

Press Communiqué

Your elegant helper for everyday kitchen chores comes with a powerful motor: food slicer serano 5

ritterwerk, a manufacturer of household appliances, presents its new serano 5 slicer at the Ambiente 2017 in Frankfurt

Munich / Gröbenzell, 17th January 2017. With its new serano 5 food slicer, ritterwerk further strengthens its position as a specialist for cutting devices. This novel product will make its first public appearance in February. “serano 5 uses a sturdy, solid metal body, thus aiming for supreme durability. Because sustainability becomes more and more important,” says Michael Schüller, the general manager of the household appliances manufacturer ritterwerk.

ritterwerk will present its new serano 5 food slicer to an expert audience at this year’s Ambiente in Frankfurt. Interested persons are invited to view this household slicer from 10 to 14 February 2017 at booth B10 in the show’s hall 3.1.

The semi-professional food slicer is powered by a strong and particularly quiet 130-watt direct-current motor. Its special feature: The direct-current motor is extremely torquey. Furthermore, short-term operation doubles to ten minutes compared with an alternating-current motor. This gives the motor a higher degree of efficiency – less energy is converted to heat and the device can be operated longer without interruption. It only requires a cooling phase every ten minutes. Additionally, its powerful motor and angled slicing base facilitate the slicing of bread, cold meats, cheese, fruits and vegetables without undue effort. The easy-going carriage can be removed for easy and comfortable cleaning. Products can be sliced to a thickness of up to 23 millimeters. The device’s solid metal finish guarantees excellent stability and a long service life.

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