

PRESS RELEASE

Geislingen/Steige (Germany), 17 February 2026

SEB Professional Launches WMF Coffee Machines for Small to Medium Workplaces

SEB Professional, via WMF Professional Coffee Machines, is making professional-grade coffee more accessible than ever. Compact, user-friendly, and designed for small- to medium-sized spaces, the new machines bring WMF's renowned quality, intuitive operation, and attractive design to offices, B&Bs, cafés, and self-service areas.

"We are proud to introduce these new models, bringing the reliability and premium coffee experience of WMF to smaller spaces and new customer segments," said Geoffroy Rupprecht, VP Strategic Marketing at SEB Professional. "Our goal was to design machines that are compact, intuitive, and versatile, delivering professional-grade coffee in formats that perfectly suit small offices, B&Bs, and other emerging professional environments."

Meeting Rising Expectations for Quality Coffee

Today's consumers, employees, and guests expect high-quality coffee not only in cafés but also in offices, educational institutions, hotel breakfast bars, and self-service venues. Managers and business owners need compact, reliable, and easy-to-use machines that maintain professional-level quality. These three new WMF models bridge the gap between consumer-grade appliances and full professional machines, making premium coffee accessible in smaller-scale environments.

Introducing the Three New Models

WMF Perfection OFFICE – Space-Saving Design, Reliable Performance, and Professional Service

The **WMF Perfection OFFICE** is WMF's most compact solution for the semi-professional and entry-level market, delivering up to 40 cups per day. It combines high-quality materials, award-winning design, and a comprehensive range of accessories and cleaning products, making it ideal for smaller offices, waiting areas, and a variety of hospitality venues. Designed with confined spaces in mind, its minimalist dimensions allow it to fit seamlessly into office kitchens or cupboards. As an entry-level machine, it benefits from WMF's professional service concept, which includes an extended warranty, premium after-sales support, and direct access to a dedicated Consumer Service Agent with priority processing.

WMF Elevation 10 – User-Friendly Operation, Intuitive Maintenance, and Powder Beverage Options

The **WMF Elevation 10** brings professional-grade coffee to smaller offices, educational institutions, reception areas, and self-service zones in guest houses or

small hotels. With a daily output of up to 50 cups, this fully automatic, compact machine offers a wide beverage range through both bean and powder options. Key features include a 7-inch touch display, hot water dispenser, and the WMF Basic Milk System for warm milk and fine foam. Optional telemetry via **WMF CoffeeConnect** and simple milk system cleaning via **Click+Clean** make it highly intuitive for daily use. For specific markets, the Elevation 10 can be configured with a **10-inch screen and a steam wand**, offering additional flexibility and premium functionality.

WMF Peak 50 – Versatile Beverage Options, Easy to Maintain, and Unmatched Flexibility

The **WMF Peak 50** is a best in class for the segment with a daily output of 80 cups. It offers a wide beverage selection including powder options, a double coffee spout, Americano function, fixed water connection, and a 2-boiler system for faster preparation. Its sleek design, fast serving, and consistently high coffee quality make it ideal for medium-to-large offices, small restaurants, cafés, hotels, large reception areas, and convenience stores offering coffee as a side service. Convenience is maximized with automatic milk system cleaning via **Click+Clean** and the **Clean Place** concept, eliminating the need to dismantle the milk frother. Unique to this model is the **Coffee Versatile** concept, which allows filter-style coffee alongside a full range of specialty beverages, offering unmatched flexibility in its segment.

The WMF Elevation 10 and WMF Peak 50 will enter the market in phases to ensure optimal availability and service readiness. The launch will begin in China in February 2026, followed by a rollout across the broader APAC region and Europe. The United States and the remaining global markets will join next, enabling customers worldwide to benefit from the enhanced performance and convenience of these innovative WMF machines.

Image request: Images can be downloaded here: <https://aboutwmf.com/en/download/seb-professional-launches-wmf-coffee-machines-for-small-to-medium-workplaces/>

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About SEB Professional

As part of Groupe SEB, SEB Professional is a global leader in beverage equipment solutions, committed to delivering innovative products that meet the evolving needs of the foodservice industry. From coffee to fresh juice, our portfolio of brands (WMF, Schaeerer, Curtis, La San Marco and Zummo) sets the standard for quality, performance, and sustainability. Since our inception, our mission has been to leverage the experience of consumers and professionals with cutting-edge technologies that make every cup and drink memorable.

About Groupe SEB

World reference in small domestic equipment and professional equipment, Groupe SEB operates with a unique portfolio of 45 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 350 million

products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and client service. Present in over 150 countries, Groupe SEB generated more than €8 billion sales in 2024, including 1 billion in the professional business, and has more than 32,000 employees worldwide. Find us on www.groupeseb.com