

## Press Communiqué

### Well planned is half cooked

Built-in appliances create space in the kitchen / Proper planning increases efficiency and cooking convenience

**Munich / Gröbenzell, 05.07.2016. Whether cooking in your own home falls easily under the hand or is more laborious depends crucially on the design of the kitchen, because the cooking surfaces and worktops are often crammed with bulky household appliances or the kitchen appliances are in hard-to-reach positions. Built-in kitchen appliances are a practical and at the same time elegant solution here. The household appliance manufacturer ritterwerk recommends seeking advice from an expert when planning a kitchen.**

Useful kitchen helpers such as food slicers or toasters, although they make life easier in the kitchen, take up a lot of space. ritterwerk had already begun installing kitchen appliances as built-in appliances in cupboards and drawers decades ago. "When the electrical appliances are hidden in the drawers, more space is permanently created on the worktop. At the same time, the appliances are always handy and ready to use. Both of these things help to optimise the work flows in the kitchen," says Michael Schüller, Managing Director of the household appliance manufacturer ritterwerk in Gröbenzell near Munich.

Customers should seek professional advice from an experienced specialist dealer when planning a new kitchen. "Many specialist dealers and kitchen planners are aware of ritterwerk's built-in appliances and know what the installation options are. For example, two appliances can be combined into one drawer if the drawer is sufficiently large. Elegant solutions for supplying power to the drawers can also be found with professional help," explains Schüller. In addition, with joint planning together with the customer, the specialist dealer can individually address the customer's cooking habits and needs. Each built-in appliance is thus placed where it best optimises the work flows in the kitchen.

ritterwerk also extends the warranty on its built-in systems from two to five years. The condition for this is that the built-in appliance was purchased as part of a work contract and was installed by qualified personnel.

#### **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.