

Press release

Ambiente 2020

Page 1 of 3

Geislingen, February 2020

New silicone baking pans:

KAISER Inspiration CrispFlex



At Ambiente 2020, the KAISER brand is launching a range of new silicone baking pans. The Inspiration CrispFlex collection impresses with its versatile features: The CrispFlex perforation ensures evenly crispy baking results and the excellent non-stick coating makes it easy to remove cakes and muffins from the pan. What's more, the silicone pans are foldable, so when stored they save lots of space. This makes baking with KAISER silicone pans even more attractive.

Product details KAISER Inspiration CrispFlex silicone baking pans:

- Made of 100% platinum silicone.
- With original Kaiser CrispFlex perforation for crispy baking results.
- Excellent non-stick properties.
- High form stability thanks to the integrated metal edge.
- Saves up to 60% space thanks to foldable storage.

Press release

Ambiente 2020

Page 2 of 3

- Ergonomic non-slip handles.
- Easy to clean and dishwasher safe.
- High temperature resistance from -40°C to +200°C.

Range and prices:

- **CrispFlex silicone 3-in-1 bundform pan**

One pan for three different cake formats, ø 24 cm, RRP* EUR 14.99.

- **CrispFlex silicone flan base pan**

ø 24 cm, RRP* EUR 14.99.



- **CrispFlex silicone loaf pan**

24 cm, RRP* EUR 14.99.



- **CrispFlex silicone muffin pan for 9 muffins**

For 9 muffins ø 7 cm, 30 x 29 cm, RRP* EUR 16.99.



* WMF Group recommended retail price, available from November 2020.



Press release

Ambiente 2020

Page 3 of 3

About the KAISER brand

The KAISER brand is all about a passion for baking and a love of home cooking, as well as inspiration, creativity and pleasure. For more than 100 years, the KAISER brand has been a reliable partner for the home baker, offering the right equipment for every stage of the baking process: preparing, baking, decorating and serving. This includes baking pans and accessories for sweet and savoury baking as well as classic and modern cakes with creative fondant decorations. The KAISER brand is part of the WMF Group based in Geislingen an der Steige, which has belonged to the French consortium Groupe SEB since 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