

PRESS RELEASE



Plate "Parrot" by Arro Keraamika



Copper pans by Kupfermanufaktur Weyersberg



Metal bowl by Louise Roe

NEFF BRINGS INSPIRATION TO THE TABLE WITH THE SELECTED BY NEFF SHOP

Munich, June 2019. Home appliance manufacturer NEFF is expanding their product offering from home appliances to everything needed for an inspired kitchen and table, including tableware, spices and cooking utensils.

At the core of the NEFF brand is a passion of cooking so it felt like a natural step to give customers a brand experience that doesn't end with the appliances. From chopping boards, to spices, to copper pans and clever cutting utensils, the Selected by NEFF Shop has products that will surprise and delight the most discerning cooks. And – just as any great dinner doesn't finish in the kitchen but with a beautifully presented table, the NEFF Shop has the right plates, crockery and glassware to set the scene for a formidable dining experience.



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The Selected by NEFF products are not mass produced items. In fact, each lovingly chosen item comes with a background story about who designed it and how it was made. One such



COOKING PASSION SINCE 1877

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story is about ceramics brand MANI (pictured above), the brain child of Britta Hermann who moved to Tuscany in 2005 and has been making ceramics influenced by her Nordic heritage and Italian design elements ever since. NEFF has been working with Britta since 2017, when she and her pieces took part in a campaign shoot for NEFF's latest oven range. Britta's designs are not the only ones that have been featured in previous NEFF photoshoots and campaigns. Sabrina Menssen, project leader of the Selected by NEFF Shop said, "It was important to us to include a great mix of products, ranging from designers who have inspired us over the years, to handmade goods from small manufacturers, to trend items from undiscovered designers."

NEFF Global Brand Owner Klaus Karl added, "We've been working on a 360-degree brand experience for a while, looking for ways to complete an inspiring dining experience. Of course, our appliances are an integral part of that, but we felt it wouldn't necessarily have to end there. Therefore, the Selected by NEFF Shop seemed like a natural next step in bringing NEFF into the homes and hearts of our customers."

The Selected by NEFF Shop is currently available to customers in Germany:
<https://www.selected-by-neff.de/>

For more NEFF news, 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 140 years NEFF has seen the user as the most important part of the kitchen. The brand continuous 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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