

PRESS RELEASE



A Slide&Hide® oven when it was first launched in 2002



A Slide&Hide® oven in 2008, now with a full sized oven cavity



The Slide&Hide® ovens received a makeover in 2014



2021 in Graphite Grey

NEFF CELEBRATES 20 YEARS OF UNBLOCKED CREATIVITY WITH THE ICONIC SLIDE&HIDE®

Milan, June 2022. NEFF celebrates 20 years of the Slide&Hide® feature, the first and only fully retracting oven door. It is now 20 years ago that NEFF broke the rules with an oven door. Until that day, every oven door in every kitchen worked in the same way: by folding open. Instead of doing what everyone did, our engineers and designers at NEFF followed their own bold idea to create a different opening mechanism.

Ralf Grobleben, Head of Design now and then, remembers: “In the very beginning, the Slide&Hide® door was just a vague vision but with more and more ideas on how to make it happen, the vision became clearer. As with many things that challenge the norm, the idea was not initially received with great enthusiasm, the reactions were a bit more reserved. Our designers and engineers had many challenges to overcome; one that caused us to scratch our heads for a while was the mechanical stress of the door mechanism. In the end, it was realised, partly through an attitude of openness and the art of seeing what does not exist yet. The vision was always to achieve something that slides smoothly, is practical and also fun to use.”

With each evolution, Slide&Hide® was improved, soon not compromising on cavity space and today, over 2 million people enjoy the feature that was first launched 20 years ago.

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Instead of just celebrating an oven door this year, we also want to celebrate something much bigger: the boldness, creativity and open-mindedness that made Slide&Hide® possible. We want to inspire people to break free from common rules around eating, cooking and kitchen – and instead open their minds, unleash their cooking passion and let nothing block their creativity – whether that is old-fashioned kitchen rules or an oven door. To find out more about the campaign, visit: <https://www.neff-home.com/about-neff/why-neff/slide-hide>

To watch NEFF's Head of Design Ralf Grobleben talk about the origins of Slide&Hide® visit www.neff-home.com/press.

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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 145 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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