

Press release

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Geislingen, February 2020

Tableware International Awards of Excellence 2020:

WMF Motion thermal flasks win award



The WMF Motion thermal flasks have been crowned the winner of the “Coffee/Teaware” category at the Tableware International Awards of Excellence 2020 at the Ambiente trade fair. The thermal flasks offer elegant functionality to-go and are a contribution by the WMF brand towards greater sustainability in the drinking segment. Another product series from this area also proved successful at the Tableware Awards – the WMF Impulse Travel mugs were among the three finalists in the “Outdoor Tableware” category.

The Tableware International Awards of Excellence cast a spotlight on innovation and design excellence, honouring tableware that is functional, beautiful, original and tells a story. The awards are presented by the British trade magazine Tableware International.

The reasoning behind the jury's decision: “The WMF Motion vacuum flask, with its sleek silhouette available in three sizes – each offered in chic metallic or matt black finishes – would look just as stylish and be just as apt (in the one litre size) for serving steaming hot coffee or toddies to guests at home as it would for fashionably toting a cuppa to go. This duality gives it a winning combination of well-designed functionality and aesthetics, plus, it is described as practically indestructible.”

“This award at the Tableware International Awards 2020 once again confirms WMF's own claim of combining excellent design with perfect functionality. What's more, the WMF Motion thermal flasks stylishly represent the extension of our strategic portfolio over the last few years in the area of

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sustainability and to go. That's why we're particularly pleased that this form of sustainable drinking pleasure has been honoured with an award by an international jury of experts," explains Martin Ludwig, Senior Vice President International Strategy & Product Creation at the WMF Group.



WMF Motion thermal flasks

"Perfectly equipped on the go"

The WMF Motion thermal flasks offer elegant functionality to go: As drinking bottles today aren't just hidden away in our bags but instead act as stylish accessories, the WMF thermal flasks have been designed in the trendy colours stainless steel, vintage copper and matt black. The flasks are available with a capacity of 0.5 l, 0.75 l and 1 l. The clear, elegant lines and the puristic design of the Motion thermal flask are perfectly complemented by its excellent functionality. Thanks to the ThermoPro insulation function with double-walled insulating body made of Cromargan®, drinks stay hot for up to 12 hours or cold for up to 24 hours. For maximum comfort, the beaker has

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integrated, practical grip recesses for safe handling. The seal is leak-proof and the pouring stopper can be disassembled for easy cleaning.

About Tableware International

Starting its life 130 years ago as The Pottery Gazette in Stoke-on-Trent, today Tableware International is still the only truly international trade magazine that serves the tableware industry worldwide across all segments. Published by Lema Publishing Ltd, which delivers retail-focused B2B magazines including Kitchenware International, Gifts Today, Toys'n'Playthings, Greetings Today and Licensing Today Worldwide, Tableware International currently publishes seven times a year. Tableware International has a quality distribution of 15.054 magazines to the world's foremost retailers and retail buyers, as well as HoReCa buyers in 96 countries, in addition to manufacturers, importers and distributors, and is distributed at all relevant tabletop trade shows.

About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products, their exceptional design, perfect functionality and highest quality whet the appetite for wonderful culinary experiences: from preparing and cooking through to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware through to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group headquartered in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since the end of 2016.

Press contact

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