

Press release

Birkenfeld, 18 December 2019

INTERGASTRA 2020 – 15. - 19. February, Messe Stuttgart – hall 6A, booth 58.3

Experience the world of “Laid table”

HEPP presents tabletop highlights at Intergastra

Premium manufacturer HEPP is presenting new impressions for a well laid table at the show in Stuttgart this spring. Whether it is traditional fine dining, flexible lunch concepts or modern industrial design, the depth and range of the collections provides spaces for unique variety. The focus is on, among other things, the extensive options for combining materials, shapes, colours and collection elements, as offered by the latest HEPP ELEMENTS tabletop range. There is also a wide range of cutlery lines which utilise various surface finishing methods to demonstrate extraordinary versatility. These include stone-washing, glass bead blasting and PVD coating: Traditional style elements are emphasised or modern accents underlined by attractive colouring. There are also exciting combinations for any atmosphere.

The straight lines and modularity of the HEPP collections provide extensive options for attractive designs on the table and buffet, from breakfast through lunch to à la carte, buffet or multi-course banquets. The collections provide an impressively effective combination of different materials such as stainless steel and concrete look, melamine, porcelain and glass. HEPP ELEMENTS puts a completely new spin on the idea of collections from the traditional brand, based on the motto “industrial style meets elegance”. Culinary treats can be stylishly showcased with just a few pieces.

As one of the leading providers of tableware with more than 150 years of experience, HEPP faces the challenges with uncompromising quality in design and execution and a unique finesse in pinpointing current trends. New collections like the recently launched cutlery range AVES integrate seamlessly into HEPP’s design style while creating bold wow moments at the same time. The name of the collection is derived from the Latin word for bird, as the design is inspired by the contours of a bird’s wing. The resulting streamlined form is very attractive, while the noticeable volume of the individual cutlery pieces gives them an excitingly tactile feel. The interplay of strong and slender styling in the material thicknesses lends particular elegance.

More than just knives and forks

As visitors to Intergastra will see, the perfect table arrangement is characterised by a harmonious, authentic overall look. “Authentic, because a well laid table plays an important role in gastronomic designs,” explains Dirk Friedlein, Head of Sales at HEPP. “In a traditional restaurant, guests expect a different look and feel than if they are at a fashionable one or one with Michelin stars.” The HEPP cutlery collections also cover



this wide range: From traditional models like the Baroque-inspired Chippendale to the Talia range with its striking filigree styling. But that is by no means all. Hoteliers and restaurateurs can also create their very own personal fine dining atmosphere from an attractive range of design options and different surface finishes. For example, the PVD coating can meet a desire for particular colours and exclusivity, with shades of copper, gold, gun metal and pale gold available. HEPP also uses three more processes to give its stainless steel products an exclusive finish: “stone-washing” for an effective vintage feel, glass bead blasting for a silky matt shimmer or the use of belts to produce a brushed matt finish. A combination of the different finishing processes can also provide a particularly refined look. In order to meet this trend, HEPP holds various models in different finishes in stock with immediate availability. “We allow our show visitors to experience the unlimited world of table culture. We invite you to dive right in and be inspired, or be surprised.” adds Friedlein.

www.hepp.de

Image request

Images are available for downloading from our media portal <http://press-n-relations.amid-pr.com>. Simply by searching for the term „Intergastra2020“.

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About HEPP

The brand HEPP with its headquarters in Birkenfeld near Pforzheim, is one of the world's leading suppliers for the perfectly laid table. The company manufactures the broadest range of tableware and serving pieces anywhere in the world using highly specialised production techniques – from coffee pots and chafing dishes to food distribution systems. The focus is on the materials and processing, but HEPP products also meet the highest of requirements in terms of design, quality and usability.

It was with this in mind that the company was first founded in 1863 by brothers Carl and Otto Hepp, who can rightly be considered the inventors of hotel silverware. Traditional values such as reliability and quality are just as important today and form the basis for the success of the company alongside innovation, the development of new techniques and products and flexible production. HEPP is one of the world's major suppliers of leading hotels, hotel chains and restaurants, as well as quality-conscious bulk caterers, international cruise ship operators, airlines and railway companies.



Since late 2016 the proHeq GmbH has belonged to the French company Groupe SEB. In this context, all B2B brands of the Group were recently brought together under the umbrella "SEB PROFESSIONAL".