

Press release

Ambiente 2020



Geislingen, February 2020

The perfect knife right from the start:

WMF Kineo knives



The WMF brand is presenting a new knife series at Ambiente 2020 – WMF Kineo offers the perfect knife right from the start, with an outstanding price/performance ratio and Made in Germany. The knives originate 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 captivating result.

The new WMF Kineo knife series comprises a total of nine different knives – from the common all-rounder to the chef's knife and the Chinese chopper. Although the individual blade shapes are very different, the properties of the specially hardened stainless steel are all excellent. Thanks to the patented WMF Performance Cut technology, the blades offer outstanding long-lasting sharpness, day after day, cut after cut. The kinetic ergonomic design with high-quality stainless steel handle caps ensures a comfortable grip and a balanced feeling when cutting, chopping and snipping. So the WMF Kineo knife series offers the perfect knife right from the start.

Press release

Ambiente 2020



Product details:

- Performance Cut: Impressive and long-lasting sharpness thanks to Performance Cut technology
- Special blade steel: The specially hardened blade made of German stainless steel is extremely corrosion resistant
- High stability: The secondary blade with Secondary Cut design evenly reinforces the stability of the blade
- Kinetic design: The kinetic ergonomic design with high-quality stainless steel handle caps ensures a comfortable grip and a balanced feeling



WMF Kineo Chef's knife, small



WMF Kineo Santoku knife



WMF Kineo Bread knife



WMF Kineo Utility knife

Range and prices:

- Chef's knife: Length 33 cm, blade length 20 cm, RRP* EUR 59.99
- Chef's knife, small: Length 28 cm, blade length 15 cm, RRP* EUR 54.99
- Santoku knife: Length 31 cm, blade length 18 cm, RRP* EUR 54.99
- Bread knife: Length 33 cm, blade length 20 cm, RRP* EUR 54.99
- Carving knife: Length 33 cm, blade length 20 cm, RRP* EUR 49.99
- Vegetable knife: Length 20.3 cm, blade length 9 cm, RRP* EUR 32.99
- Chinese chopper: Length 30 cm, blade length 17 cm, RRP* EUR 59.99
- Chinese chef's knife: Length 31.3 cm, blade length 18.5 cm, RRP* EUR 54.99
- Utility knife: Length 24 cm, blade length 12 cm, RRP* EUR 37.99
- Knife set, 3-piece: Chef's knife, carving knife, vegetable knife, RRP* EUR 99.99
- Knife block with knives, 6-piece: RRP* EUR 189.99

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

Press release

Ambiente 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