

Press release



Birkenfeld, September 15, 2021

Pure elegance

WMF Professional and HEPP present PVD Black

No other color symbolizes dignity, elegance and festivity as impressively as the darkest of them all: black. Hoteliers and restaurateurs now have the opportunity to captivate their guests in a very special way thanks to three different cutlery models from WMF Professional and HEPP in this exciting color. They don't have to deal with long waiting times, because the new products are permanently in stock and so are always available. The SARA collection by WMF Professional is available in black, as are PROFILE and CHIPPENDALE by HEPP. The CHIPPENDALE items not only have a black PVD coating, they also feature an impressive "stonewashed" surface treatment.

For some time now, proHeq has brought a new dynamic to individual and impressive table design with its PVD coatings in copper, gold, anthracite and light gold colors. With the recently launched deep black shade, the premium supplier is now offering another extraordinary highlight. The range of cutlery collections also contributes towards this with their special elegant look. SARA itself is still a young member of the WMF family. A few months ago, this model was introduced under the motto "THE NEW EASY", and impressed right from the start with its classic design. The traditional, round-shaped handle combined with clear lines is made even more harmonious by its dark black color, which means that SARA makes all kinds of table arrangement feel complete.

A well-known design given a fresh new twist

The well-known PROFILE collection from HEPP is much more functional and strict in its geometric shape. The concise expression of value and practicality appears far more concentrated in the black shade. This underlines PROFILE's design statement in the most exciting of ways. CHIPPENDALE has been a true eye-catcher on well-laid tables for many years, even without a PVD coating. In black and treated using the "stone-washing" process, the model becomes a truly magnificent companion that sets completely new and avant-garde accents in traditional gastronomy. Grinding tools are used to turn every item of cutlery into a unique piece with a vintage look, while the PVD coating in black really emphasizes the high-quality workmanship and dignified linear design of the popular HEPP series.

Image request

Images can be downloaded from our media portal at <https://press-n-relations.amid-pr.com/>. Just search for "PVD Black".

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About proHeq

proHeq GmbH is a global premium supplier for restaurants, hotels, airlines and system catering. As a subsidiary of the WMF Group GmbH, it is one of the most important specialists in the field of professional hotel equipment. Both HEPP and WMF Professional come together under the umbrella of the proHeq company – both brands still operate independently on the market and therefore have different brand strategies and sales structures. Since the end of 2016 proHeq GmbH has been part of the French conglomerate Groupe SEB.

About the WMF GmbH

WMF, which is short for Württembergische Metallwarenfabrik, is a leading premium provider of household products, professional coffee machines and hotel equipment. WMF stands for innovation based on tradition and provides convincing engineering and design "Made in Germany".

Under the WMF, Silit and Kaiser brands, the company offers products for preparing, cooking, eating, drinking and baking for use at home. Business customers, in particular from the restaurant and hotel industry, have access to product ranges for coffee preparation, as well as the set table and buffet under the WMF, Schaerer, Curtis and Hepp brands.

WMF is represented with its products in over 120 countries and has more than 6000 employees. In Germany, Austria and Switzerland, but also in the rest of Europe and worldwide, e.g. in China, WMF operates a total of around 350 of its own shops. The company was founded in 1853 in Geislingen an der Steige and has been part of the French Groupe SEB since the end of 2016.

Further information at www.wmf.com