

## Press Communiqué

### **Built-in vacuum cleaner BVC 10 to be part of this year's ambiente Solutions selection**

**Gröbenzell, January 2020. Every year at the ambiente in Frankfurt, a special presentation called Solutions takes place. There, Sebastian Bergne, a renowned London industrial designer, presents select, particularly useful and carefully considered products from the kitchen and household sector. This year, the ritter built-in vacuum cleaner BVC 10 has made it into the selection of Solutions 2020.**

The special exhibition will feature products that qualify themselves for their unique design and functional details. Thus, ordinary products are turned into exceptionally useful, efficient kitchen and household aids. The built-in vacuum cleaner BVC 10 represents just that: being "only" a vacuum cleaner, but one that is elegantly and space-savingly installed in the kitchen socket. That way, it is very easy to operate and always ready for use.

The BVC 10 built-in vacuum cleaner replaces the cumbersome use of a standard vacuum cleaner in a particularly efficient way. If you no longer feel like bending down to sweep up dirt or if you are tired of dragging a mobile vacuum cleaner around your home, this device is just the right appliance for you. Crumbs and dust are simply swept in front of it, the stainless steel button is briefly tapped with the tip of your foot and the suction mechanism gets activated. A few seconds later, the dirt vanishes. With its quite low overall height of only 10.5 centimetres, the device can be installed in almost any socket. All you need is an exact cut-out in the skirting board and an average 230-volt power connection.

All the products that are part of the Solutions selection will be on show in the foyer of Hall 4.0 at the ambiente trade fair. Of course, the BVC 10 built-in vacuum cleaner will also be on display at our own stand. You can find us in hall 3.1 stand B 10.

#### **About ritterwerk:**

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: [www.ritterwerk.com](http://www.ritterwerk.com)