

Press Communiqué

New year, new product: The first cordless hand blender by ritterwerk

Household appliance manufacturer ritterwerk publicly presents cordless hand blender vertico 7 for the first time at the ambiente 2018 in Frankfurt

Gröbenzell / Frankfurt, 14 December 2017. Milling, puree, foaming, mixing: With the new vertico 7 hand blender, ritterwerk is strengthening its position as household appliance manufacturer with products “made in Germany”. The new product will be presented for the first time in February. “From the idea, the first sketches, all the way to the finished product, over the last two years in Gröbenzell, a multifunctional hand blender has emerged. One that is quickly and easily ready to use without an annoying cable, but lasts long and is sustainable thanks to its changeable battery”, says Michael Schüller, Managing Director of the household appliance manufacturer ritterwerk. With this, the traditional company is expanding its selected design range.

At the ambiente 2018 in Frankfurt, ritterwerk shows the trade public its new vertico 7 hand blender for the first time. As with all ritter products, this appliance has a high quality of materials and consists, for the most part, of high-quality and stable metal, while the handle is made of plastic in favour of comfortable ergonomics. Although the elegant kitchen helper will probably only be available in the second quarter of 2018, visitors can already examine the blender in its timeless Bauhaus design from the 9th to the 13th of February 2018 at the fair in hall 3.1 at stand B 10.

Twisted or too short cables, or even cables which run across the stove are passé: Thanks to its battery operation, the cordless hand blender guarantees absolute freedom when cooking. You can see the current charge status of the battery on an LED display. The lithium-ion battery can be carefully and slowly charged without overcharging it, thanks to intelligent charging technology. The charging process ends automatically as soon as the battery is full. This charging technology ensures a longer battery lifespan. And, on the subject of sustainable business strategy, new or replacement batteries can be ordered from ritterwerk customer service. It can be changed in just a few steps by the user. If you don't trust yourself to do it, the electrical appliance can be sent to ritterwerk, just like before. The appliances are repaired in their own workshop and then sent back.

More safety with the new start system

On the topic of safety, the vertico 7 hand blender is not in short supply: It has a 2-finger switch-on safety system. The unlock and on buttons must be pushed at the same time to prevent it from turning on accidentally. The hand mixer spins at a maximum speed of 12,000 turns per minute. Thanks to the switching system, two lower speed levels can then be chosen. To protect from overloading, for example if the blade is blocked, or overheating the appliance shuts itself off automatically.

Four attachments for various results

Four different attachments give the vertico 7 various cooking possibilities. In this way, the hand mixer can chop, puree, whip and mix the most varied of food items. Depending on how finely the food is to be processed, you can also choose between three different speed levels. The universal cutter is the standard attachment, which mainly serves to blend and puree most foods. On the other hand, the whipping disk allows foodstuffs to become foamy and airy. This makes it ideal for whipping cream. For meat, fibrous vegetables such as asparagus or fruit such as pineapple, ritterwerk recommends the cutting knife. If you wish to mix thick, creamy foods such as mayonnaise, sauces or porridge, the stirring disk is the right choice. After every use, the attachments can be taken off and cleaned.

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