

Geislingen, 17 January 2020

Named "Kitchen Innovation of the Year® 2020":

WMF Ambient Cooling & warming plate and WMF Ambient Multi-plug receive consumer prize



The Ambient Cooling & warming plate and the Ambient Multi-plug from the WMF brand convinced both an expert jury and consumers in a two-stage process: both products have received the coveted prize for "Kitchen Innovation of the Year® 2020 – Outstanding Product". This is awarded by the LifeCare initiative as a sign of the highest recognition for outstanding product performance and high consumer focus. Because WMF has now been recognised for the third time, the brand also receives the special "Gold favourite brand" prize – an award that is only presented every three years.

"We are very pleased that our products from the WMF Ambient series have been chosen as the 'Kitchen Innovation of the Year® 2020', especially because this is also a consumer award. This continues the gratifying series of awards for our successful Ambient product segment. We are very proud that our entrepreneurial courage to create a completely new product segment with WMF Ambient was able to convince both the industry's opinion leaders and consumers in such a short time," says Martin Ludwig, Senior Vice President Consumer Goods, International Strategy & Product Creation at the WMF Group. The award is based on the criteria of functionality, design and material properties, which again confirms WMF's own claim to combine highly functional devices with excellent design.

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Last year, a product in the same category, the WMF Ambient Wine & champagne cooler, also won over the jury. The award ceremony will take place on 8 February at the Ambiente trade fair in Frankfurt.



WMF Ambient Cooling & warming plate

The elegant WMF Ambient Cooling & warming plate is not just stylish in appearance, it is also impressively functional. With its four preset temperature settings between 50 and 110°C, hot foods can be kept hot: it doesn't matter whether it is pizza, quiche, soup or even a low casserole, every dish is kept at its optimum temperature for eating. Thanks to the separate cooling element, however, cheese, fruit or dessert can be kept fresh and at the optimum temperature for up to two hours. The high-quality glass surface is removable, making it easy to clean.

The design of the Ambient Cooling & warming plate reflects the elegance that is typical of WMF, with a casing made of elegant, matt Cromargan®. The WMF Ambient Light, which can be switched on at any time, creates some very special effects: it casts a very special light over the food and surroundings through the use of indirect lighting at the table – with three different brightness levels, it is easy to use with WMF Easy Touch technology.

The WMF Ambient Cooling & warming plate is available from retail outlets at an RRP* of EUR 129.99.

* WMF Group recommended retail price

WMF Ambient Multi-plug

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Multi-plugs are often placed in such a way that they remain invisible. However, the WMF Ambient Multi-plug Pro fits perfectly into any setting. Simple and stylish with a casing made of high-quality Cromargan® and individually controllable Ambient Light, it not only sits perfectly alongside your WMF kitchen appliances, but is also an attractive feature in your living room. The Multi-plug Pro has three sockets and two USB ports for charging smartphones, for example.

The WMF Ambient Multi-plug Pro is available from retail outlets at an RRP* of EUR 29.99.

* WMF Group recommended retail price

WMF Ambient product segment

Cooking and living are moving closer and closer together. This development is shown by the growing popularity of open-plan kitchens that merge into the living space. As a result, high-quality, decorative and practical furnishings are increasingly the focal point of the kitchen. Contemporary trends such as urban/indoor gardening are attracting increasing interest in this new living/cooking combination. With the Ambient product segment, the WMF brand offers the right products for a great atmosphere – in elegant Cromargan® design, stylishly illuminated with the WMF Ambient Light and easy to use thanks to WMF Easy Touch technology. Currently, the Ambient range includes the following products: the Herbs @home Single with matching plant light and its big brother the Herbs @home, a wine and champagne cooler, a cooling and warming plate, the Aroma diffuser and a socket strip.

Kitchen Innovation of the Year® 2020:

Outstanding products not only inspire the consumer with a unique characteristic, they also offer all-round excellent performance. With this in mind, the most popular products from the world of cuisine in 2019 are selected in a two-stage process involving both a jury of experts and consumers. The LifeCare initiative award is a sign of the highest recognition for outstanding product performance and great consumer focus.

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 whet your appetite for wonderful food experiences with their exceptional design, perfect functionality and excellent quality. From preparing and cooking food 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

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performance and cooking with innovative cookware, 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 based in Geislingen an der Steige, which has been part of the French Groupe SEB consortium since the end of 2016.

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