort. With the energy-efficient glass lid, you can always keep an eye on the contents.

## Press release

Ambiente 2020

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The decorative stainless steel rim adds the finishing touch to the harmonious design of the pot series in elegant black. Silit Elegance Line includes a low and high casserole – each available in three sizes and with a glass lid – and a saucepan. The Silit Elegance Line series is also available as a four-piece set. All models are Made in Germany, dishwasher safe and suitable for all kinds of hobs. The inner and outer Silargan® surfaces of the pots are guaranteed for 30 years, provided they are used as intended.



### Range and prices

Material: Silargan®, stainless steel, glass

Colour: Black

Prices: Low casserole with glass lid: Ø 16 cm, Ø 20 cm, Ø 24 cm: RRP\* from EUR 89.99

High casserole with glass lid: Ø 16 cm, Ø 20 cm, Ø 24 cm: RRP\* from EUR 99.99

Saucepan without lid: Ø 16 cm: RRP\* EUR 69.99

4-piece set: High casserole (Ø 16, 20 & 24 cm) & saucepan (Ø 16 cm): RRP\* EUR 299.00

\* Available from February 2020, WMF Group recommended retail price.

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### About the Silit brand

Cooking with products from the Silit brand is all about a passion for pleasure. This means designs in fresh trendy colours that are also highly functional. The Silit brand stands for natural cuisine with an authentic taste, as provided by the cookware made of Silargan®, the unique material made in Germany. Silargan®, with its extremely hard, smooth surface, only emits heat when cooking. The taste and ingredients remain unaffected by the material and all food retains its original natural flavour. The Silit brand has revolutionised cooking thanks to Silargan®. And that's what makes a culinary expert: a blend of passion and knowledge that delivers ground-breaking innovations. The Silit brand is manufactured in Riedlingen and is part of the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since 2016.

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### Press contact

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