

Press Release

Mix and Match: Maximum Design Freedom for Kitchen Planners and Customers

Gelsenkirchen/Löhne, 15 September 2017. Küppersbusch customers can now not only personalise the design of their built-in appliances; they are also completely free in their choice of model and can combine appliances from the different product worlds of Comfort+, Premium+ and Profession+. This is all made possible with the new Küppersbusch oven platform: when the appliances were developed, the panels and the handles of the 60-cm and 45-cm high models were designed so that a consistently uniform design was guaranteed, even when an oven from the Profession+ segment was combined with a basic microwave oven model from the Comfort+ segment. The three product worlds are mainly distinguished by their features and their control concepts: the basic models in the Comfort+ product line feature simple handling and functional clarity. With their clever technical details and features, Premium+ appliances blend perfectly into sophisticated kitchens and the appliances of the Profession+ product world meet even the highest of standards with a number of innovations and product features from professional kitchens.

In a combination with Küppersbusch Individual, which offers a choice of three appliance fronts in black, white and grey and 12 different design kits, the new Mix and Match range gives kitchen planners and customers maximum design freedom.

New functionality

The new Küppersbusch oven functionality addresses the individual needs of users: those who take a "conventional" approach choose from one of the many oven functions (such as top and bottom heat or convection) and set the temperature and time themselves. There is also the option of selecting special functions such as fermenting and regenerating, and of selecting automatic programs. For the automatic programs, numbering up to 100, users decide between pasta, fish, meat, vegetables and dessert, after which the weight and the cooking mode of their choice is entered. The oven then determines the appropriate function and time, thus guaranteeing perfect results.

Küppersbusch

FÜR KÜCHEN MIT STIL

Küppersbusch ovens adapt to the individual cooking habits of their users: the favourite function, programs and recipes can be saved in a favourites file to be quickly accessed from the home screen.

Smart cooking with K-Connect

Ovens in the Profession+ product line are WiFi-enabled and can be remote-controlled with the K-Connect app. And the app also offers more exciting options: the search function will take a user to a large selection of recipes which can be conveniently sent to the oven. The program settings are also delivered and can be sent to the appliance at the tip of a finger.

Intuitive controls

The Küppersbusch ovens in all the product lines have TFT colour displays. Special focus was given to intuitive operating controls. In this context, Küppersbusch chose symbols that users are already familiar with in other applications (for example a star is the symbol for "favourites"). The clearly arranged menu structure also makes handling the appliances easier. Another benefit: the high-resolution displays are perfectly legible when viewed from any angle – irrespective of how the appliances are installed.

Perfect cleanliness: the ökotherm® oven catalyst

The unique ökotherm® oven catalyst ensures that the oven is kept clean even during a cooking process. Baking and roasting odours in the kitchen are a thing of the past. The fan impeller is the main element: it ensures optimal air circulation and heat distribution in the oven, thus guaranteeing that food is perfectly cooked at several levels – without the flavour or the odour being transported from one type of food to another. This process releases energy which is returned to the oven and used for baking and roasting. This does more than save on energy; it also ensures that the air in the kitchen is noticeably fresher and less polluted with grease. An important factor in open-plan kitchens.

XXL oven interior

The XXL oven offers lots of space for baking and roasting on five levels: it has a volume of 70 litres. A practical feature: the baking trays of the 60-cm ovens also fit in the 45-cm ovens and steam cookers.

Küppersbusch

FÜR KÜCHEN MIT STIL

Picture captions



03_A_Kueppersbusch_Backofen

The new Küppersbusch oven range features individuality, intuitive operating controls and functional technology.



03_B_Kueppersbusch_Backofen

Mix and match: With Küppersbusch, appliances from different product worlds can now be combined with one another. The universal shape of the panel and handle design makes this possible. In the picture: oven from the Profession+ segment, compact appliances from the Premium+ segment.



03_C_Kueppersbusch_Backofen

Intuitive and functional. The new menu structure means no more operation instructions.



03_D_Kueppersbusch_Backofen

The K-Connect app is much more than merely a remote control. For example, recipes for which program settings can also be delivered and sent direct to the oven are stored here as well.

Küppersbusch

FÜR KÜCHEN MIT STIL



03_E_Kueppersbusch_Backofen

The unique ökotherm® oven catalyst ensures that the oven is kept clean even during a cooking process. Baking and roasting odours in the kitchen are a thing of the past.

On the company

In 1875 Küppersbusch launched a first oven on the German market. Even today the long-established company is firmly rooted in the Ruhr region – or to put it more exactly, in Gelsenkirchen – and has progressed to become an international supplier of premium kitchen appliances. Küppersbusch is rated among the premium brands in around 40 countries when it comes to equipping private and professional kitchens. The Küppersbusch brand combines the industrial legacy of a sound origin with timeless design and stylishly confident individuality. It is intended for consumers consciously seeking an alternative to mass. As a full-range trader, Küppersbusch offers everything from ovens to sinks from a single source. The company regularly wins national and international design awards for the design of its kitchen products. In 2017 Küppersbusch won the German Brand Award in Gold for consistent market leadership and sustainable brand communication.

For more information:

Küppersbusch Press Office

Melanie Prüsch

T: +49 471 4838 9895

M: +49 179 7632 399

E: m.pruesch@puls-pr.de

www.kuppersbusch.com