

## Press Communiqué

### Heavy metal for the kitchen

**Folding full metal icaro<sup>7</sup> food slicer receives its début at the IFA 2013/Market leader ritterwerk continues to rely on functionality and the Bauhaus tradition for its food slicers**

**Berlin/Munich/Gröbenzell, 1st August 2013. The first foldable food slicer in full metal design from ritterwerk: At this year's IFA in Berlin, the Bavarian manufacturer of household appliances debuted its new food slicer, the icaro<sup>7</sup>. "During the development process, we used our experiences from our many years of collaborating with the kitchen industry. The icaro<sup>7</sup> therefore meets the requirements of the modern kitchen and, above all, our customers' wishes," says Michael Schüller, the managing director of ritterwerk.**

True to ritterwerk's company tradition, the design of the icaro<sup>7</sup> owes a debt to the Bauhaus ideals. In the case of the new food slicer, this primarily means that the focus is on the function, with the design meeting these requirements accordingly. The device is therefore foldable, and so can be folded up and stored after use to save space.

In terms of material, a full metal construction was chosen. "The full metal construction lends the icaro<sup>7</sup> a stability that improves the cutting results and ensures safety during cutting," explains Schüller.

Other functional details highlight its user friendliness: the bayonet quick-acting lock means the blade can be removed easily, without the need for tools, thus facilitating an easy cleaning process. Furthermore, there is room for extra-large pieces of food on the broad-surfaced slicing board. A child safety lock with a two-finger switch-on system reduces the risk of injury.

As with all ritterwerk products, icaro<sup>7</sup> is produced in Germany. "While certain competitors are increasingly relying on production sites in China, the 'made in Germany' principle is firmly embedded in our company philosophy," says Michael Schüller. The demand from consumers proves that ritterwerk has the right philosophy: the household appliance manufacturer is the market leader in Germany in the field of electrical household food slicers and small in-built kitchen appliances.

Featuring details of the icaro<sup>7</sup> by ritterwerk:

- full metal construction
- silver metallic
- foldable supply table
- serrated blade with polished edge, 17 cm
- slice thickness adjustable up to approx. 14 mm
- safety lock for children, two-finger switch-on system
- switch for intermittent and continuous operation
- divisible carriage for space-saving storage, even when slicer is folded
- carriage way approx. 20 cm
- food collecting tray
- cable storage

**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.

ritter is market leader in Germany in electrical slicing machines and small built-in kitchen appliances. 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)