

## Press Communiqué

### **From food slicers through toasters to bread bins: kitchen helpers are increasingly disappearing from the worktop**

Household appliance manufacturer ritterwerk installs kitchen appliances in drawers / Built-in appliances save space and create order

**Munich / Gröbenzell, 5 March 2016. The worktop used to be crammed with household appliances, but today the practical kitchen helpers are increasingly disappearing into drawers and cupboards. The fridge and dishwasher concealed behind the kitchen cupboard facades has long been the standard in German kitchens. With ritter, kitchen appliances such as toasters, food slicers and even the bread bin can also be installed in drawers and cupboards to save space.**

"The fittings of a modern kitchen generally include a whole range of bulky household appliances which often take up a lot of space on the worktop. We build many of these appliances into kitchen drawers using special flap mechanisms. They are thus always handy and ready to use, but take up a lot less space," says Michael Schüller, Managing Director of the household appliance manufacturer ritterwerk in Gröbenzell near Munich, which is among the leading providers of built-in solutions in the kitchen.

According to ritterwerk, built-in appliances are in keeping with current trends. The long-standing Bavarian company's range itself even includes a built-in bread bin, alongside a built-in toaster and a built-in food slicer in a wide variety of models. In addition to saving space on the kitchen worktop, built-in appliances offer other benefits: "The appliances are permanently wired in the drawers. This allows customers to avoid the constant search for a free plug socket or cable spaghetti on the worktop and it always looks nice and tidy. In addition, the position in the drawer protects the appliances against greasy kitchen vapours and thus makes them easier to clean," says Schüller.

#### **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)