

Birkenfeld, 29<sup>th</sup> March 2017

## Direct to your own buffet stage

The WMF Buffet Configurator provides maximum consultancy quality

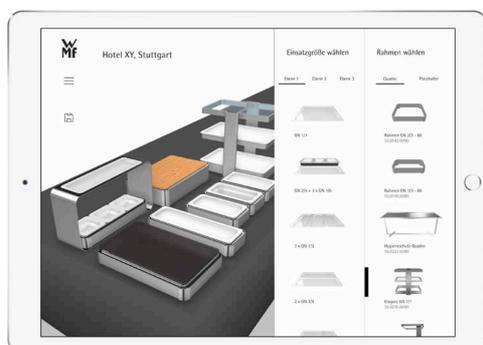
**The WMF Professional team’s innovative digital WMF Buffet Configurator sets new standards in quality consultancy. The software was developed on the basis of the new WMF Quadro buffet system to present the visions of restaurateurs, caterers and hoteliers directly on the tablet computer, laptop or other electronic device. WMF Professional thus provides a unique dimension in consultancy in the business; a tool that can be tested live for the very first time at the Internorga 2017. “The WMF Buffet Configurator gives our sales staff the perfect adjunct to presentations of actual products at the showroom,” says proHeq GmbH Head of Marketing & Product Management Susanne Schmidt. “Our staff can demonstrate the individual aspects to customers on their premises and generate a realistic image of the buffet concept with a few single clicks.”**

The entire sales team of WMF Professional is working with the new mobile WMF Buffet Configurator, thus making them perfectly equipped for holding consultancy meetings during visits to hotel, catering and restaurant customers. The tool is simple and easy: Having defined the individual table size and shape, the various buffet elements can be selected, combined with other elements as desired, rearranged as often as required, and then finally exported. The outcome is a photorealistic visualization of the individual buffet, which the customer can consider at his leisure. The model can also be changed at a later date. Once the customer has decided on a concept, the WMF Professional salesman can generate a product list and place the order with a single click.

**[www.wmf-professional.de](http://www.wmf-professional.de)**

### **Image request**

Images can be downloaded from our media portal, <http://press-n-relations.amid-pr.com>. Just search for “WMF-Buffer-Konfigurator.”





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**About the WMF Group**

WMF Professional's Hotel business unit is one of the leading providers of professional equipment for hotels and the catering industry. The key strength of this long-established brand is its innovative, painstakingly crafted and stylish all-in-one solutions covering every aspect of food and drink, from preparation to serving. The extensive product range includes cutlery and glassware, serving and buffet equipment and table decorations in every color.

For more than 160 years, the brands that make up the WMF Group have stood for the best in cooking, drinking and dining. Every day, more than 100 million people around the world use products from WMF, Silit and Kaiser to prepare, cook, bake, eat and drink in their homes. And when they are not doing that, they are enjoying coffee specialties and foods prepared by the hotel and catering industry using WMF, Schaerer or HEPP products. Our employees are passionate about bringing people together, whether at home, on the move or at fine-dining establishments, to give them shared moments that are both precious and delicious. All this with products that have an outstanding design, perfect functionality and excellent quality, which makes every culinary experience a real joy. Our tradition-rich company was founded in Geislingen an der Steige in 1853. Nearly 6,000 employees provide culinary pleasure at over 40 locations worldwide.