

Press release

Geislingen/Steige (Germany), 29 March 2023

SEB Professional Experience Centre raises integrated customer experiences to a new level
Unique showroom concept for all SEB Professional brands

With the opening of the new Experience Centre in Geislingen an der Steige SEB Professional is bringing its entire range of solutions for the commercial sector together under one roof. This includes products from WMF Professional Coffee Machines, Schaerer and Curtis as well as from WMF Professional Hotel Equipment and HEPP. The areas Digital & Service and a training centre for product and coffee expertise round off the offering at the 700-square-metre showroom. Martin Zouhar, Executive Vice President SEB Professional Coffee Machines explains the concept: “The SEB Professional Experience Centre is far more than just exhibition space. It is an experience centre, offering wide-ranging possibilities to exchange ideas. Meetings with national and international customers, internal team meetings and events, product presentations or press events – the list of possible uses is long and varied. And so we see the SEB Professional Experience Centre as a key element in our future communications strategy.”

Customers and partners of SEB Professional have always experienced the company’s numerous premium offerings in a very individual manner – for example during a meeting at a trade fair, by visiting a local showroom (such as the WMF Showroom in Hamburg, which opened in 2022) or in the course of an online consultation in the virtual showroom. The new SEB Professional Experience Centre adds a new dimension to this broad range of communication options: with exhibition space of 700 square metres, it offers visitors comprehensive brand expertise – from WMF Professional Coffee Machines, Schaerer and Curtis to WMF Professional Hotel Equipment and HEPP.

In the entrance area of the SEB Professional Experience Centre, visitors can see products from the past and gain exciting insights into the history of the various brands. At the first stop on the visitors’ tour, WMF Professional Coffee Machines presents a wide selection of fully automatic speciality and filter machines as well as WMF espresso, a semi-automatic portafilter concept. A special highlight is a “transparent machine“ which reveals the entire inner workings of a modern fully automatic coffee machine.

The area “Digital Solution“ follows on seamlessly and shows how digital solutions can help customer expand their business. Various applications

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demonstrate tried and tested contactless payment functions, the visualisation and analysis of machine data and convenient remote access to the fully automatic, networked coffee machines in the SEB Professional Experience Centre. The next stop for visitors is the Global Service area, which presents the comprehensive services and expertise of the WMF service team. After enjoying a break in the coffee lounge, customers can get to know the Curtis range of machines, followed by the Schaerer brand world, where they learn how the Schaerer machine portfolio can be tailored flexibly to individual customer requirements.

Opposite the coffee lounge is an auditorium with room for up to 30 persons and ideal for meetings and presentations. Finally, you enter the exhibition areas of HEPP and WMF Professional Hotel Equipment. These two premium brands from the Hotel division are among the top companies for modern and refined tableware and delight with cutlery, hollow-ware, glass and porcelain. Particular areas of focus are the new HEPP cutlery range TRILOGIE, the porcelain series WMF SYNERGY and the lifestyle collection WMF STYLE LIGHTS.

At the end of their tour, visitors reach the training centre for product and coffee expertise with its comprehensive and attractive range of further training options for customers, partners worldwide and employees, for example in-depth coffee tasting sessions and product training courses or interactive, multi-sensory information and touch-screens on the topic of coffee.

Image requests

You can download images here: <https://aboutwmf.com/de/download/seb-professional-experience-center/>

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About WMF

WMF, which is short for Württembergische Metallwarenfabrik, is a leading premium supplier of household products, professional coffee machines and hotel equipment. WMF stands for innovation based on tradition and impresses with development and design "Made in Germany". Under the brand names WMF, Silit and Kaiser, the company offers products for preparation, cooking, food, beverages and baking for home use, while business customers, in particular from the restaurant and hotel industry, can choose from product lines for the preparation of coffee, the perfectly laid table and buffets under the brand names WMF, Schaerer, Curtis and Hepp. WMF products are available in more than 120 countries, and the company has over 6000 employees. In Germany, Austria and Switzerland, but also in the rest of Europe and worldwide, for example in China, WMF operates a total of around 350 own stores. The

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company was founded in Geislingen an der Steige in 1853 and became part of the French SEK Group at the end of 2016.

For more information, see www.wmf.com