

PRESS RELEASE

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SEB Professional Beverage celebrates outstanding innovations at Prague Commercial Partner Event 2026

SEB Professional hosted a highly successful two-day professional event in Prague on January 19 and 20, welcoming partners and industry professionals for an inspiring showcase of innovation, technology and brand excellence. The event marked the presentation of different innovations from WMF, Schaerer, La San Marco and Zummo and reinforced SEB Professional's position as a strong leader in professional coffee and beverage solutions.

A big highlight of the event was the presentation of the new coffee machines WMF Peak 50 and WMF Elevation 10. They represent the next generation of entry-level professional coffee machines, combining smart technology, modern design and reliable performance. Manufactured at SEB Professional's new state-of-the-art production facility in Shaoxing, China, the new coffee machines are designed to be used in small to medium-sized spaces. They bring WMF's renowned quality, intuitive operation, and attractive design to offices, B&Bs, cafés, and self-service areas. The machines attracted strong interest, underlining SEB Professional's commitment to continuously raising standards across all customer segments.

SEB Professional Beverage has a clear ambition: to shape the future of professional coffee and beverage experiences. Not by following trends, but by setting standards. Across coffee, juice and beyond. Across technologies, markets and use cases. With the understanding that one professional world comes with many different needs, SEB Professional positions itself as one strong partner, delivering tailored solutions through a powerful brand portfolio incorporated with innovative digital solutions and a strong service network. In line with this ambition, the Prague Commercial Partner Event 2026 also delivered a comprehensive showcase of innovations from across the entire SEB Professional Beverage brand universe. Guests explored the latest developments and solutions from WMF, Schaerer, La San Marco and Zummo, like new functionalities for the semi-automatic portafilter machine WMF espresso NEXT, the new cool brewed function for the WMF 1500 F and the innovative 2-step ice machine operation solution from Schaerer.

Live demonstrations, expert presentations and hands-on product experiences created a dynamic and engaging atmosphere, allowing attendees to experience both the new innovations and the broader SEB Professional portfolio.

"The success of the Prague Commercial Partner Event 2026 reflects the strength of our partnerships and our commitment to innovation. Over two exceptional days, we introduced Elevation 10 and Peak 50 — among other innovations — which received a very positive response."

Believe in innovation, believe in partnership.

Radek Matuszewski, VP Coffee Europe/UK, Nordics & Eastern Europe

Image request: Images can be downloaded here: <https://aboutwmf.com/de/download/seb-prague-commercial-partner-event-2026/>

You can also download the images from our media portal <https://press-n-relations.amid-pr.com> (search term: SEB-Prague-Event-2026).

More Informationen:

WMF GmbH
Mirjam Sauter
Global Communication & Content Manager
GBU Professional Coffee Machines
WMF Platz 1 – D-73312 Geislingen
presse.pcm@wmf.com – <https://www.wmf.com>

WMF Pressoffice

c/o Press'n'Relations GmbH
Monika Nyendick und Natasa Forstner
Magirus-Deutz-Str. 14 – D-89077 Ulm
Tel.: +49 731 146 156-70
wmf@press-n-relations.de
<https://www.press-n-relations.de>

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, Schaerer, 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