

Press Communiqué

Shred, puree, foam, stir: first wireless hand blender out of the drawer

The household appliance manufacturer ritterwerk introduces new wireless built-in hand blender ESM 50 for the first time publicly at the interzum 2017 in Cologne

Munich / Gröbenzell, 11 May 2017. The range of built-in appliances from ritterwerk is getting an addition: with the new built-in hand blender ESM 50 the household appliance manufacturer from Gröbenzell is further expanding its position as a specialist for built-in appliances. “Intensive work has paid off. A multifunctional hand blender that is not only always at hand, but is also quickly and easily ready for use without annoying cable has come into being,” says Michael Schüller, managing director of the household appliance manufacturer ritterwerk.

ritterwerk is presenting itself at this year’s interzum in Cologne with a product innovation and bringing the heretofore only built-in hand blender on the market. High material quality plays a great role at ritterwerk. The housing consists of high-quality, stable metal, while the handle is made of plastic in favour of more convenient ergonomics. Although the built-in hand blender ESM 50 will only be available in the spring of 2018, even now visitors can examine the elegant hand blender in timeless design from 16 to 19 May 2017 at the trade fair in Hall 7.1 at Stand A 40/B 41.

A battery that packs a punch

Rummaging around for a long time in deep kitchen cabinets has come to an end. The hand blender’s charging station is firmly mounted in the drawer, so the hand blender is always well-stowed and yet ready at hand. ESM 50 is wireless for greatest possible free movement when cooking, because it has a battery that is recharged in the charging station when it is not in use. The battery level can always be read with the capacity indicator in LED. But also during longer rest periods the intelligent charging technology ensures a long service life, because the battery is recharged slowly without being overcharged. But if the battery should ever have a defect, the entire hand blender does not have to be thrown away. Because: a replacement battery can be reordered directly from ritterwerk (e.g. in the online shop for spare parts) and built-in.

New switch-on system for more safety

The topic of safety also does not come off badly with the hand blender, because it has a 2-finger switch-on safety system. The appliance does not start if only the unlock key is pressed. The hand blender runs a maximum speed only if the power-on key is also activated at the same time. Two other speed levels can then be selected with the aid of a through-connection system. The unlock key is released to turn the appliance off. As protection against overloading, the appliance automatically shuts off after four minutes of continuous operation or in case the blade is blocked.

Four attachments and three speed levels for different results

Due to its three speed levels and four different attachments, the ESM 50 enables varied methods of preparation and is easy to operate. For instance, the hand blender can shred, puree, foam and stir different foodstuffs. Depending on how fine the respective foodstuff shall be processed, you can choose between three different speed levels. As a standard attachment, the universal cutter primarily serves to shred and puree most foodstuffs. In contrast, the whipping disk makes foodstuffs foamy and fluffy. So it is ideal for whipping cream. For meat, fibrous vegetables such as asparagus or spinach, or fruit such as pineapples, ritterwerk recommends the cutting knife. The stirring disk is the right choice if thick, creamy dishes featuring mayonnaise, sauces or mash are to be stirred. The attachments can be removed and cleaned after each use.

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