

Press release

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Red Dot and iF Design: WMF Professional Coffee Machines wins prestigious design awards

This year, the Red Dot Design Award and the iF Design Award go to the WMF espresso NEXT semi-automatic portafilter machine. Martin Zouhar, Executive Vice President SEB Professional PCM and Hotel at WMF, is delighted: “For decades, the WMF brand has stood for distinctive, timeless design, German engineering and state-of-the-art technology. Both the Red Dot Design Award and the iF Design Award underscore this claim. I would like to thank the entire team for their excellent work on this project.”

Award-winning design concept

Simple and intuitive operation, sophisticated design and a distinctive hint of tradition: for the jury of the Red Dot Design Awards, the “rock-solid workmanship and high-end appearance with glass and stainless steel elements” of the WMF espresso NEXT were reason enough to make it the reddot winner 2024.

The judges of the iF Design Award found not only the outstanding design but also the emotional customer experience offered by the semi-automatic portafilter machine convincing. Their opinion: the “symbiosis of traditional coffee preparation and automation in perfection” makes the WMF espresso NEXT a “Barista Experience for everyone”. This prize-winning design was developed and implemented in cooperation with long-term partners designship GmbH. The creative minds from this design studio, which is based in Ulm, already played a leading role in the creation of the predecessor model, the WMF espresso, in the year 2015.

Next Level Barista Experience

For WMF Professional Coffee Machines, winning the prestigious Red Dot and iF Design Awards reinforces the company’s aim of taking its successful concept of process-reliable barista culture to the next level with the WMF espresso NEXT. This includes new features for automated processes in coffee preparation and milk dosing as well as simple and intuitive operation of the machines. At the same time, the aesthetic and dynamic machine design underscores the genuine barista feel. “The WMF espresso NEXT combines the best of two worlds: all the benefits and emotionality of a traditional portafilter with the undeniable advantages of a modern, fully automatic coffee machine,” says Geoffroy Rupprecht, Vice President of Strategic Marketing, WMF Professional Coffee Machines.

All award-winning designs are presented on www.red-dot.org and ifdesign.com.

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Request for images: image material is available for download here:

<https://aboutwmf.com/en/download/this-year-the-red-dot-design-award-and-the-if-design-award-go-to-the-wmf-espresso-next-semi-automatic-portafilter-machine/>

Further information:

WMF GmbH
 Mirjam Sauter
 Global Communication & Content Manager
 GBU Professional Coffee Machines
 WMF Platz 1 – D-73312 Geislingen
 Tel.: +49 73 31 25 7314
 presse.pcm@wmf.com – <https://www.wmf.com>

Press and public relations:

WMF Pressebüro
 c/o Press'n'Relations GmbH
 Monika Nyendick and Frank Wagner
 Magirus-Deutz-Str. 14 – 89077 Ulm, Germany
 Tel.: +49 731 96287-30
 wmf@press-n-relations.de
<https://www.press-n-relations.de>

About WMF

For over 170 years, WMF has been dedicated to achieving the perfect balance of design, functionality and quality. In its field, WMF Professional Coffee Machines is one of the world's leading suppliers, and it aims to be first choice worldwide for professional coffee solutions. The "Made in Germany" quality seal guarantees premium products and innovative strength combined with the highest performance and reliability. As a result, WMF Professional Coffee Machines offers just the right concept for every business model in the coffee sector – from high-performance fully automatic machines for coffee specialities and filter machines right through to semi-automatic portafilters and innovative digitalisation concepts. Moreover, national and international customers alike benefit from high-quality consulting and service, based on the largest in-house service organisation for professional coffee machines in Europe. In 2016, the WMF brand became part of the French SEB Groupe.