

Birkenfeld, 7th December 2015

Intergastra 2016 – February 20 to 24, Messe Stuttgart – hall 4, stand A-50

### Lustrous effects for a high-class table ambience

#### WMF presents decorative surface finishes for cutlery: Glass-bead blasting

**These days there are more ways and means of surface-finishing cutlery than ever before. There are the classic silver-plated finishes and individual patterning, and ranging alongside them more and more extravagant variants, such as the physical vapour deposition coatings (PVD) in different colours that are becoming increasingly popular among restaurateurs, caterers and hoteliers. WMF Hotel is meeting this sustained desire for out-of-the-ordinary flatware with a new, more delicate form of finishing: glass-bead-blasted cutlery has a silky matt character combined with a totally homogeneous surface that adds a hand-charming quality to every course of any meal. Devotees of decorative tablesetting arrangements in particular will appreciate that certain something the soft effect adds to the well-set tablescape. Every cutlery collection from WMF Hotel can be re-interpreted with this process, because the magic also works on stainless-steel hollowware such as sugar bowls, flower vases or trays and bread dishes, which can all be finished by glass-bead blasting to add even more attractiveness to a catering ambience.**

Microscopically small glass beads are blasted at high pressure against an item of cutlery. The end effect is a silky-matt lustre and a uniform appearance. Enhanced robustness is a positive side-effect: cutlery finished in this way is less susceptible than the polished counterparts to dirtying, and is also extremely resistant. The tiny glass beads clean and compact the surface of the stainless steel, increasing the material's resistance to stress corrosion cracking. The cutlery is easily cleaned in a dishwasher, but should not be machine-polished.



#### **Photo request**

You will find images for download on our media portal <http://press-n-relations.amid-pr.com> search term „Glasperlenstrahlen“. 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).



**Additional information:**

WMF Group GmbH  
Thomas Dix, press spokesman  
Eberhardstraße - 73309 Geislingen  
Tel.: +49 73 31 25 8386  
Fax: +49 73 31 25 8061  
thomas.dix@wmf.de – [www.wmf.de](http://www.wmf.de)

**Press and public relations:**

WMF press agency  
c/o Press'n'Relations GmbH  
Vanessa Klein and Monika Nyendick  
Magirusstrasse 33 – D-89077 Ulm, Germany  
Tel.: +49 731 96287-30 – Fax: +49 731 96287-97  
wmf@press-n-relations.de – [www.press-n-relations.de](http://www.press-n-relations.de)

**About the WMF Group**

WMF 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 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.