

Press Communiqué

No more cable clutter: ritterwerk launches vertico 7 + and BHB 50 cordless hand blender

Easier to blend, purée and cook without a power cord / replacement battery for sustainability / the only cordless hand blender which is “made in Germany”

With the sales launch of its new wireless hand blender which is available in two versions, ritterwerk is extending its range of products to include timeless and functional household appliances which are "made in Germany" with immediate effect. The battery-operated kitchen helper from the traditional company prevents a tangle of cables in the kitchen, making cooking easier. “After more than two years of intensive development work, we have succeeded in designing a multifunctional hand blender which is “made in Germany” and combines two advantages: it can be used quickly and flexibly without the need for inconvenient cables, and thanks to its replaceable rechargeable battery, it is especially sustainable and durable,” explains Michael Schüller, Director of the household appliance manufacturer ritterwerk.

The sustainable hand blender from ritterwerk is available in two different versions. The vertico 7 + has an elegant charging station which can be placed on the kitchen worktop. With the BHB 50, until now, the only built-in hand blender, the useful charger is mounted permanently in the drawer. The hand blender and its accessories are therefore easy to access and available to use at all times. The lack of a cable also means greater flexibility without the need to be plugged into a power socket. The ease-of-use and visuals also benefit, with no more power cords running across the worktop. Moreover, the device from ritterwerk is the first wireless hand blender which is "made in Germany".

Both versions of the hand blender are made from high quality materials and consist mainly of high-grade and stable metal. An LED display indicates the battery level. The intelligent charging technology guarantees a long battery life: the battery is charged slowly, but without overcharging. If the battery fails, the device does not have to be completely disposed of. This is because a replacement battery can simply be ordered directly from ritterwerk and replaced by the user in just a few steps. Alternatively, customers can return the defective device to the ritter repair workshop.

A two-finger safety switch-on system ensures absolute safety for the user. An unlock button, which must be pressed simultaneously with the power button, prevents accidental power-up. The high-torque DC motor operates quietly and efficiently and has three speed levels. If the knife overheats or becomes blocked, the device switches off automatically so as to protect the motor.

Thanks to four different stainless steel attachments, the new hand blender has a wide range of preparation options, including chopping, foaming, puréeing and stirring. Three speed levels also allow you to vary how quickly or finely the food is processed. Lower speed levels are ideal for the beater and stirrer, allowing the food to be whipped on a controlled basis. As a standard fitting, the universal blade is used for shredding and puréeing most foods. The beater, however, is ideal for whipping cream: it makes the food foamy and airy. The cutting blade helps with the preparation of meat, fibrous vegetables such as asparagus and fruit such as pineapple. The user can blend thick creamy foods such as sauces or porridge easily using the stirring blade.

Details concerning the vertico 7 + and BHB 50 hand blender:

- Cordless, battery-operated hand blender
- LED battery level indicator
- Four attachments made of stainless steel:
 - Universal cutter: standard attachment to blend most food items
 - Whipping disk: to whip foods
 - Stirring disk: to stir thick and creamy foods
 - Cutting knife: to cut meat as well as fibrous fruits and vegetables
- Three speed levels: approx. 12.000 rpm; 9,000 rpm; 6,000 rpm
- Aluminum housing, ergonomic plastic handle
- Two-finger safety switch-on system
- Automatic safety shut-off in case of overload or overheating

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