

Press information

Date  
01.03.2019

Page  
1/4

**Uncompromising perfection and exclusive culinary culture.**

**The difference is Gaggenau.**

**Munich, March 2019: Gaggenau, the luxury brand for professional-grade home appliances has taken a pioneering role in innovation and design “Made in Germany”. Its success is based on technological advances and a clear design language, paired with perfect function. The company, characterised by tradition since its founding year in 1683, continually sets new standards in the private kitchen sector with its award-winning products, and its name is synonymous with exclusive culinary culture.**

#### **Industrial craftsmanship tradition**

The company was founded in 1683 by Margrave Ludwig Wilhelm von Baden, who established an ironworks in the town of Gaggenau. Over the years, the ‘Eisenwerke Gaggenau A.G.’ expanded into the manufacture of agricultural machinery and consumer durables. By the 19th century, the company was producing bicycles, advertising signs and stoves, and had become an enamelling specialist. The recipe for Gaggenau’s robust oven enamel formed the basis for the success of its coal and gas-fired stoves, which continued to be manufactured until well into the 20th century.

#### **Vision of a fitted kitchen**

In 1931, ‘Eisenwerke Gaggenau A.G.’ was acquired by Dr. Otto von Blanquet. 1956 saw the dawn of a new era, when the company was taken over by his son Georg. Inspired by a passion for cooking, he realised his vision of a custom-designed fitted kitchen with sophisticated, easy-to-use appliances. It was this vision that helped establish Gaggenau as the world’s first and leading brand for innovative, built in domestic appliances of timeless beauty and functional aestheticism.

**Professional-grade built-in kitchen appliances**

Inspired by the requirements of leading professionals and top chefs, Gaggenau brings professional culinary technology to the domestic kitchen. The current product range includes ovens, combi-steam ovens, vacuuming and warming drawers, microwaves, espresso machines, Vario specialty appliances, glass, ceramic, gas and induction cooktops, ventilation and cooling appliances, wine climate cabinets and dishwashers.

**Authenticity in form and function**

With its aspirations to high standards, the company follows the finest tradition in German design and, in its outstanding functionality, uncompromising quality and formal consistency, more than fulfils present-day requirements. The use of only the highest quality materials and precision craftsmanship are key factors in the durability of Gaggenau appliances. The way forward for Gaggenau Design is clearly defined: to promote product development by focusing on essentials in every aspect.

**Pioneering innovations**

No other manufacturer has had such a significant influence on the domestic kitchen as Gaggenau. The company was at the forefront of the development of the built-in oven. The brand's most well-known innovations include the glass ceramic cooktop and the combi-steam oven for the domestic kitchen, which have both made a major impact on the culinary world. Other Gaggenau innovations include the Vario cooling 400 series, the first modular system of fully integrated refrigeration appliances that can be combined to form a cooling wall, as well as the full-surface induction cooktop CX 480, which converts the entire surface of the appliance into one large cooking area, allowing cookware to be placed anywhere on its surface. In 2015, Gaggenau presented 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.

## Press information

Date  
01.03.2019

Page  
3/4

### **Exclusive culinary culture and sophisticated lifestyle**

Gaggenau is attuned to culinary culture whereby the preparation of superior dishes is consciously celebrated as a pleasure, beginning with the selection of the best ingredients. As a pioneer of exclusive culinary culture and sophisticated lifestyle, Gaggenau maintains a regular exchange with internationally-acclaimed star chefs, sommeliers, interior designers and architects. This know-how is also incorporated into the development of new appliances, which are consistently oriented towards professional kitchen requirements and thus set standards for ambitious private kitchens. The special Gaggenau experience stands for conscious, sensuous appreciation and enjoyment at an exclusive level. This is elegantly interpreted as part of a sophisticated lifestyle through events, wine tastings and seminars in our flagship showrooms and at unique locations.

### **Sustainability and a sense of responsibility**

As a brand of BSH Hausgeräte GmbH, Gaggenau is committed to the principle of sustainability and the responsible use of resources. A prime aspect for Gaggenau is the use of high quality materials that also ensure product longevity. Around sixty researchers and engineers work closely with a team of designers in an ongoing development process. New developments always strive to result in energy-efficient products.

### **International organisation**

Gaggenau has been a subsidiary of BSH Hausgeräte GmbH since 1995. The company's Brand Management, Brand Design and Marketing, as well as Executive Board Sales in Germany are based at the BSH Group's Munich headquarters. The Group has key production facilities in Germany, Lipsheim in Alsace (France), Slovenia, Spain and Turkey. The Gaggenau brand is represented in more than 50 countries worldwide, with 24 flagship showrooms in major cities.

Press information

Date  
01.03.2019

Page  
4/4

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