

Geislingen, February 2018

The WMF brand: Germany's first choice for kitchen knives

Whether cutting, chopping or dicing – with WMF knives it is easy to prepare a variety of fruit and vegetables, juicy steaks and even hard nuts for a delicious dinner with friends and family. They convince with their pleasant hold, surprisingly long-lasting sharpness and elegant design. A survey recently published by the German Institute for Service Quality confirmed that customers value the good price/performance ratio and the positive image of the brand, and chose WMF as the most popular kitchen knife brand for 2017.*

Production technology

The WMF brand operates its own knife forge in Hayingen, a small town in the Swabian mountains. In its production processes the company combines traditional forging, where the blades made of special blade steel are forged along their entire length using a forging hammer, with the latest Performance Cut precision technology. During the production process a robot measures each individual blade in order to calculate the optimal cutting angle. A laser then ensures that each knife is ground with extreme precision. There are around 30 work steps in total, from checking the raw material through to production, packaging and shipping. This results in knives of the highest quality with an optimal cutting angle – Made in Germany.

WMF Grand Class knife series

Design, feel and function – all aspects of the WMF Grand Class knives are impressive. The knife series with a modern handle shape sits perfectly in your hand and the traditional riveted design is a sign of the craftsmanship that goes into the forging. The handle, made from high-quality special synthetic material, is seamlessly processed and the blades guarantee extreme and long-lasting sharpness. The WMF Grand Class series comprises 13 different knives and includes all common blade shapes. From the classic chef's knife to the bread and larding knife and the steak or santuko knife – this range is guaranteed to offer the right knife for everyone.

Range and material

Design:	Makio Hasuike
Material:	Forged special blade steel, high-quality synthetic material (riveted)
Prices:	Utility knife 12 cm Carving knife 16, 20 cm Vegetable knife 9 cm Chef's knife 15, 20 cm
Available from:	now



Press release



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, with their exceptional design, perfect functionality and highest quality whet the appetite for wonderful culinary experiences. From preparing and cooking 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 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 belonged to the French Groupe SEB consortium since 2016.

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