

Press Communiqué

110 years of ritterwerk: Bauhaus tradition as a recipe for success

Bauhaus is more than just design tradition for the household appliance manufacturer / ritterwerk sets standards for durability

Munich / Gröbenzell, 16th December 2014. Bauhaus does not just stand for bold, rational and functional designs in art, architecture and design. As well as the appearance, the maxims of Bauhaus design include simplifying everyday life and using long-lasting materials. ritterwerk GmbH has committed itself to these Bauhaus ideals: For more than 100 years, these ideals have been a firm tradition for the household appliance manufacturer from Gröbenzell. Bauhaus does not just stand for design here. It is also the measure for materials and employee policies.

Beginnings: From knife cleaning to multi-slicer

Franz Ritter founded ritterwerk in 1905 in what is now the Pasing district of Munich and initially produced knife cleaning machines. After the introduction of stainless steel, he developed one of the first domestic bread slicers in the world, the “B 50”, about 30 years later. In 1968, the first electric multi-slicer followed from ritter. And the world’s first build-in kitchen appliance also came from the company. At this point, Hans Koch, the son-in-law of the founder, is still the managing director. In 1969, the company is sold to the Braun family. Initially, Georg Hohm is responsible and then later Karl Lohr, who passed the company onto today’s managing director Michael Schüller in 2005. “Even when our product range and its design has continually changed in the last 110 years, ritterwerk still has the same ideals regarding quality and sustainability that Franz Ritter and his employees exemplified back in 1905,” says Schüller.

Bauhaus design: The masters of clear forms and ideas

ritterwerk has broken away from other household appliance manufacturers, especially in its design tradition which has followed the teachings of Bauhaus for decades: Between 1967 and 2005, Karl Dittert was responsible for appliance design. As a former student of Hans Warnecke, who was a professor of Bauhaus, Dittert designed and developed timeless electrical appliances for ritterwerk, such as countless multi-slicers and an electric knife and household products such as a garlic and onion press and a tenderiser with vegetable slicer. In the clear lines of Bauhaus, the appliances follow the idea of “form follows function” in terms of their functionality and design. As free-standing or built-in appliances, they make everyday life easier for their users – and for many years, due to their high quality.

Munich product designer Martin Dettinger also holds true to these maxims. He has applied the design tradition of the company to new products since 2005. Longevity also plays a central role in Dettinger's product design. Multi-slicers, toasters, kettles – they are all intended to be timeless in appearance and long-lasting due to their high material quality. But should something go wrong, customers can get their ritter products repaired in the company's own repair shop, even after decades. Even old appliances, which are no longer for sale, are still repaired by ritter by hand.

Made in Germany

As well as the Bauhaus ideals, ritterwerk is also completely committed to the ideal of "Made in Germany". For this reason, not only are the kitchen appliances produced in Gröbenzell. The forms and tools, with which suppliers from the region produce the individual components, are also made here. "We only manufacture in Germany. But it is not just the site that provides our knowledge and, therefore, our competitive edge. Our employees also play a major role here. For this reason, employee retention is very important to us. Many of our employees have worked for us for decades," says Schüller.

The long company history and tradition prove that the recipe for success of ritter is right. ritterwerk is constantly expanding its portfolio. In the past years, the company has won several renowned prizes and awards with its design strategy. And in the process, ritterwerk has remained true to the Bauhaus ideals in terms of form, colour and appearance, even with the narrow volcano 5 toaster and fontana 5 kettle, the latest members of the ritter product family.

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