

PRESS RELEASE



SLIDE&HIDE® #1 MILLION HITS THE PRODUCTION LINE AS NEFF CELEBRATES 140 YEARS OF COOKING ENTHUSIASM

Bretten, April 2017. Home appliance manufacturer NEFF, renowned for its passion for cooking and intuitive kitchen appliances, celebrates 140 years of creativity in the kitchen with the production of the one millionth Slide&Hide® oven.

To bring cooks even closer to their cooking, NEFF released the unique Slide&Hide® oven in 2002. To ensure cooking enthusiasts always receive the best possible oven that helps bring their dishes to life, the oven's mechanism is consistently and rigorously tested, accumulating 3 million test cycles to date.

Since its launch 15 years ago, the oven has proved so popular with kitchen devotees that 27th April sees the one millionth Slide&Hide® oven hit the production line, ready to bring another creative cook's dishes to life. This year alone, NEFF has already produced 80,000 Slide&Hide® ovens, compared to only 5,300 during its first production run.

"Developing the Slide&Hide® oven has made both the team and me very proud. We have currently spent 40,000 hours testing the oven – which we think are hours well spent to arrive at such a special and unique product," said, Martin Brunner, a Slide&Hide® engineer.

Thomas Baumeister, Managing Director of the NEFF factory in Bretten added: "We are very proud of the invention of Slide&Hide® and that we manufacture Slide&Hide® ovens exclusively in Bretten. To us, this is really special and equally a big incentive to develop more unique features like this for our customers."

As you comfortably grip and rotate the handle, the fully retractable door disappears under the oven cavity, so that nothing gets in the way of cooking – not even the oven door. This gives you full access to your oven so that your lovingly prepared dishes can be basted, tasted and checked to satisfaction at any time – all without losing oven space.

Dare to go create bigger and bolder dishes with the Slide&Hide®'s generous inside space, whilst the disappearing door means it fits into any kitchen, no matter the size.

Championing Creative Cooking for 140 Years

Inspiring people to explore their creativity in the kitchen has been at the heart of the NEFF brand since 1877, when Carl Neff opened his first oven factory in Bretten, Germany. Determined to focus on the person cooking rather than the technology, Carl Neff developed cookers and stoves so easy to operate no recipe was too bold to attempt.

Over the decades, the range of NEFF ovens has been continuously perfected to inspire new generations of cooking aficionados. From revolutionising cooking and baking with CircoTherm® technology to redefining dishes with steam cooking features, NEFF has created features that will get the creative juices of passionate foodies going.

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COOKING PASSION SINCE 1877

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To view the Slide&Hide® oven range from NEFF, along with detailed product specifications, visit www.neff-home.com/ and select your country.

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About NEFF

NEFF develops and produces home appliances for people with a passion for cooking who appreciate functionality, design and ease of use. Founded in 1877 in Bretten in Germany, today the company is one of Europe's leading manufacturers of built-in appliances. The product range covers all the modern kitchen appliances, including ovens, hobs, extractor hoods, refrigerators and freezers, dishwashers and automatic coffee makers. For 140 years NEFF has seen the user as the most important part of the kitchen. The brand continues to set new standards with inspired ideas, especially in its core competence areas of cooking and baking. The CircoTherm® hot air system, Slide&Hide® as the only fully retracting oven door and the effortless TwistPad® single-knob controls. Since 1982 NEFF has been part of BSH Hausgeräte GmbH with headquarters in Munich. For more information see www.neff-home.com.

Find NEFF on Social Media.



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