

Geislingen, February 2020

WMF expands to-go range with sustainable cutlery for on the go

My2go – the smart cutlery for on the go



The WMF brand is adding a cutlery set to its to-go range at Ambiente 2020 – as an environmentally friendly alternative to conventional plastic cutlery. The set is available in a grey felt-look case made of 100% recycled material. It includes a spoon, knife, fork, a Cromargan® drinking straw and a cleaning cloth. My2Go has been developed especially for pleasure on the go. The WMF brand is offering smart equipment for the meal prepping food trend. Those who want to eat their homemade meals in style on the go will love the handy, light and hygienically packaged cutlery with WMF My2go.

Goodbye fast food! Hello vitamins and nutrients! This motto goes hand in hand with the food prepping trend. Because if you prep your food in advance at home, you can choose the ingredients yourself. And preparing meals at home saves time and money later when on the go. To avoid plastic waste, the WMF brand is launching the matching to-go cutlery: An environmentally friendly alternative without having to compromise on design and quality. WMF My2go is a sustainable, compact and stylish companion from breakfast at your desk in the office to lunch in the park and drinks wherever you want to enjoy them.

Press release

Ambiente 2020



The new to-go cutlery set made of Cromargan® fits in any bag and considerably reduces the consumption of single-use cutlery and plastic waste. Each item of cutlery is held in place in the case so there's no rattling. The cutlery and drinking straw are dishwasher safe. The case can be put in the washing machine and used over and over again, and it's also made of 100% recycled material. It looks very elegant thanks to its grey felt look. Individual engraving is possible on both the cutlery and stainless steel clasp, making it the perfect treat for yourself or as a special gift.

The WMF My2go set contains a rounded knife for easy cutting and spreading as well as a fork in the trendy "spoonafork" shape for eating both solid and liquid food. The small, deep spoon is ideal for reaching the bottom of cups or mugs. Perfect addition: The straw with cleaning brush, so you can now even enjoy a "smoothie to go" without a plastic straw. To wipe the items clean while on the go, the set includes a cleaning cloth (machine washable). With the environmentally friendly My2go cutlery set from WMF, you are equipped for every meal on the go – whether at work, on the road or at the next barbecue party.

Range and prices:

Consisting of: Knife, spoon, fork, drinking straw, cleaning cloth

Cutlery material: Cromargan® stainless steel 18/10

Case material: 100% recycled material

Price: RRP* EUR 29.99

Available from: June 2020

* WMF Group recommended retail price.



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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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Redaktionsbüro Stehle
Emdener Str. 5
D-90425 Nuremberg
Phone: +49 (0)911 3 777 900
E-mail: redaktionsbuero-stehle@t-online.de