

Press information

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BSH Home Appliances Limited
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Fact sheet

Established	in 1683 in Gaggenau as an ironworks
Founded by	Margrave Ludwig Wilhelm von Baden
Since 1995	Subsidiary of BSH Hausgeräte GmbH, Munich
Since 2003	Brand Management, Brand Design, Marketing and Executive Board Sales Germany based in Munich
Employees	more than 500 worldwide 60 in R&D
Head of Global Brand Gaggenau	Sven Schnee
Head of Global Brand	
Design Gaggenau	Sven Baacke
Key production facilities	Germany (Bretten, Dillingen, Giengen), France (Lipsheim), Spain (Montañana) and Turkey (Cerkezköy)

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Timeline – Highlights – Milestones

1683 Margrave Ludwig Wilhelm von Baden (1655-1707) founds an ironworks in the town of Gaggenau.

1873 With the advent of industrialisation, 'Eisenwerke Gaggenau A.G.' expands into the manufacture of agricultural machinery, tools and consumer durables.

1880 Gaggenau, by now an enamelling specialist, produces advertising signs for brands such as Odol, Maggi and Stollwerck. The recipe for its robust oven enamel forms the basis for the success of its coal and gas-fired stoves, which continue to be manufactured until well into the 20th century.

1908 The company takes on a pioneering role with a range of innovative products, including bicycles, coal and gas-fired stoves. By 1908, Gaggenau has sold a total of 250,000 'Badenia' bicycles.

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1931 The 'Eisenwerke Gaggenau A.G.' is acquired by Dr. Otto von Blanquet. In the following years, the company shifts its focus to coal and gas-fired stoves and produces its first electric stove, making cooking safer and more convenient.

1956 Georg von Blanquet becomes the driving force behind the company. Inspired by a passion for cooking, he is driven by the revolutionary vision of a custom-designed fitted kitchen with sophisticated, easy-to-use appliances. The same year sees the introduction of the first built-in appliances – the eye-level wall oven, the separate cooktop and the first ventilation appliance.

1972 The first 28 cm-wide Vario cooktops with top-mounted control knobs are introduced. They are the first of the Vario cooktops series of modular, specialist appliances, which have since attained iconic status.

1976 With the downdraft ventilation unit VL 011 Gaggenau introduces a highly efficient ventilation system to the European market. Odours and steam are quietly and efficiently drawn downward and extracted out – the ideal alternative to a conventional ventilation hood.

1986 Gaggenau introduces the first 90 cm-wide oven to the European market. With a generous net volume of 87 litres, it comfortably accommodates up to four roasts at a time. The EB 300 soon achieves cult status.

The Vario cooktops 300 series of 38 cm-wide appliances, with their characteristic front-mounted control knobs brings yet more professional features to the domestic kitchen.

1991 Inspired by the generously-dimensioned freestanding American fridge-freezer combinations, Gaggenau introduces the fully integrated Side-by-Side refrigerator IK 900. It features double-wing doors for easy access to both fridge and freezer compartments, as well as four climate zones, manual humidity controls and a clear ice dispenser.

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1999 The combi-steam oven ED 220 for the domestic kitchen, featuring a direct inlet and outlet water connection, delivers a whole new world of unique culinary experiences. Asian cuisine in particular, owes its widespread popularity in the Western world to this method of gentle steam cooking.

The exclusive Coanda hood AH 600 (now AW/AI 280) utilises an aerodynamic principle known as the Coanda effect. Its surfaces generate an additional airflow that intercepts steam and conducts it directly into the filter area. This ventilation method is both energy saving and extremely quiet.

2003 The fully integrated wine storage and temperature control cabinet IK 360 with glass doors features three separate, self-contained climate zones. The temperature can be precisely regulated from 4 to 21 degrees.

2007 Gaggenau launches the first of the 200 series of ovens, featuring a sleek front and a distinctive display module. For the first time, models are available in widths of 60 cm or 76 cm.

Gaggenau brings the first modular system of fully integrated appliances, the Vario cooling 400 series, from the USA to Europe. All appliances boast high-quality stainless steel interiors and an A++ energy efficiency rating.

2008 The first gas cooktop with flush design, the 90 cm-wide CG 492, features state-of-the-art gas technology and a power output of up to 18 kW.

2009 The Vario cooling 200 series promotes a totally new usage concept. The A++ energy-rated appliances are also economical in their use of natural resources.

2010 With the introduction of modular ceiling ventilation system AC 402, Gaggenau offers a flexible solution for efficient ventilation in the home. The extremely quiet appliance can be integrated unobtrusively into the kitchen architecture.

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2011 Full-surface induction cooktop CX 480 converts the entire surface of the unit into one large cooking area. The cooktop features an intuitive extra-large TFT colour touch display.

2012 For the first time, as of 2012, the perfected Vario cooktops 400 series permits the flexible combination of cooktops in widths from 38 cm to 90 cm. Thanks to precision crafting of the 3 mm stainless steel, appliances can be flush-mounted or surface-mounted with a visible edge.

Launched in 2012, the recessed table ventilation AL 400 is a perfect solution for cooking islands or large open-plan rooms. It can be combined with all Gaggenau cooking appliances.

2013 For the first time in the company's history, not one but two new oven series are launched with different designs: characterised by a sculptural design, the ovens 400 series in solid stainless steel and widths of up to 76 cm are built in with a slight overhang; with a pure design, the ovens 200 series in colours Gaggenau Anthracite, Metallic and Silver are built in flush with their surroundings. Both series feature a control module with a TFT touch display for easy, intuitive operation.

With its lavish LED lighting concept and perfected details, the new Vario cooling 400 series offers all the benefits of modern storage technology. The 14 cooling appliances in the first modular system of fully integrated built-in appliances, introduced in 2007, can be combined in countless ways to create a stylish cooling wall.

2014 Gaggenau establishes the ventilation 400 series, a modular system with classic Gaggenau design, whose ample planning flexibility generates maximum space. The island and wall mounted hood AI/AW 442 is available as of December.

2015 Gaggenau presents its exclusive world first, a fully automatic cleaning system for all combi-steam ovens in the 400 series with fixed inlet and outlet water connection. This innovation ensures that the oven interior is cleaned with unrivalled hygiene.

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2016 In the year Gaggenau celebrates its 333rd anniversary, the brand unveils the EB 333: an evolution of its iconic 90 cm oven offering modernised design and functionality whilst staying true to its origins. The most striking new design feature is its door – a vast, single piece of 3 mm-thick stainless steel, creating a powerfully sleek and sophisticated façade.

Notes to editors

Gaggenau is a manufacturer of high-quality home appliances and acknowledged as an innovation leader in design and technology “Made in Germany”. The company, with a history dating back to 1683, has revolutionised the domestic kitchen with its internationally acclaimed products. Gaggenau’s success is founded on technological innovation and a clear design language combined with high functionality. Gaggenau has been a subsidiary of BSH Hausgeräte GmbH in Munich since 1995 and is currently represented in more than 50 countries with 21 flagship showrooms in major cities around the world.

The difference is Gaggenau.

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