

Geislingen, February 2020

WMF Compact Cuisine, WMF Waterkant & WMF Oven collection:

## **WMF receives three awards at the iF Design Award 2020**



Once again at this year's iF Design Award, three products from the WMF brand were honoured – as in 2019. The renowned iF Design Award 2020 was awarded to the WMF Compact Cuisine Cookware series (design: WMF Design Studio), the WMF Waterkant Drinking bottle series (design: whiteID GmbH & Co.KG) as well as the WMF Oven collection (design: WMF Design Studio). The independent, established global iF Design Awards have been presented every year since 1953, with the globally recognised quality seal a marker of excellent design.

"We're very proud of our renewed success at the iF Design Award 2020, because this confirms that the product characteristics of the WMF brand combine award-winning design with excellent functionality. With the WMF Waterkant and WMF Oven collection, we've already won awards for two of our Ambiente innovations that typify our focal topics of sustainability and craftsmanship. We're therefore extremely pleased with the award", explains Martin Ludwig, Senior Vice President International Strategy & Product Creation at the WMF Group.

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### WMF Compact Cuisine

*"Save space – WMF style"*

Clever storage, with no restriction of features – this is precisely what the WMF Compact Cuisine cookware series offers. The high and low casseroles with the same diameter can be stacked inside each other. And the pots also offer impressive functionality: They are equipped with hollow handles that do not get hot, even after long cooking times. The TransTherm® universal base can be used on all kinds of hobs, including induction. Quick heat conduction and optimum heat retention ensure energy-saving cooking. The glass lids also provide a clear view of inside the pot.

Compact Cuisine is manufactured in Germany and consists of highly polished Cromargan® stainless steel 18/10.



### WMF Waterkant

*"Refreshment with style – anytime, anywhere"*

The bottles from the WMF Waterkant series are perfect everyday companions, which – thanks to three individually interchangeable drinking attachments, various materials and different sizes – can be adapted not only to every taste but also every requirement. This means that the Waterkant bottles and attachments can be combined as required. Reusable drinking bottles are now more than just a lifestyle product – anyone who owns one has chosen an environmentally friendly and sustainable alternative to drink cans and single-use bottles. And they can also save money. "To-go"

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drinks are still in great demand – with Waterkant, the WMF brand is offering both a stylish and functional alternative to single-use products.



### WMF Oven collection

*"Oven-baked dishes at their finest"*

The WMF Oven collection shines with a tasteful wooden serving frame, creating a sensation at the table. The Oven collection is available in two versions incorporating the unique WMF technology, both of which offer impressive special features: The WMF Fusiontec Oven series is modular, multi-functional and representative – the WMF Profi Resist Oven collection is scratch resistant, stackable and heat resistant.



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### **About the iF Design Award**

For over 65 years, the iF Design Award has been a globally recognised trademark when it comes to excellent design. The iF brand is internationally established as a symbol for outstanding design achievements. The iF Design Award is one of the most important design prizes in the world. It recognises design achievements in all disciplines: Product, packaging, communication and service design/UX, architecture and interior design as well as professional concept.

### **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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