

Press release

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Special mention for the WMF espresso design

The German Design Award jury awards the WMF brand a prize for its semi-automatic machine in the “Excellent Product Design Kitchen” category

Technological leadership always goes hand in hand with design quality at the WMF Group. This year’s German Design Award shows that this development maxim also holds true for a direct comparison with other manufacturers. The expert jury of the internationally renowned award honoured the WMF espresso portafilter concept with a special mention in the “Excellent Product Design Kitchen” category. The award recognises works with a design that demonstrates particularly successful aspects or solutions – it is an award that honours the commitment of companies and designers. The WMF espresso semi-automatic machine completely fulfils these requirements.

The German Design Award is the premium international prize from the German Design Council. Its goal is to discover, present and honour unique design trends. The prize is awarded every year to high-quality submissions from the fields of product and communication design, which are ground-breaking in the world of international design. The German Design Award, first awarded in 2012, is one of the most renowned design competitions in the world and has an excellent reputation that extends far beyond the circles of experts.

The WMF Group, which was honoured with a special mention in the “Excellent Product Design Kitchen” category for its WMF espresso semi-automatic machine, is among this year’s award winners. “The machine produces perfectly brewed espresso from portions of freshly ground beans – the process is absolutely reliable. The depot for ground beans, located under the suspended cup tray, combined with the conventional portafilters, resembles traditional bar espresso machines in terms of look and proportion. The use of a touch screen and hidden intelligence infuse this seemingly classic model with modern touches and transform every service employee into a barista”, the expert jury agrees.

Since its launch in the spring of 2015, the WMF espresso portafilter machine has been a resounding success. The ability to conjure up a barista-quality espresso or café crème in just a few simple steps has impressed customers from all industries: from system caterers and hoteliers to Michelin-starred restaurants, bakeries and event cafes, as well as cruise line companies and catering companies. As the first representative of a new era of machines, the WMF portafilter makes it possible to produce “hand-made espresso at the touch of a button”. All manual steps that require whooshing, steaming and tapping are performed in the traditional barista style. The

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actual coffee production, however, is a fully automated process that runs in the background. Every cup – whether it is espresso or café crème – is of top quality thanks to the stability of this process. The customer inserts the portafilter into the machine and chooses the desired beverage – and that's it! Frothing milk at the same time is also child's play. In addition to a traditional manual steam wand, the WMF espresso machine also has what is known as an "Auto Steam" function to automatically produce hot milk and foam in up to three different consistencies.

Photo request

You can find images on our media portal <http://press-n-relations.amid-pr.com> (search term "WMFespresso").

Further information:

WMF Group GmbH
Luise Glauert
Corporate Communications
Eberhardstraße 35 – 73309 Geislingen,
Germany
Tel.: +49 73 31 25 8153
Fax: +49 73 31 25 8061
luise.glauert@wmf-group.com – www.wmf.com

Press and public relations:

WMF Pressebüro
c/o Press'n'Relations GmbH
Monika Nyendick
Magirusstraße 33 – 89077 Ulm, Germany
Tel.: +49 731 96287-30 – Fax: +49 731 96287-97
wmf@press-n-relations.de - <http://www.press-n-relations.com>

About the WMF Group

For more than 160 years, the WMF Group brands have been synonymous with the best cooking, drinking and eating culture. Every day, several 100 million people worldwide use WMF, Silit and Kaiser products to prepare, cook, eat, drink and bake at home. Or they enjoy speciality coffees and dishes made with WMF, Schaerer and Hepp products in the gastronomy or hotel industry. Our employees are passionate about bringing people together – be it at home, on the road or in upscale restaurants – and providing them with precious and delicious moments to share. And they can do this with products that produce the best culinary experiences thanks to an excellent design, perfect functionality and best quality. Our traditional company was founded in 1853 in Geislingen an der Steige, Germany. Around 6000 employees bestow culinary delights in more than 40 international locations. The WMF Group generated EUR 1.061 billion in sales in the fiscal year of 2015.