

Press release

Geislingen an der Steige, 20th April 2021

The art of coffee brewing, WMF-style

WMF Professional Coffee Machines adds wide-ranging “Coffee Excellence” to its support and training portfolio

The launch of the new WMF Coffee Excellence Centre for support and training completes the package of full-service solutions offered by WMF Professional Coffee Machines. Martin Billmann (WMF trainer, certified coffee expert, holder of the SCA (Specialty Coffee Association) Coffee Diploma and authorized SCA trainer) is the main point of contact for all questions relating to the world of coffee. As well as being responsible for in-house training – using modern blended learning concepts – and support for sales teams and technical staff, a key part of his remit includes the sustainable optimisation and continuous development of coffee concepts for WMF customers, which involves not only reinventing existing recipes and changing raw materials but also creating new products.

Knowledge transfer is the key to success

The training provision Martin Billmann delivers to employees and partners of WMF Professional Coffee Machines focuses on a very specific range of topics: what do we mean by “premium-quality coffee” and where are the international standards? What are the determining factors beyond technology? The main aim is to maximise awareness of coffee-based end products, their taste profiles and their sensory descriptions – from the look to the taste and smell, and even how the products feel in the mouth. The transfer of this knowledge will empower WMF service technicians, for example, to adapt machines so that they can dispense the very latest on-trend beverages and variations of drinks. Ultimately, the service strategy of this premium manufacturer has a clear message: to help customers all over the world achieve maximum success with their coffee machines throughout their entire service lives. The WMF Coffee Excellence Centre works closely together with the company’s internal product management and product development teams. Main topics are here the development of new drinks recipes plus analysing and assessing various machine specifications, including the sensory impact of varying the size of the holes in the WMF espresso portafilter. Additionally, Martin Billmann supports in questions about international beverage standards and how these are delivered and differentiated by WMF coffee machines.

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Sharing coffee expertise – online and offline

Alongside conventional training sessions, digital courses are also becoming increasingly relevant. As part of an innovative blended learning concept, Billmann is delivering the extensive training content via e-learning seminars and webinars – which means that the coffee expertise courses – titled “From plant to roasted coffee”, “Extraction” and “Milk, water and coffee beverages” – can take place on a regular basis despite the ongoing coronavirus restrictions. This makes it easy for employees of WMF Professional Coffee Machines as well as its subsidiaries and partner organisations to expand their coffee expertise at any time – whether they are in the office or working from home. In the future, the company intends to extend the range of digital courses and open them up to major customers as well. Nevertheless, in-person events will continue to play a key role for the Coffee Excellence Centre – given that coffee is something that needs to be experienced with all the senses, there is ultimately no substitute for direct, face-to-face dialogue.

As a major brand ambassador, Martin Billmann naturally also supports the marketing and sales team at all key trade fairs and events. His active sharing of machine-based coffee expertise is crucial to the effective delivery of support to customers and buyers alike.

Delivering customer focus

When it comes to customer projects, the scope of the Coffee Excellence Centre very much focuses on business development. “We help our customers to develop and grow their business models. For example, we supported a multinational chain of petrol stations in creating new drinks recipes dispensed using our machines and we developed new drinks which were exclusive to this customer,” reports Martin Billmann, describing just one of the customer projects he is typically involved with.

The triad of quality, performance and coffee expertise ultimately makes good on a promise to customers which has been a source of inspiration to WMF’s engineers from the very beginning: seamless premium products and services made in Germany. Renaud Gey, Vice President Strategic Marketing & Product Management GBU Professional Coffee Machines at the WMF Group, shares his thoughts: “No other letters are more intrinsically linked with the values of German engineering than WMF. We are taking our commitment to delivering machine excellence to the next level by adding a portfolio of support services based on fundamental principles that are firmly anchored in the WMF philosophy: knowledge of coffee as an end product that excites the senses combined with the art of coffee brewing.”

Image request

Image material can be found in our media portal <https://press-n-relations.amid-pr.com> (search term "WMF_Coffee-Excellence")

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About the WMF Group

For more than 160 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. The company, based in southern Germany, is a global market leader in the Professional Coffee Machines (PCM) sector. With the aim of being first choice worldwide for professional coffee solutions, the “made in Germany” quality seal combines premium products and innovative strength with peak performance and reliability.

At the core of the WMF PCM solutions portfolio is a clear message: Designed to Perform. The business unit from Geislingen an der Steige has just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to fully automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike profit from high-quality consulting and service. The basis here is the largest in-house service organisation for professional coffee machines in Europe. Regular training courses in the WMF training centres ensure that this know-how is continuously passed on to the entire global WMF service network.

At the end of 2016, WMF Group became part of the French Groupe SEB consortium. In this context, all B2B brands of the Group were recently brought together under the umbrella “SEB PROFESSIONAL”. In addition to WMF PCM, the umbrella brand also includes Schaerer and Wilbur Curtis coffee machines as well as the business division Professional Hotel Equipment with the brands WMF Professional and HEPP.