

Press release

Ambiente 2020



Geislingen, February 2020

The beauty of contrasts:

WMF Kineo cutlery



The WMF brand is presenting a new cutlery set at Ambiente 2020 – WMF Kineo promises a special dining experience. The cutlery originates from the new Kineo design language, which stands for the beauty of contrasts. Inspired by modern architecture and with polished facets, Kineo combines contrasting symmetrical and asymmetrical lines to create a harmonious experience for the eyes and hands. Besides its sophisticated, yet bold and modern look, the new WMF Kineo cutlery also fits perfectly and ergonomically in the hand. And thanks to the patented Cromargan protect® surface finish, these permanently beautiful and durable cutlery items add a decorative touch to the table.

Product details:

- Premium look & feel:

The cutlery combines the highest quality with a mixture of modern sophistication and a pleasant, ergonomic touch, fits perfectly in every hand and is a real pleasure to use every day.

Press release

Ambiente 2020



- Cromargan protect®:

Thanks to the patented surface finish, the cutlery items are extremely resistant to scratches and signs of wear from everyday use. Polished surfaces remain shiny and matt surfaces matt – for long-lasting beauty.

- Forged knives:

The knives are forged from a single piece of non-corrosive special blade steel and hardened as a whole. The specially developed serrated edge ensures long-lasting, optimal sharpness.

- Dishwasher safe:

All cutlery items are of the highest quality and are manufactured with care so they can be easily cleaned in the dishwasher.

- Gift box:

The cutlery set is delivered in a high-quality gift box for easy and safe storage.



Range and prices:

WMF Kineo cutlery set, 30-piece:

- Contents: Set contains 6 table spoons, table forks, table knives, teaspoons and cake forks and comes in a cutlery box
- Material: Cromargan protect®, polished
- Price: RRP* EUR 249.00
- Available from: May 2020

Press release

Ambiente 2020



WMF Kineo cutlery set, 66-piece:

- Contents: Set contains 12 table spoons, table forks, table knives, teaspoons and cake forks, 1 set of salad servers, 1 serving spoon, 1 serving fork, 1 basting ladle and 1 cake server and comes in a cutlery box
- Material: Cromargan protect®, polished
- Price: RRP* EUR 549.00
- Available from: May 2020

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