

Birkenfeld, March 2016

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### One single, harmonic whole: WMF Professional with new brand image

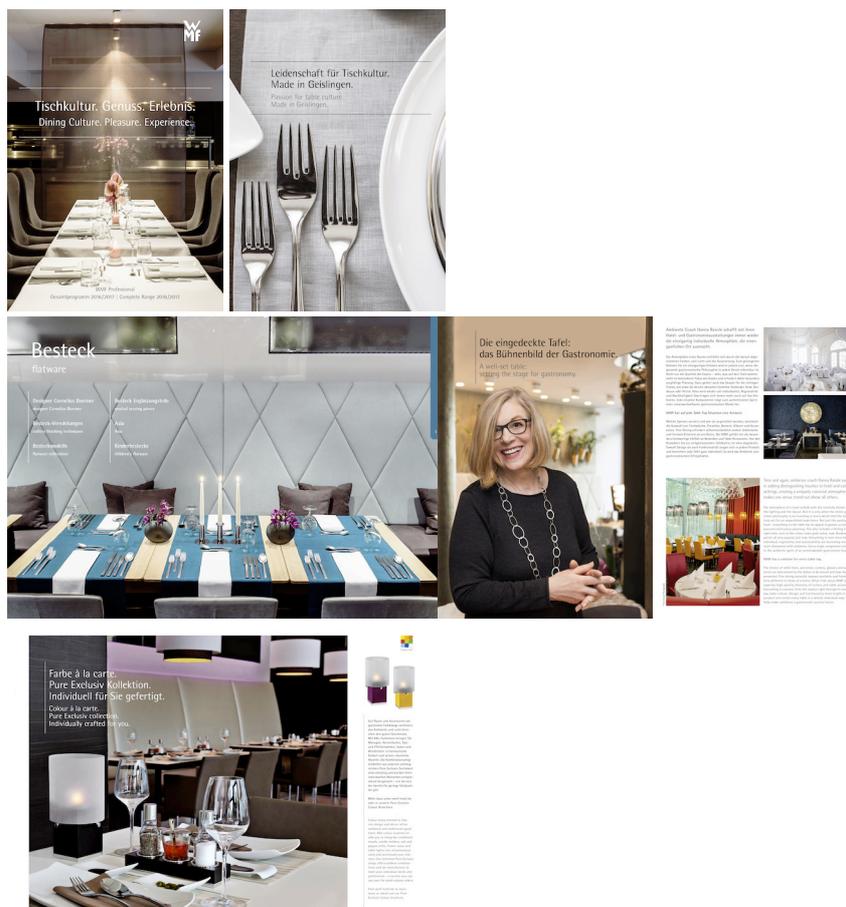
#### Table culture, ambience and enjoyment are the motifs for communication

**WMF Professional appears with a complete new look for this year's Internorga. The transformed corporate design stages the brand's extensive product world with spotlights on diversity of styles and applications. "WMF has the right products for any hospitality concept or any desired ambience. Our new image worlds spotlight this strength", says Susanne Schmidt, Director of Marketing & Product Management at proHeq GmbH. And the changed look of WMF Professional also emphasizes the close link between table culture and its extended effect on room ambience. This concept too is aptly expressed in the language of the photography: applied scenarios for cutlery and glassware, serving wares, buffet equipment and table decoration are depicted in harmony with interior designs in the "real-life" catering and hospitality environment – the brand has deliberately dispensed with artificial sets for all its photo-shoots.**

The new corporate design of WMF Professional will tempt clients into the brand's creative cosmos and so, as a source of inspiration, direct them toward the unique ambience that will be their very own. A crucial factor in this respect is the authenticity of the image worlds, and this is precisely why all the photo-shoots took place in real restaurants and hotels. "An artificially constructed set staged in a photographic studio can never capture the essence of gastronomy. Because the interplay with the actual premises is totally lost", explains Susanne Schmidt. The new brand identity also rules out the use of artificial lighting and retouching for impeccability. Instead, centre stage is reserved for authentic shots of set tables with all the atmosphere intact. As Ms Schmidt says: "We want to make our clients feel like taking their seats at the set table."

#### **Photo request**

You will find images for download on our media portal <http://press-n-relations.amid-pr.com> search term „WMF-Markenauftritt“. We will also be pleased to send you this file by e-mail on request. Contact: [wmf@press-n-relations.de](mailto:wmf@press-n-relations.de).



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**About the WMF Group**

WMF Professional Business Unit Hotel is one of the leading suppliers of professional hotel, catering and hospitality equipment. Stylish, high-quality complete solutions for every aspect of the art of presenting and serving food and beverages is the hallmark of the long-established brand. The extensive range includes cutlery and glassware, serving trolleys, buffet equipment and table-top decorations of every complexion.

For more than 160 years, the brands that make up the WMF Group have represented the best in cooking, drinking and dining. Every day, hundreds of millions of people around the world use WMF, Silit and Kaiser products to prepare food, cook, bake, eat and drink in the comfort of their own home. And when they are not doing that, they are enjoying coffee specialities and foods prepared by the hotel and catering industry using products from WMF, Schaerer or Hepp. Our employees are passionate about bringing people together, whether at home, on the move or at high-end restaurants, in order to give them shared moments that are both precious and delicious. This is all possible thanks to our products, whose



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exceptional design, perfect functionality and highest quality provide wonderful culinary experiences. Our company has a proud tradition, and was founded in Geislingen an der Steige in Germany back in 1853. Almost 6,000 employees provide culinary joy at more than 40 locations worldwide. The WMF Group achieved sales of EUR 1,024.3 million in 2014.