Why blogger relations are becoming increasingly important

Market research shows what drives WMF customers
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Imprint

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Gronninger, Frisch Auf! Göppingen.

The Company Magazine on the intranet:
http://group.wmf.de/portal/companymagazine

The next “My WMF Group – COMPANY MAGAZINE”
will be published in June 2017.
Dear Colleagues,

Springtime also means that it is trade fair time at WMF. We have already enjoyed a successful visit to Ambiente in Frankfurt, as you will see later in the magazine, and we will soon be attending Internorga in Hamburg, as you can read in the report on coffee machine innovations and on the back page of the magazine. Ambiente and Internorga are two of the most important trade fairs for our company. And as we always attend these events, we always report back to you afterwards, of course.

The decisions that were announced in February are also important. The Management Board declared that the three well-known business units Consumer, Hotel and Coffee are to be retained in the future, even after the takeover by Groupe SEB, and that they will continue to be operated out of Geislingen. What’s more, the existing WMF management structure will stay the same (read more about this on page 6).

About Groupe SEB. In the last issue we reported in detail about our new parent company, a subject which this issue of the company magazine picks up on again. We aim to gradually build up an understanding and explain what Groupe SEB’s goals are, how it is structured and what values, products and brands it stands for.

In this issue, we also focus more closely on our business in China, and provide insights into why maintaining good relationships with bloggers is so important and what this means for WMF. We cast an eye over the innovations within our coffee business that will be presented at Internorga, and show you in detail how a new WMF store is set up before its doors are opened to our customers.

I hope I have been able to whet your appetite for this issue, and would like to take this opportunity to thank you for the active and valuable feedback that you continue to provide us with. Send your feedback to: redaktion@wmf.de. We would also like to know if there are any topics you would like us to cover.

I hope you enjoy reading the magazine.

Have a great spring – we look forward to sharing the next issue of the company magazine with you.

Head of Corporate Communication

Kai Flümke
Following the completion of closing, the WMF Group, with all its brands, its staff, its premises and its rights and obligations, became a part of the Groupe SEB in December. The multinational organisation has over 30 different brands in its portfolio and it employs over 30,000 staff. Going forward, we want to address and present topics from the Groupe SEB here, in order to develop an understanding for the company, for its brands and not least for our new colleagues around the world. This is because we are now a Groupe SEB company.

Groupe SEB is the global market leader in the area of pots, pans and pressure cookers. But these products only represent one part of the global market for “kitchen products”. Alongside pots and pans, this also includes “kitchen gadgets”. This encompasses all products that are needed in the kitchen in addition to pots and pans, but which don’t have a plug. Up until now, Groupe SEB was only in ninth place in this hotly contested “kitchen gadgets” market. This is now set to change.
GROUPE SEB INVESTS IN EMSA

The Emsa company, with its headquarters in Emsdetten also became a member of the Groupe SEB family in 2016. Active in the area of storage and thermal containers, the company is now expanding its production capacity.

With an investment of several million Euro, existing production capacities should be ramped up by 50%. This should go a long way to addressing the increasing demand that is resulting from the established sales paths offered by Groupe SEB.

MOBILITY TRENDS OFFER OPPORTUNITIES FOR GROWTH

The company has divided the market for kitchen gadgets up into three categories. Firstly there are the utensils that are needed for the preparation of meals, such as peelers, knives and mixing spoons. The second category is all those products that are used for the storage of food and meals and the third covers thermal containers for keeping drinks hot or cold. In particular the last of these categories is seen as having above average growth potential because changing consumer habits and an increase in personal mobility are creating new demands in this area.

The global market for kitchen gadgets is very fragmented and is contested by a large number of competitors. As of 2015, number one in the global market was the American company Tupperware, with a 10.3% market share and volumes of 10.7 billion US$. Following quite a long way behind are Newell Rubbermaid Jarden with a 4.7% market share and IKEA with 2.7%. At 1.1% market share, Groupe SEB was in ninth place until now.

THE GOAL IS TO MAKE IT INTO THE TOP 3

In the area of kitchen gadgets, Groupe SEB brands enjoy a high level of consumer acceptance. This came out from a survey that covered 15 countries and resonates with statements made by existing customers. At the same time, the market is pushing to achieve some level of simplification in the confusing structure that is present in the area of kitchen gadgets.

Even though it is only at ninth place in the world rankings, the turnover generated by kitchen gadgets business for Groupe SEB in 2015, was double that of the turnover in 2013, at 166 million Euro. As well as implementing a differentiated strategy for the areas of utensils, storage and thermal containers, in 2013 Groupe SEB established a Project team where colleagues from Marketing and Product development drove the strategy forward in close collaboration with Purchasing and QM. The setting up of this Project team means that work is now progressing at full speed and with maximum flexibility to achieve the declared goal of becoming number three in the global market for kitchen utensils.

“INGENIO”: AN IMPRESSIVE SUCCESS STORY

Back in 2013, the team started to test ten competitor products each day and to make a note of all the faults, that is to say all the things that struck them as negative while they were using the products.

These included for example, melting fish slices or pizza cutters that cut the board the pizza was on, at the same time. This lead to the development of the “Ingenio” kitchen utensils range. The products from this 50 piece range corrected exactly those negative points that the team experienced with the competitor products and these improvements were highlighted in red.

So for example, the fish slice has a small hook that can be used to rest it on the edge of the pan. Another example are pizza cutters with blades that can be removed and that are made of a synthetic material that cuts well - but only the pizza. Products from the “Ingenio” range combine the highest quality with practical properties and more than a million of them have been sold around the world.

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“My first impressions so far demonstrate that, as traditional companies, Groupe SEB and WMF share a very similar corporate culture and history”, explains CEO Dr. Volker Lixfeld in a letter dated 7 February addressed to all WMF Group employees. This letter, as well as an associated press release the following day, revealed – both within and outside of the company – the initial organisational orientation of the WMF Group under the umbrella of Groupe SEB. We have summarised the most important decisions for you below.

Due to the market-leading position of its brands, the WMF Group is a perfect addition to the Groupe SEB portfolio. To ensure further mutual success and future growth, the preservation of the strong WMF brands is a key principle of our integration into Groupe SEB. Based on this understanding, WMF will continue to be run out of Geislingen. As the cradle and headquarters of the WMF Group, Geislingen will remain an important site for Groupe SEB.

- The division into the three business units – Global Consumer Goods, Global Coffee Machines and Global Hotel Equipment – will also be maintained in the future
- WMF will continue to be run by its own management team in Geislingen
- Central divisions that are responsible for global brand management will remain in Geislingen and in the region
- This also applies for other central functions that are responsible for global business activities

With WMF as a new member of its family, besides an extended brand and product portfolio, Groupe SEB also has a leading position in the key markets of Germany, Austria and Switzerland. The following was also established as a sign of continuity and reliability for the customers of the WMF Group:

- Sales in the consumer segment in the DACH region (Germany, Austria and Switzerland), under the management of Michael Kasper, will report directly to Dr Volker Lixfeld with immediate effect.

Dr. Volker Lixfeld explains additional decisions that will be made in the future: “(…) We are in the process of holding discussions and meetings and exchanging ideas. In my introductory letter in December, I told you that we will not be making any decisions until we feel comfortable with them. We have kept our word and will continue to operate in this way in the future too”.

FIRST CORNERSTONES OF THE WMF GROUP’S ORGANISATIONAL ORIENTATION
WMF IN CHINA

Focus on business in China

At the end of January, the Chinese New Year celebrations marked the transition into the Year of the Rooster. In China, the rooster represents strength and determination – this is a good omen for 2017 and a good opportunity to take a look at our consumer goods business in China and the outlook for the current year.

The investment into China over the last two years is starting to pay off: WMF China experienced considerable growth over the last year. "China is the world’s second largest cookware market with a fast-growing premium segment driven by the rise of the Chinese middle class. Consumers are seeking to upgrade their cookware to high-quality premium brands like WMF", says Roger Lam, General Manager China Consumer Goods. "This is a significant opportunity for WMF to gain market share".

STRENGTHENING THE WMF BRAND

At the start of 2016, the focus was upon increasing brand awareness and growth in the e-commerce sector. As a relatively new brand in China (active on the Chinese market since 2010), the marketing team organised numerous events and improved the company’s in-house WeChat platform – a Chinese chat service for smartphones for even closer communication with the customers. The launch of the "WMF Fan Club" also helped with this. Customers can subscribe to the club and interact with the company via various campaigns – both online and offline.

E-COMMERCE IN FULL SWING

The e-commerce business is booming: "Chinese consumers are super mobile savvy – they use their smartphones for everything. China actually surpassed the US to become the world’s largest e-commerce market last year", explains Lam. "That’s why e-commerce is such a high priority for us. The success of Single’s Day on 11 November (the equivalent of Cyber Monday) was proof of this. We’ve tripled our sales compared with this time last year". The work of the past year is paying off: according to surveys and market data, WMF’s brand awareness in China grew by 5 per cent in 2016, and market share has nearly doubled.

THE SAILS ARE SET

We will keeping to the same course in 2017 too: "We will continue to strengthen our ‘healthy cooking’ brand positioning via the line extension in NATURamic, and continue to build our digital business", says Lam. "We are also working closely with the Global Brand Management team and Groupe SEB colleagues to develop new cookware and consumer electric appliances that are relevant to the Chinese consumers". PR events will be organised in Shanghai, Beijing and Wuhan to further raise awareness of the NATURamic product line. In June and July, the themes of "healthy breakfast" and home-made will feature on the PR agenda for consumer electric appliances. The course has been set for a successful 2017.
Huge success at the consumer goods trade fair Ambiente in Frankfurt am Main: The WMF Group managed to win over trade fair visitors with its concept focused upon “Healthy, tasty eating”. The “Impulse” thermal jug range, which was presented for the very first time, and the newly designed cutlery were also well received by the public.

The WMF Group has exhibited at the annual Ambiente trade fair in Frankfurt am Main every year since 1950. The world-leading trade fair, held over five days in the middle of February, was once more the meeting platform for top players in the consumer goods industry. To give you an idea of the size of the event: this year, 142,000 buyers from 154 countries visited the trade fair (2016: 136,000 from 142 countries). This equates to an increase of almost four per cent. Around 4,500 exhibitors from 96 countries showcased their innovations and trends over an area measuring 308,000 square metres spread across 27 halls. This year’s partner country was the United Kingdom, which is
why the British actress Elizabeth Hurley paid a visit to the event. The top ten visitor nations after Germany were Italy, China, France, USA, Spain, the United Kingdom, the Netherlands, Switzerland, South Korea and Turkey. Ambiente also recorded a considerable rise in the number of visitors from Germany and remains the most important trade fair for German retailers.

THEMED PRESENTATION ON “HEALTHY, TASTY EATING”

In Hall 3, WMF Group’s presence was unmistakable on the 1,600 square metre stand that showcased the WMF, Silit and KAISER consumer brands at the five Gourmet Moments: preparing, cooking, dining, drinking and baking. This year’s stand concept focused entirely the current trends for healthy eating, regional products and careful preparation. Retail partners and customers alike were impressed by the stand. Around 240 WMF employees were involved in the five-day event, taking care of the presentation of the new products, nurturing existing contacts with retailers and winning new customers.

“Ambiente 2017 was the ideal platform for the WMF Group to showcase our products to visitors from all around the world. We were able to impress our retail partners with clever products that help preserve vitamins while cooking and are marketed using the motto “Healthy, tasty eating begins with WMF”, says Michael Kasper, General Manager Consumer Goods for the DACH region at the WMF Group.

THE IMPRESSIVE NEW CUTLERY WALL

Against this background, the design of the products also needs to be coherent. The new structuring of cutlery into the three categories “timelessly classic”, “beautifully simple” and “eye-catchingly striking” provides inspiration for table decor. “The WMF cutlery made from the extremely scratch-resistant material Cromargan protect® was also very well received. The cutlery coordinates with all styles thanks to the varied designs. A sales module for presentation at the point-of-sale was developed, which provides customers with the best possible guidance”, says
Kasper. “Further highlights included our new “Insulation” product range, the 90-year anniversary of the Silit Sicomatic pressure cooker and the new baking tins from the KAISER “La Forme Plus” range. Their new closing mechanism offers even greater reliability and convenience”, explains Kasper.

**SOCIAL SHARING AND HOME-MADE TRENDS**

Thanks to the popularity of cooking shows on TV and the emerging influence of food blogs, creativity in the kitchen is on the rise, coupled with the need to share home-made creations with others on social networks. This has given rise to demand for products that are both functional and design-oriented. Live cookery events were held at the trade fair stand by the WMF cooking club, at which products from the WMF Group were used to awaken the visitors’ senses of smell, taste and touch. This also attracted bloggers like Graziella Macri, who stood before the camera as the new face of the WMF Vitalis round steamer.

Thierry de La Tour d’Artaise, CEO of Groupe SEB, Bertrand Neuschwander, COO of Groupe SEB and Chairman of the Supervisory Board at the WMF Group, and Xavier Sabourin, the new President Global Consumer Goods WMF Group, visited the stand to take a closer look. The party held at the stand on Friday evening provided the opportunity for a relaxed get-together with customers and colleagues.
Cooking is more than just a hobby for food bloggers: it is a passion. Their professionalism and emotional aspects make bloggers attractive not only to their followers – they are increasingly becoming collaboration partners for companies. We spoke to Dr. Stephen Schuster, Head of Global Marketing Communications, and Monika de Muzio, PR Manager Consumer Goods, about why blogger relations are an important tool for brand development.

Terms such as “blogger relations” and “influencer marketing” are on everybody’s lips. But what does the term “influencer” actually mean?

**DR. SCHUSTER:** Influencers are people who act as opinion leaders. In the case of bloggers, these are people who report on a particular topic and share their own opinions and experiences of products, recipes and current trends etc. in their own blog. They have established a fan base through their blogs that they continually update with new content across all available social media channels. The larger the community, the more successful the blogger. This makes the blogger an influential multiplier.

**DE MUZIO:** The great added value is the bloggers’ authenticity. They share their opinions and their followers really appreciate this. Blogs are gaining ground around the world and are becoming increasingly important. Meanwhile, there are relevant bloggers for each of our product segments.

**What are the advantages of the collaboration between brands and bloggers?**

"HIGH CREDIBILITY AND A WIDE-REACHING COMMUNITY"

The importance of blogger relations in the WMF Group’s marketing mix
DE MUZIO: Bloggers are an important addition to the marketing mix of print and online campaigns. They are credible and communicate directly with the end consumer. The interactive role between bloggers and their followers is extremely important in this.

DR. SCHUSTER: Collaborating with bloggers enables our brands to be present and positioned on relevant, wide-reaching blogs. Bloggers’ recommendations help form our customers’ opinions and influence their buying decisions. This in turn also raises the credibility of our brand messages. A further bonus is that we can obtain content for our social media channels in this way.

DE MUZIO: It’s a win-win situation for companies and bloggers. We generate reach through the blogs and trigger an impulse to buy. In return, the bloggers receive exciting topics and products from us that they can present to their community. They are then free to evaluate them however they wish.

What does the company need to keep in mind?

DE MUZIO: Personal contact with the bloggers is very important. It is important to test the waters, and the bloggers need a fixed contact person to whom they can turn at any time. We cannot just send samples out to bloggers at random. There has to be a good connection between us and the blogger, and we must understand their needs. We have to take them seriously. Successful blogger relations are formed through long-term collaboration.

Did anything surprising happen to surprise you at the events so far?

DR. SCHUSTER: I was both surprised and thrilled to learn of the bloggers’ expertise. They are completely up to date when it comes to cooking and enjoying food, they are interested in future trends and use all the main channels such as Facebook, Instagram, Pinterest and Snapchat to engage with their fan base.

And they are unbelievably quick. Their community literally takes part in the events in real time.

How would you rate your collaboration with bloggers over the last year?

DR. SCHUSTER: We laid the foundation for collaborating with the bloggers at our kick-off event at the Speisemeisterei. Personal contact in this respect really is essential. The initial collaborations in 2016 were a good start and the event helped to successfully cement our blogger relations. Now we need to expand and maintain these newly-formed relationships in the long term.

DE MUZIO: I was inspired by how they deal with the products. What’s more, we obtain immediate feedback at events such as this. How did the bloggers respond? They found the WMF brand to be extremely interesting and emphasised the quality of the products. The bloggers also have a mutual appreciation of each other, and the interaction between them was very sincere. They know each other and are well networked.
What criteria were used when selecting the bloggers to collaborate with the consumer brands of the WMF Group?

DR. SCHUSTER: Several factors play an important role. Firstly, we attach considerable importance to ensuring that our KPIs such as reach, article frequency and cross-mediality of the blog are fulfilled. Secondly, the look and feel of the blog, such as the quality of the imagery and the blogger’s writing style, must of course also fit with our brand world.

What will happen in the future? Will blogger relations be a permanent feature among the marketing activities?

DE MUZIO: We will continue to drive forward the collaboration with our key bloggers in 2017, enabling us to expand our brands and products onto the social web, in addition to our print and online media. This will enable us to bring our topics more strongly into focus for our customers and achieve a wider reach and awareness. An example of this is our current collaboration with the blogger Graziella, who presents the new WMF Vitalis round steamer for us – both through print and online media as well as at the POS.

GRAZIELLA’S FOOD BLOG: REGIONAL INGREDIENTS WITH AN INTERNATIONAL INTERPRETATION

Graziella of www.graziellas-foodblog.de is not only the winner of the ZDF TV cookery show “Küchenschlacht”, she was also crowned “Amateur chef of 2016”. A collaboration with WMF on the theme of “Healthy, tasty eating” is planned for this spring. Under the motto “10 days – 10 recipes”, Graziella developed exclusive recipes for the WMF Vitalis round steamer. The campaign ran on her social media channels as well as the WMF Facebook page, inspiring followers to interact and cook the recipes themselves. We like!
KNOWING WHAT THE CUSTOMER WANTS

"I VALUE GOOD DESIGN, EVEN WHEN IT COMES TO KITCHEN GADGETS SUCH AS WHISKS, BASTING LADLES AND SUCH LIKE."  DEMANDING INDULGER

"IT IS EXTREMELY IMPORTANT FOR ME TO OWN MATCHING COOKWARE "FROM THE SAME SET"."  BEAUTY SEEKER

"FOR ME, COOKING IS AN ART."  AMBITIOUS CHEF

"I WANT TO MAKE A GOOD IMPRESSION UPON OTHERS WITH MY CUTLERY."  TRADITIONAL PERFECTIONIST
Who are the customers of the WMF Group and what is important to them? Thorsten Fulde, Head of Global Market Research, got to grips with this question as part of a strategic target group analysis, and came up with some astonishing findings. Even people who don’t enjoy cooking may be lovers of good design and thus be potential WMF Group customers.

The target groups and a detailed analysis of their wants and needs have been focused upon a number of times over the last few years. For the first time, these findings were systematically put into context with the categories, brands and products in order to appeal to the customers with even more relevant offers in the future. During the first part of the analysis, around 20 in-depth interviews were held with survey respondents in Berlin, Hamburg and Munich. The respondents were visited by the interviewers and a number of WMF colleagues, and the interviews were conducted in the respondents’ own homes. From their kitchen table or living room, they voluntarily opened their drawers and cupboards to show what products they own and explain what importance they attach to cookware and kitchen items. “In this way, we have made the customers accessible to us. By looking around their home environment we were able to position them more easily within our WMF world”, says Fulde. In order for the results of the interviews to be reliable, 1,000 online surveys were carried out as part of a subsequent step.

THE WMF GROUP FOCUSES UPON SIX TARGET GROUPS

This approach enabled us to identify a total of nine target groups, six of which are relevant for the WMF Group. A 42 per cent share of the population accounts for the core target group, which is our most important customer group and is composed of “demanding indulgers”, “traditional perfectionists” and “beauty seekers”. They are already closely associated with the WMF brand. They own a lot of products from all five Gourmet Moments and are most likely to give preference to purchasing WMF products in the future too. This loyalty must be strengthened and expanded through a targeted brand and category policy as well as through the development of innovative products.

Besides the above-mentioned group, there is greater focus upon the potential target groups who are summarised as “ambitious chefs”, “status seekers” and “curious upgraders”, and account for 24 per cent of the German population overall. This group should be addressed more intensively through a targeted pricing strategy and modernisation of the product range.

The key to all six target groups is recognising the need to further enhance the premium image of the WMF brand. “In order to be perceived equally by our customers in all product categories, we must be perceived as ‘the experts’ for all the Gourmet Moments too”, explains Fulde. What this involves in practice is appealing to the individual target groups in a different way in terms of functionality, exclusivity and design, and aligning the strategy for the needs of the respective group.

A VARIETY OF DIFFERENT TASTES

The wheel illustrating WMF Group’s target groups demonstrates that this is no mean feat. If you look for example at the “beauty seekers”, it is clear they attach little or no value to cooking. Nevertheless they have a clear affinity for tableware and kitchen products that have an appealing design.

The “curious upgraders” are different: this group feels at home with all the Gourmet Moments, although their financial resources put them (still) in the lower price segment. There is a tendency for this group to want to upgrade to higher-value products of a premium brand in all segments. Therefore, on the basis of this analysis, it is advisable to increasingly win over customers categorised as “beauty seekers” as well as “curious upgraders” for the WMF brand through special, design-oriented products at an attractive price and through an inspiring shopping experience.

“We were somewhat surprised at the results of the market research. However, they provide us with a clear indication of which direction we need to take in order to tap into the existing potential”, continues Fulde. “Let’s look at the ‘status seekers’ and ‘beauty seekers’ as an example. Previously, the WMF Group didn’t focus upon these groups as they are not very interested in cooking. Collectively they account for 20 per cent of the German population. We can utilise the results of this survey from the product development stage through to category management, marketing and sales, in order to appeal to each customer in his or her own language, in a more targeted manner”.

Why even people who are not passionate about cooking can fit into the WMF Group target group
B2B is the sales channel that the WMF Group uses to sell its products to customers who are neither end consumers nor traditional retail partners. Instead, these are companies from different sectors such as industry, retail and services, which all benefit from the great reputation of the WMF Group consumer brands. With a heavily streamlined product portfolio and a new sales strategy, the B2B business is on course for success.

For 40 years, a dedicated sales team has been working throughout Germany selling products from the WMF, Silit and Kaiser brands as well as WMF consumer electrics in the B2B sector. The high level of brand awareness, the quality and the extensive product portfolio of the WMF Group are attractive for other companies when it comes to engaging with customers, winning new customers or recognising deserving employees or business partners.

PRODUCTS FROM THE WMF GROUP AS A BONUS FOR CUSTOMERS AND EMPLOYEES

Whether as gifts for a business partner, such as the wok for Liebherr customers, or the individually designed spoon for consumers who purchase four Tassimo products, the offers and options for the B2B customers are extremely diverse. When designing individual packaging and compiling individual product sets, Walter Lutz, Head of Sales b2b/Corporate Gifts, and his team satisfy virtually every customer’s needs.

The product range composed of the WMF, Silit and Kaiser brands is used for give-aways, bonuses and incentives. A machine manufacturer in Southern Germany, for example, harnessed this opportunity to encourage its employees to take part in an in-house suggestion scheme. The winning suggestions were also rewarded with a water decanter, a steak knife and fork set or another of the many products from the range.
Integration into the business model of the employee benefits programme also forms part of the new sales strategy. Employees can purchase WMF products at reduced prices from participating companies, which is financially attractive and motivating. WMF’s reputable B2B customers include OBI, Siemens, Voith and ADAC, to name but a few.

**ON COURSE FOR GROWTH WITH NEW SALES STRATEGY**

Winning new customers is an ongoing challenge: “Around one third of our active customers changes on an annual basis. For this reason, it’s essential for us to be constantly acquiring new customers”. In order to achieve this, intensive research across a variety of media and channels is extremely important, as is local research in the regions. “Since we streamlined our product range and reduced the brands within the WMF Group, we are on a much better path”, says Walter Lutz.

A further challenge is finding out who is the right person to contact, particularly within large companies. Six field service employees and three key account managers work within the B2B sector throughout Germany. All communication materials used, such as the extensive brochure, now follow the WMF Group design and consistently feature the 4+1 Gourmet Moments.

“A significant proportion of our sales comes directly from industrial customers”, said Walter Lutz. “What’s more, since 2015 we have been working with selected advertising partners as part of our new sales strategy”. This is already being reflected in the sales development. After a high two-digit increase in 2015, we were able to continue this successful development in 2016 too. “Through our new sales strategy, we promise further growth in sales over the next few years and a far greater exploitation of the market potential”.

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**Schwartau**

Sales uplift through attractive competition
MAXIMUM COFFEE ENJOYMENT ON A SMALLER SCALE

WMF and Schaerer offer entry into the professional league with new machine generations

Practical, powerful and with proven high quality: WMF and Schaerer will be presenting their new “mini-machines” at Internorga 2017: the WMF 1100 S coffee machine, with its slim dimensions, is the perfect partner for enjoying coffee in the office, while the Schaerer Coffee Club will set hearts racing among those who have limited space in their café or restaurant, for instance. And when it comes to coffee expertise in the champions league, WMF and Schaerer are among the front-runners with the WMF 9000 S+ and the Barista.

WMF 1100 S: WITHOUT COFFEE, THE OFFICE COMES TO A STANDSTILL

Wherever there is a pleasant working atmosphere, coffee usually plays a part – according to the results of studies run by TNS Infratest and the Manpower Group. The new, fully-automated WMF 1100 S is dedicated to this task. Whether to provide energy in the morning, during a coffee break or for a much-needed boost in the afternoon, the fully-automated WMF 1100 S offers beverages to suit all tastes. The beverage selection includes espresso, café crème, cappuccino and milky coffee as well as latte macchiato, milk chocolate and chociatto. Thanks to a central hot water dispenser, the drinks menu also includes speciality teas served at the perfect temperature. With its convenient touch display and efficient cleaning processes, the entry-level model for WMF professional technology is the perfect engine for the office. Additional selling points include the different colour options for the machine housing and the app-controlled creation of favourite beverages.

WMF 9000 S+: NOTHING IS IMPOSSIBLE

The new flagship product – the WMF 9000 S+ – pushes back the boundaries of the possible even further. The ten-inch touch display can be completely personalised in terms of graphics, functions and language – for both waiter service and self-service. New developments for the machine outlet, choc mixer and precision grinding discs enhance the high-quality equipment, as does the “Dynamic Milk” system. The latter offers four different consistencies for hot milk froth and up to three variants for whipping cold milk froth as well as hot and cold milk. With the new SteamJet, cups and glasses can be heated up with a quick jet of steam. Innovative touchpoint processes for telemetrics, cashless payment and the My Coffee app round off the user experience.

SCHAERER COFFEE CLUB: THE “MINI MACHINE” FOR PROFESSIONAL COFFEE PREPARATION

Schaerer is presenting its new entry-level model with the Schaerer Coffee Club. Wherever high-quality coffee is required in small spaces – in restaurants, B&Bs, hotels, cafés, convenience stores, catering or the office – the Schaerer Coffee Club offers a concept that meets all the requirements for preparing tasty speciality coffees: sophisticated technology, easy handling and maximum flexibility. The chic, compact, fully-automated coffee machine impresses with its successful design and innovative operating concept with horizontal swipe function. Packed full of proven Schaerer technology and with its ideal proportions (325 mm wide, 570 mm deep and 501 mm high), the Coffee Club fits in anywhere.
SCHAERER BARISTA: TRADITIONAL ESPRESSO CULTURE AT THE PRESS OF A BUTTON

With the Schaerer Barista, Schaerer is launching a machine concept that is along the lines of the WMF espresso. Housed in a Schaerer design inspired by Italian strainers, the Schaerer Barista adds a new dimension to traditional espresso culture: It combines the fundamental preparation and brewing process of a strainer machine, with the craftsmanship of a barista and the easy operation and process reliability of a fully-automated coffee machine. The result is the perfect Italian espresso.

SCHAERER COFFEE SOUL: SETS RESTAURATEURS’ HEARTS RACING

The slim 33 cm Schaerer Coffee Soul is based upon a newly developed platform and offers advanced technology housed in an elegant, sporty design. The Coffee Soul impresses with its innovative Uptime! water-softening system, 8” touch display, the standard integrated “Best Foam” milk system and the optional integration of the Schaerer “M2M Coffee Link” telemetrics system. The patented milk system ensures milk froth of the highest barista standard. The innovative technology provides creamy milk froth with a silky, shimmering, snow-white surface at different temperatures and in different consistencies, from liquid to firm. International trends, guests’ taste preferences, in-house compositions: at the touch of a button create high-quality coffee and milk compositions from a “Macchiato” espresso to a “Fujiyama” cappuccino – with the perfect combination of cream and milk froth for a very special taste experience.

“Lots of restaurateurs and hoteliers use WMF and Schaerer professional technology to serve their guests. We now offer this high quality standard and variety of beverages in a smaller format too, with our new coffee machines. Whether with the WMF 1100 S for the office, or the Schaerer Coffee Club as the entry level in the professional category – with our practical new products we are breaking into another market segment and thus are winning over new customers, who benefit from our usual high quality when it comes to machine handling and service.”

Viola Linke, Vice President Global Marketing Coffee Machine Business WMF Group
Ulrich Englisch, Head of Advertising WMF Coffee Machines, and his team in Stuttgart set to work to show the marketing concept for the new WMF 1100 S coffee machine for the office to best advantage.

THE AIM:
a perfect image that looks as though it came about by chance in a relaxed coffee break.

THE MESSAGE:
it’s “your office engine” – as individual as your coffee cup, your personality, your ambitions and your taste. It meets all requirements with regard to reliability, quality and variety.

ON THE WAY:
a photo shoot at the office of advertising agency Nittribit in Stuttgart, where employees from all roles, from the manager through to the assistant and the technology-savvy young colleagues, are shown with their own individual coffee.

THE CONCLUSION:
“A huge effort goes into creating a perfect image”, says Ulrich Englisch. “The challenge lies in making sure that everything ends up looking completely natural. We are very satisfied with the results and are looking forward to presenting the finished concept at Internorga”.

Office photo shoot for the WMF 1100 S
As part of a practical semester project, the Hotel division struck up a collaboration with Pforzheim University of Applied Science in October 2016. The students’ task: to design a cutlery model for the HEPP or WMF Professional brand. A total of 17 students from different semesters took up the challenge. The aim was to present prototypes of the three main cutlery pieces as well as the design drawings for all additional pieces at the end of the semester.

FOUR WEEKS FOR THE PERFECT DESIGN

In October 2016, the students attended the kick-off meeting at proHeq GmbH in Birkenfeld, followed by a tour of the plant. Over the following weeks and months, the product management team supported the semester project with regular milestone meetings. The students presented their interim results in November 2016 and their final results on 26 January 2017.

Besides product management, the contacts from the sales team at proHeq also evaluated the work and gave the students direct feedback. “As the quality of all the designs is extraordinarily high, we are not ruling out using other models, or adaptations of them, in addition to the winning designs”, says Susanne Schmidt, Head of Marketing & Product Management at proHeq. The students will also have the opportunity to visit the design workshop at the WMF Group GmbH head office in Geislingen, for a look behind the scenes.
**CONVINCING DESIGN**

The winners were presented with an award at Pforzheim University of Applied Science on 7 February 2017. First place for the WMF Professional brand was awarded to Aaron Fischer (24), a student in his seventh semester. “His design focuses on integrating "font" into the cutlery; the model features an abstract shape of a serif, which is an innovative approach that he implemented wonderfully both in terms of the subject and the design”, agreed Susanne Schmidt and Stephan Schmuck, Product Managers at proHeq. First place for the HEPP brand was awarded to Melanie Janke (28), a student in her fifth semester. “Her model captures a futuristic line and streamlined design. It is in tune with the commercial spirit of our era and offers the perfect balance between modern and familiar shapes”, agreed the jury.

Veronika Sola (21), a student in her third semester, was also honoured. “Veronika Sola captures the technical functionality of the individual pieces on the surface of the cutlery: ‘cuts’ for knives, ‘stabs’ for forks and ‘waves’ for spoons”, added Schmidt and Schmuck: “The shape is also very interesting — depending on the angle it tapers towards the front or the back”. The winners' podium was completed by Sandra Kickstein (27), a student in her seventh semester. “Her playful design combines floral aspects with technical modernity”, praised proHeq. “Even though the model was not entirely finished in the jury’s opinion, Sandra Kickstein impressed them with her excellent development of the theme and the extremely professional presentation of her work”.

**YOUNG DESIGNERS ENHANCE THE PRODUCT PORTFOLIO**

At the end of March, a workshop will be held in Geislingen with colleagues from the design department, when all the cutlery designs will be reviewed again. Based upon the criteria of “feasibility”, i.e. that the design needs to be producible, and “saleability”, i.e. that it must be saleable in the target group markets, the team will choose at least two designs. These original designs will be used or will form the basis for the development of new cutlery at WMF Professional or HEPP, and therefore will be available to customers around the world in the hotel and catering industry from 2018. The exciting part: other students may also have their designs selected for production – the process is not restricted to the February winners.

“The collaboration is generating real added value for both parties”, says Schmidt. We are thrilled with the students' creativity and professionalism, and it was a pleasure to support them throughout the development process”. Prof. Christine Lüdeke, Head of B.A. Jewellery Studies at Pforzheim University of Applied Science, added: “This kind of practical project with a global company is a wonderful opportunity for our students. They can try out their creative ideas in terms of technical and economic feasibility, and their design may even ultimately find its way into a hotels or restaurant anywhere in the world”.

*The students from Pforzheim University of Applied Science visiting proHeq GmbH in Birkenfeld.*
NEWS IN BRIEF

ANNIVERSARY CELEBRATIONS IN RIEDLINGEN: SILIT HONOURS LONG-SERVING EMPLOYEES

Every year, long-serving employees are honoured at the individual WMF Group locations. In December, eight Silit employees celebrated 25 or 40 years of service at the company, at a special lunch organised in their honour. Josef Paukner, Managing Director of Silit, expressed his thanks and appreciation to the long-serving employees.

From left to right: Christine Stroer, Works Council, Maria Walter, Roman Stolarek (both 25 years), Manfred Weiss (40 years), Ramona Winter (25 years), Durdica Mrak (40 years) Managing Director Josef Paukner, Hans-Peter Paul and Harald Neuburger (both 40 years). Beate Kulik (not pictured) also celebrated 25-years of service.

WMF CINEMA ADVERT: SHARPNESS THAT YOU CAN SEE

WMF has the sharpest steel knives: this outstanding sharpness was used as part of an unusual idea for a cinema advertisement. During the advert, cuts appeared on the screen that could still be seen during the next advert. An incisive experience for the cinema-goers! The successful concept was honoured with the renowned Media Award in the category "Best Media Idea" by specialist magazine W&V. A film showing the surprised reactions of the cinema-goers can be viewed on the intranet.

COMPETITION FOR THE WMF EUROPEAN CUP NIGHT

The employees and the region will be able to experience the sponsoring partnership with the handball Bundesliga team FRISCH AUF! Göppingen at close range, starting with the WMF European Cup night hosted by the WMF Group:

FRISCH AUF! VS FC PORTO
SAT. 1 APRIL 2017 | 7.30 P.M. | EWS ARENA GÖPPINGEN

Come along with your colleagues to see FRISCH AUF! battle for their place in the final four – as they set the stadium alight! All employees have the chance to win 2 of 100 tickets – one for the employee and one for a colleague. All you need to do to take part is send an e-mail to redaktion@wmf.de with your name, and "WMF-Europapokal-nacht" as the subject. Entries must be received by 8 a.m. on 20 March 2017. The lucky winners will be announced on the same day. We kindly ask that you only take part in the competition if you are able to attend the event should you win.

Those employees who are not so lucky this time can purchase tickets to the event at a discounted price after the draw. More information will be published shortly via the usual channels.
Careers can generally be split into different stages. They begin with training and/or studying for a qualification, but can differ dramatically for each individual person afterwards. In many cases, careers do not follow a steady path "upwards", as is mistakenly often assumed; rather, they can also entail development towards becoming a specialist worker, such as are urgently needed in modern organisations.

According to a study carried out by Statista, two-thirds of German workers change employers between one and five times over the course of their professional careers. Yet it also found that employees who opt to work at a company for a prolonged period of time receive many opportunities. This issue of the company magazine marks the start of a series focussing on careers within the WMF Group. We get the ball rolling by talking to Alexander Schlee, Vice President Production Coffee Machines, responsible for the coffee machines/hotels in Germany, Switzerland, Czechia and India, and discussing his career.

What made you decide to join the WMF Group? Had you already been in contact with the company before starting your vocational training?

SCHLEE: When contemplating my career, I was always certain that I wanted to work with technology, IT or mechanical engineering. I sent applications to a number of companies and completed an internship at WMF over the course of a few weeks. I then attended the Heidenheim Cooperative University and completed the practical element of my degree (Editor’s note: previously a BA) at WMF too. Before starting my internship, I had no family or friends working at the company; However, I met my wife during this period of my life, as she worked at WMF for several years.

Did you meet any people later on who went above and beyond in providing you with support?

SCHLEE: Yes, I can name a few people. Besides my superior Clemens Wöhrle, former CTO Dr. Rudolf Wieser had a major impact on promoting my development by handing me the project leadership for the modernisation of sheet metal production after having previously appointed me as TQM Moderator. At the time, I was able to convince him to restructure the organisation as well as the technical concept of sheet metal production and also to set up an “independent production segment”. This approach gained me a great deal of recognition back then from numerous parties.

You have been working at WMF for 27 years now. What do you like about the company?

SCHLEE: There are naturally a great number of things – ranging from the people and the unbelievable network that has developed over such a long period of time, right down to the coffee machine products. These are made up of different types of technology, such as mechanics, electronics and software. Despite the variety and complexity of the different machines, these are products that can still be classed as a whole.

What have been the highlights of your career and what has influenced you in particular?

SCHLEE: For a start, I have constantly had to deal with changes and
new assignments, which I generally find to be interesting and extremely motivating. The current Operations organisation and the takeover of the WMF Group by Groupe SEB are also presenting us with new challenges. My personal highlight, however, was the transfer of overall responsibility for various production plants. I have been extremely fortunate that WMF has supported my willingness to change time and time again and entrusted me with new assignments.

What recommendations would you give to young people to advance their careers?

SCHLEE: I think that it is very important that you are committed to your current job and perform well in this role. All of your actions should not be driven by a career plan to the extent that you lose sight of the here and now. In my opinion, career planning should provide you with a rough idea of what you hope to achieve rather than an exact schedule which may not ultimately work out. I also recommend being as genuine as possible, being open and honest in your dealings with other people and not taking on roles that are not right for you and that no-one else will take.

In your opinion, what is the best way to deal with changing circumstances?

SCHLEE: You have to approach changes with a certain coolness, but at the same time always remain open towards them. More often than not, it is much more stressful to persist with old, traditional methods than to simply try something new. At the same time, too much change can also be overwhelming. I am convinced that the acquisition of our company by Groupe SEB will see changes being made at a reasonable pace in the future. I believe that in working together with Groupe SEB, with the long-term commitment it has shown, we can achieve great things. My first impression of the company after visiting it in France has made me very optimistic in this respect.

How has the company supported you in your professional career?

SCHLEE: First and foremost, the WMF Group has a good advanced training programme. Many members of my team and I have already successfully completed numerous excellent courses from the programme. With the newly installed Talent Review process – something in which I was also involved – the way in which the employees in the team hope to develop and where the company can use these workers has been becoming increasingly more apparent to us for some time now. This is an area in which we will proactively work in the future, thus ensuring that we are able to approach our own employees, who have already undergone the requisite development, with respect to vacancies within the company. I personally feel that it is still important that we make an effort to maintain a good mix of long-serving and new employees within the company.

Thank you for speaking to us.

ALEXANDER SCHLEE

1989–1992
Cooperative degree in Mechanical Engineering, with a specialism in production

FROM 1992
Administrator and Project Manager in Work Preparation

FROM MAY 1998
Head of Sheet Metal Production

FROM MAY 1999
Departmental Head of Coffee Machine Production

FROM 2008 TO 2015
Also worked as the Managing Director of proMONT GmbH

FROM JANUARY 2009
Coffee Machine Plant Manager, Geislingen

FROM JANUARY 2015
Vice President Coffee Machine Production, with responsibility for the plants in Geislingen, Zuchwil (Switzerland), Domazlice (Czechia) and Bangalore (India)

"Authenticity as well as candour and honesty when dealing with others are important for professional growth."
Every year, we have many new colleagues joining our company – be it permanent employees, vocational students, apprentices or interns. In order to ensure that we continue to maintain a serious presence in the battle for talented employees, the company has decided to give its Careers site a new, modern design – with the highlight being photos of various employees from the Group.

After its relaunch, the aim of the Careers site is to provide a genuine insight into our company and highlight the versatility present within the Group. Silke Brandt, Vice President HR Services & Workforce Planning, is responsible for the relaunch: “The only promises we make on the new site are those that we can keep. Working in the WMF Group means a combination of traditional and new cooking trends, the meeting of local and global markets and a positive working environment within a major corporation. The site needs to communicate this in a friendly and fresh style.” However, Brandt wants the new site not only to recruit new talent, but also to provide existing employees with a website in which they feature: “It gives me great pleasure to know that our employees are publicly committed to the company and are happy to give the company a face on our Careers site as ambassadors,” explains Brandt. In addition to Luisa Startz (see the article on page 27), Dominik Wilting, Christoph Scheinert, Jasmin Münk, Martina Kohler, Felix Hepp, Philomena Okenwa, Soner Özhan, Patrick Theuermann and Isabel Straub also took part in the photoshoot for the new Careers site. “Our first priority was to show our employees having fun using our products. To do this, we employed a wide range of creative themes,” explains Silke Brandt with a smile.

The seven new themes represent the three business divisions of Consumer, Coffee Machines and Hotels and also include a member of staff from each store and employee category (i.e. professionals, apprentices, students and interns). The new Careers site will be publicly accessible from April onwards.
Luisa Startz joined the WMF Group in September. She is one of our youngest colleagues within the Group and one of the faces appearing on the new Careers site.

The memory of having to choose an apprenticeship training position after having completed the secondary school leaving certificate is still fresh in the youngster’s mind: “A lot of people told me nothing but good things about the training on offer here”. In order to find out for herself, she stuck a toe in the water by participating in an internship at the Geislingen site after leaving school, before signing her training contract to be an industrial business management assistant. When the 17 year-old heard about the photoshoot for the new Careers site, she didn’t have to think twice: “Although I only joined WMF in September, I already feel like I belong here and was really excited about the photoshoot”, she explained. This was Luisa’s first professional photoshoot and she was most excited about how she would be styled. So much so that she started looking for different outfits from her wardrobe a few days beforehand.

One to two hours was scheduled for each theme of the photoshoot. The make-up artist gave her model a look featuring heavy eyeliner and painted her lips bright red, which was an unusual amount of make-up for the young apprentice. Luisa’s hair was put up into a bun and fixed in place with WMF cutlery as decoration – a challenge which Luisa Startz recounts while laughing: “That was really difficult, as cutlery is really heavy. Even using a great many clips and a large amount of hairspray, the hairstyle was still not very secure and I was hardly able to move my head. The cutlery even fell from my hair on a couple of occasions. The photographer and the people from the responsible departments and the advertising agency did however give me a whole host of helpful tips,” said the apprentice, giving us the inside scoop. “This advice helped to stop me from becoming nervous. To be honest, I couldn’t really see them properly at all, as the spotlight was so bright it dazzled me,” she added. Luisa was able to marvel at the photos on the laptop after the shoot and is still completely thrilled with them: “The photoshoot was great fun. I was able to discover a whole new side to myself and am amazed at how well the photos came out. I would definitely do it again!”

“Our approach was to show the product ranges in a whole new context. Although the products here have been taken out of their normal context to draw attention to them, the photos focus on the people, i.e. our employees.”

BEHIND THE SCENES OF THE PHOTO-SHOOT FOR THE NEW CAREERS SITE

Insights provided by Luisa Startz, budding industrial business management assistant

Saskia Eifert, Expert E-Recruiting & Workforce Planning, responsible for planning and holding the photoshoot
The opening of a new store is a project that takes a great deal of time and requires the contribution of numerous colleagues, both publicly and behind the scenes. Shortly before the new store is opened to customers for the first time, the people who will keep the store running in the long term — the store employees — are given the chance to try out all of the products.

The new store in Nuremburg has 256 square metres of floor space, split over two floors. The store was until recently used as a shoe shop and had to undergo extensive renovations before any reconstruction work could begin. This work was scheduled to be carried out by the various tradesmen hired and coordinated by a general contractor commissioned by the WMF Group over a period of at least 22 working days. The project and the coordination of all manual work was managed by Jens Hirschberg from the Architecture and Shop Design team headed by Matthias Dudium.

THE GREEN LIGHT WAS GIVEN AFTER THE LOCATION HAD BEEN CHOSEN

“We generally have a series of criteria that have to be met for a store location to be attractive,” said Thomas Mader, Head of Retail, Europe. “The store must be situated in a prime location within a pedestrian zone or in a shopping centre in a town or city with a population of at least 100,000 residents. Ideally, it must be set out over a single floor. In major cities with 500,000 residents or more, the store can measure up to 300 square metres and be split over two floors”. The requirements for the new location in Nuremburg were therefore fulfilled and work was able to begin.

They showed complete commitment in the run-up to the opening and pride in their new store. From left: Lu Liu, Anna Braun, Store Manager Melanie Gressel, Andrea Starkie, Margit Nagel.

“Store is up and running”
on the "store opening" project. Project manager Jens Hirschberg and numerous colleagues from Matthias Dudium’s team worked on the design of the store layout and almost a month was spent solely on renovation work before the premises were handed over to the Store Manager Melanie Gressel and her team.

**IN-DEPTH KNOWLEDGE OF THE PRODUCTS IS ESSENTIAL**

“Due to the extensive measures that had to be carried out, we were only able to take charge of the property shortly before its opening”, said Melanie Gressel. We worked intensively on cleaning the floors and shelves and putting away the pallets of goods. The team was supported in this work by Petra Mohr and Sabrina Bucher, Retail Visual Merchandising. “We provided the new colleagues on our store team with training in advance of the store opening and informed them that organisational matters and merchandise knowledge are key”, said Gressel. The new sales staff also learned the importance of trying out the products. This meant that the new staff were also allowed to take products home to try them out at their leisure. “This is key for our sales staff to be able to familiarise themselves with and successfully sell our products”, stressed Gressel.

**POSITIVE INITIAL FEEDBACK**

“In Aylin Topuz, we have a qualified chef in our team”, she reports. “This adds a human face to our newly designed kitchen area, which is very well received by our customers”. She continued by saying that the new concept’s various style collections have also made a positive impact on the first floor, where customers can find all products related to tableware and drinking. “Customers can draw inspiration from our three tables arranged in different styles and tell us at the same time which of the three they prefer”. This makes it easier for her and her colleagues to recommend the right cutlery to customers.

The first cooking event was held over the weekend of 2–4 March and an additional chef was brought in to give a live demonstration of the products used in all of the "Gourmet Moments". Our colleagues in store all played their part in illustrating to customers that WMF makes preparation, cooking, dining and drinking an experience.
The retail landscape in the DACH region (Germany, Austria and Switzerland) is undergoing a major transformation. Changes in consumer behaviour and a further increase in e-commerce is presenting new challenges to traditional retail stores in towns and cities. The WMF Group and its approximately 200 store locations are also affected by this and have to respond.

With the launch of a store app, which combines traditional, on-site retail with online processing, the WMF Group has already set new standards over the past year. By constantly adapting the store locations to the respective local conditions as well as by modernising and optimising existing locations in accordance with the current store design concept, the company is underlining the importance of retail stores within the corporate strategy. The WMF stores are the face of the WMF Group and the employees working at the stores function as ambassadors who provide a link to the customers.

Thomas Mader, Head of Retail Europe, explains: "As part of the corporate strategy, we have continued to press ahead with the optimisation of the Retail division in 2016. We have systematically made large-scale investments in adapting the store portfolio and, above all, modernising existing locations in order to make optimum and sustainable progress in this regard, all things considered".

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**CHANGES TO THE STORE LOCATIONS IN 2016**

The WMF Group is actively working on developing the store portfolio and has invested approximately EUR 3 million.
The Group-wide Zero Accidents campaign was launched as part of a kick-off workshop held in Geislingen in June 2015. Using the "safe house" as the basis, the topic was communicated to the various operational areas as the first step. What we now want to know is the changes that have been made since the start of the campaign and the extent of the progress that the WMF Group has made towards achieving the goal it set itself of reducing workplace accidents to zero by 2020.

MINDSET: EVERYONE MUST BE MINDFUL

After the workshop, the various operational areas were asked to define individual measures and thus ‘fill the house with life’. "Once this preliminary work had been completed, we took over and started to implement the Zero Accidents campaign operationally", explains Uwe Glöckler, Head Safety & Plant Security, who continued by stating that the issue of "mindset" remained the key focus: "After all, three quarters of all workplace accidents are the result of incorrect behaviour. We can only make improvements here if everyone is mindful of themselves and everybody around them”.

One pleasing development is the fall in occupational accidents in the Operations division since the launch of the Zero Accidents program. The number of workplace accidents has fallen from 78 in 2014 to 50 in 2016 (there were 66 workplace accidents in 2015). The use of the "rapid accident reporting system" should help to continue this great progress we have made.

"Near-miss incidents are also being reported", states Glöckler. "We are looking very closely at these so that we can eliminate potential accident risks beforehand*. The focus here is on prevention.

After having gained experience in the Operations pilot area, the Retail and Coffee Machine Service divisions are on the agenda for the coming year. Regular updates are provided on the Operational Safety Sharepoint: https://portal02.wmf.com/portal/operational_safety/SitePages/Start.aspx

WORKPLACE ACCIDENTS WITHIN OPERATIONS

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THE JOURNEY TOWARDS A CULTURE OF CONTINUOUS IMPROVEMENT HAS BEGUN

EMPLOYEE TEAMS AT THE PRODUCTION SITES PARTICIPATE IN NUMEROUS WORKSHOPS

We have reported in great detail about the COMPASS programme in past issues of the My WMF Group – Company Magazine. Many of the arranged workshops have since been held with much enthusiasm, and further team workshops are constantly being run at all European production sites, with the coordination being carried out by the TPM Manager.

“We are right on track”, said Programme Manager Isabel Seifert. Photos from the various locations show that the groups are making progress reaching the individual milestones.

REMINDER:

The journey towards continuous improvement is split into five objectives/principles, with the sub-principles of each constituting the milestones. The first coordination meetings have now been held with Groupe SEB on “OPS” (Operation Performance SEB). The 5S method and structured communication are two of the five fundamental tools with which Groupe SEB has had excellent experiences.
On 29 November 2016, the second Health Day was held at the Kaiser Backform site in Diez. In addition to a refresher on the ten rules of workplace safety, the event focused on product variants from the personal protective equipment segment and preventative measures for maintaining health.

In a marked-off section of a large warehouse, the team, led by Jörg Langhardt, Head Commercial Functions, provided numerous opportunities for their colleagues at Kaiser Backform to learn more about their health and take part in the event activities. Participants were split into different groups to ensure that visitor numbers at each station were kept at a constant level and so that participants could familiarise themselves with the offerings in great detail and take part in a wide range of health checks.

The Health Day event also focused on healthy eating, as Nicole Pastler and Nina Jäger supplied visitors with tasty and healthy smoothies as well as flavoursome wholemeal bread topped with healthy spreads.

The Health Day was also attended by partner companies from the personal protective equipment and safety shoes segment so that they could showcase their individual product ranges. One of the companies at the event offered to accurately measure employees’ feet, while a manufacturer of skincare products provided employees with information about the condition of their skin using a mobile microscope. There was also high demand for the offering provided by Dr. Hartmut Jung-Surkau from the Werksarzt-Zentrum Limburg, who measured individual employees’ blood pressure and explained the risks of heart attack and strokes.

Participant undergoing a mobility check-up
With effect from 1 January, Raymond Peden has been appointed President Professional Coffee Machines Americas. Raymond Peden comes from Franconia, where he previously worked as President Coffee Systems North America. In his new role, he will be responsible for the coffee machine business for the WMF and Schaerer brands in North and South America.

Likewise with effect from 1 January, Jörn Schulte has been appointed Vice President Logistics. Before joining the WMF Group, Schulte worked in various management positions at the world’s second-largest discounter, Lidl, at locations in Germany and around the world. Schulte is the successor to Detlef Czypulovski, who has been installed in the new Integration Operations and Projects function as a result of the takeover by Groupe SEB.

On 1 March, Renaud Gey was named Vice President Strategic Marketing Professional Coffee Machines. Renaud Gey joined Groupe SEB in 1992, working in various positions there before being made Vice President Partnerships. Gey reports to Florian Lehmann, President Professional Coffee Machines, and will be based in Geislingen.

On 1 March, Philippe Barnes assumed the position of Vice President Controlling and Finance Integration in the WMF Group. In this role, he will oversee Consumer activities, Coffee and Operations Controlling activities as well as the financial integration of the WMF Group into Groupe SEB. As a result of his high-level position, Philippe Barnes reports directly to CFO Bernd Stoeppel.

The appointment of Viola Linke as Vice President Global Marketing Coffee Machine Business was communicated to the Coffee Machines business unit on 1 January 2017. Viola Linke has more than 22 years’ experience in marketing famous-name brands, including Bauknecht, Whirlpool and KitchenAid. In her role, she will be responsible for marketing WMF and Schaerer brand professional coffee machines, reporting directly to Renaud Gey.

Xavier Sabourin will be appointed President Global Consumer Goods with effect from 1 April 2017. He currently holds the position of Vice President Strategic Marketing Cookware within Groupe SEB, where he started his career in 1979. Sabourin will succeed Matthias Becker who left the company on 10 February 2017 at his own request.

On 1 March 2017, Philippe Barnes assumed the position of Vice President Controlling and Finance Integration in the WMF Group. In this role, he will oversee Consumer activities, Coffee and Operations Controlling activities as well as the financial integration of the WMF Group into Groupe SEB. As a result of his high-level position, Philippe Barnes reports directly to CFO Bernd Stoeppel.
WE CONGRATULATE

DECEMBER
on his 100TH BIRTHDAY
Georg Fiseli
on his 90TH BIRTHDAY
Rudolf Schneider
on their 85TH BIRTHDAYS
Irma Metzner
Manfred Bührer
on their 80TH BIRTHDAYS
Francesco Pelleriti
Hildegard Hinkel
Maria Aladic
Alwine Imbacher
Liselotte Diendorfer
Erwin Schöll
Benedikt Herter
Dieter Skudlarek
Alfred Böllmann
on their 75TH BIRTHDAYS
Margret Köhn
Vera Grosskloss
Alwine Imbacher
Günter Oberleiter
on their 70TH BIRTHDAYS
Erika Welle
Lothar Ulbrich
Horst Mahler
Heinz Hausen
JANUARY
on her 90TH BIRTHDAY
Gertrud Necker
on their 85TH BIRTHDAYS
Josef Fürlinger
Zoltan Schwarz
on their 80TH BIRTHDAYS
Walter Breier
Manfred App
Dieter Grimmelmann
Ursula Diez
Franziska Frey
Gertrud Gahl
Hans Reichart
on their 75TH BIRTHDAYS
Günter Hamarat
Karín Schulte
Edmund Pohl
Anton Remensperger
Erika Fischer
on their 70TH BIRTHDAYS
Giuseppe de Lucia
Reinhard Franz
Cemal Sahin
Inge Tatzel
Brigitte Schmitten
Klaus Bosch
FEBRUARY
on their 90TH BIRTHDAYS
Anna Gutbrod
Dr. Harald Linckh
Hildegard Jäger
Hildegard Liske
Heinrich Ruprecht
Gerhard Fleischer
Franz Möhrle
on their 85TH BIRTHDAYS
Anneliese Hellmuth
Johannes Schneider
Edeltraud Grünberg
Anneliese Silberhorn
on their 80TH BIRTHDAYS
Margret Huke
Hermann Pyro
Wilma Schraml
Anneliese Gröh
Helga Müller
Friedrich Seidl
Armela Müller
Margot Sauter
on their 75TH BIRTHDAYS
Karl-Heinz Rupp
Günter Stallecker
Mira Kovacevic
Ernst Seibold
Kurban Özdemir
Josef Baumeister
IN MEMORIAM

NOVEMBER
Maria Kirschner, b. 1931
Adolf Albrecht, b. 1929
Anneliese Friede, b. 1933
Josef Haumann, b. 1935
Mathias Binder, b. 1918
Walter Ehret, b. 1928
Ernst Scheit, b. 1935
Franz Kienle, b. 1926

DECEMBER
Walter Mühlberger, b. 1928
Franz Ostfalk, b. 1932
Osman Karaman, b. 1946
Wihelm Deschler, b. 1926
Barbara Röhm, b. 1920
Katharina Merstadt, b. 1929
Thorsten Schröder, b. 1970
Renate Wied, b. 1936
Eugen Herrlinter, b. 1931
Ferdinand Schlepple, b. 1934

JANUARY
Margarete Steinwachs, b. 1919
Helmut Görätz, b. 1961
Roman Jedrysiak, b. 1927
Johannes Tonnier, b. 1921
Gerda Muske, b. 1920
Margarethe Schall, b. 1934
Gottfried Höfler, b. 1933

THE SILIT "BLAUE EMMA" PAN NAME WAS IN DANGER

The “Blaue Emma” pan has been part of the Silit product range for decades. However, it was uncertain for a while as to whether the pan would be allowed to keep this name. Alice Schwarzer, editor of the women’s magazine with the same name, took legal action against the company in 1979. She claimed that “by using this name, Silit was threatening to destroy or weaken the distinctiveness of the Emma brand […].” Silit defended itself against the publishers of Emma by means of an action for declaratory judgement – and won. The “Blaue Emma” pan has been able to keep its name to this day.

THE NEXT EDITION

of “My WMF Group – COMPANY MAGAZINE” will be released in June 2017
In development today – on show at the trade fair tomorrow

The next issue of the "My WMF Group – Company Magazine" will feature a report on all the proceedings at the Internorga trade fair in Hamburg and the presentation of the WMF Group's latest coffee machines.