



# The new WMF espresso

The perfect espresso. Handmade automatically.

Back then, not just anybody could become a barista. Times change.




**1955** Barista's sweetheart



**2015** Everybody's darling



A woman with curly hair is drinking from a glass of coffee. A man with a beard is smiling at the camera. They are sitting at a table with a plate of food. A large black portafilter machine is in the foreground on the left. The background shows a window with a view of a building.

It's time for  
a new portafilter  
machine

Florian Lehmann, President Global Coffee Machine Business

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# Reinventing the portafilter machine

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## What drives WMF to develop the most cutting-edge coffee machines?

Besides customer centricity, identifying new trends and anticipating future needs are significant drivers for successful product development. By systematically managing innovation over the last few years, we've succeeded time and again in setting new benchmarks.

## How did you come up with the idea of introducing this entirely ground-breaking technology to the portafilter coffee machine sector?

WMF had already developed a portafilter machine as early as 1955 and has been the un-

disputed market leader in the field of premium fully automatic machines for many years. We wanted to use this experience to market a cutting-edge portafilter machine concept which combines the best of both worlds: producing the perfect espresso, whilst being child's play to operate.

## Which target group do you aim to reach with the WMF espresso?

All people who enjoy working with a traditional portafilter machine but at the same time don't want to compromise process reliability and consistency in beverage preparation – so they can continue to offer their guests the finest, most exquisite coffee experience.



"It steams and hisses like a traditional portafilter machine, except that anybody can prepare the perfect espresso – it's child's play."



"Perfect espresso – you can always rely on."



# A passion for detail

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**Frank Göltenboth**  
Head of Product Development  
at WMF Coffee Machines

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**How have you managed to ensure the process reliability of a fully automatic machine with a portafilter machine?**

By automating all steps that require specific ability and handling. For instance, grinding the fresh beans and tamping the powder is left to the machine's knowhow. The main brewing parameters are regulated by supporting software and the portafilter is automatically detected. All the operator has to do is to insert the portafilter, press the button, get ready for "barista-class" espresso – and all done. This is what we mean by "handmade automatically".

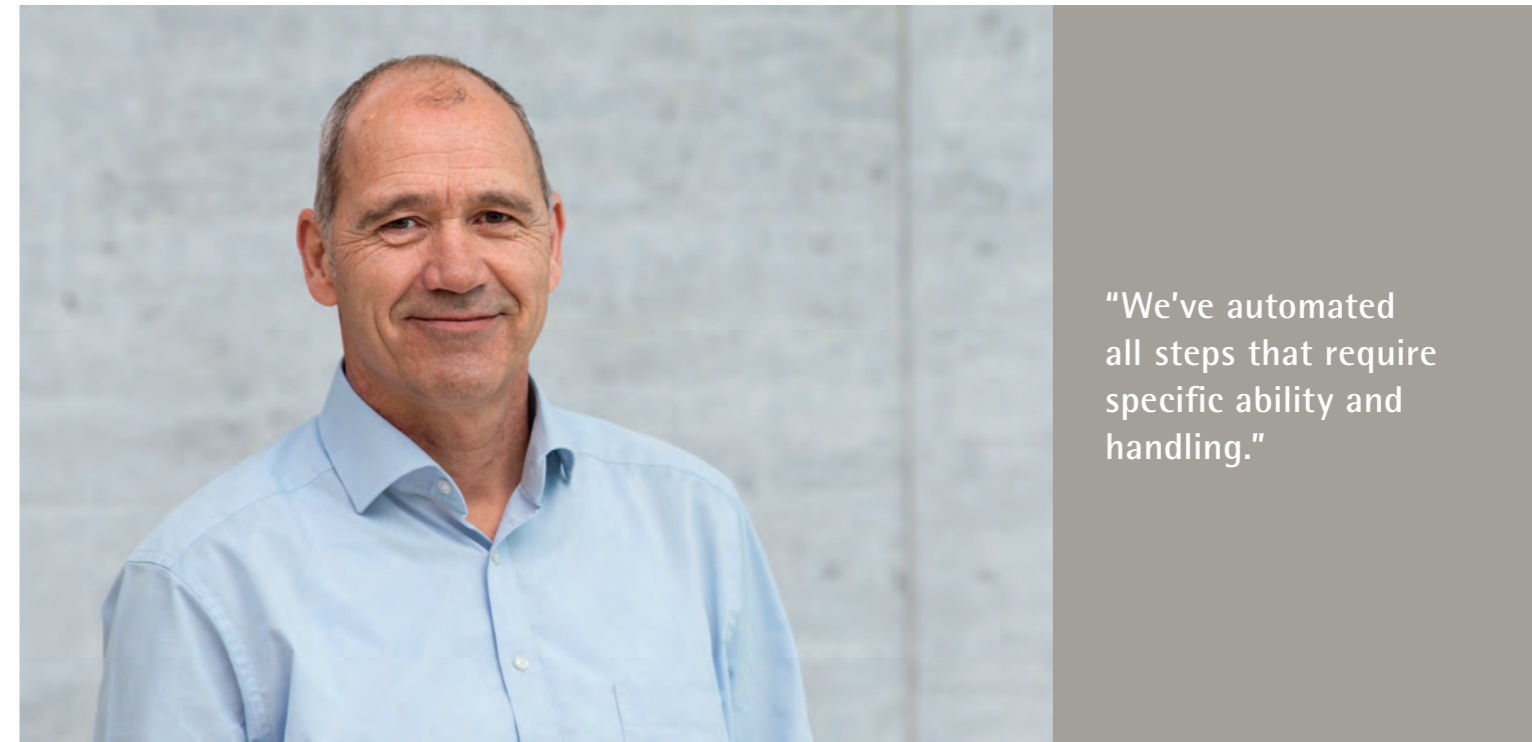
**Thomas Starczewski**  
Designer at designship, Ulm

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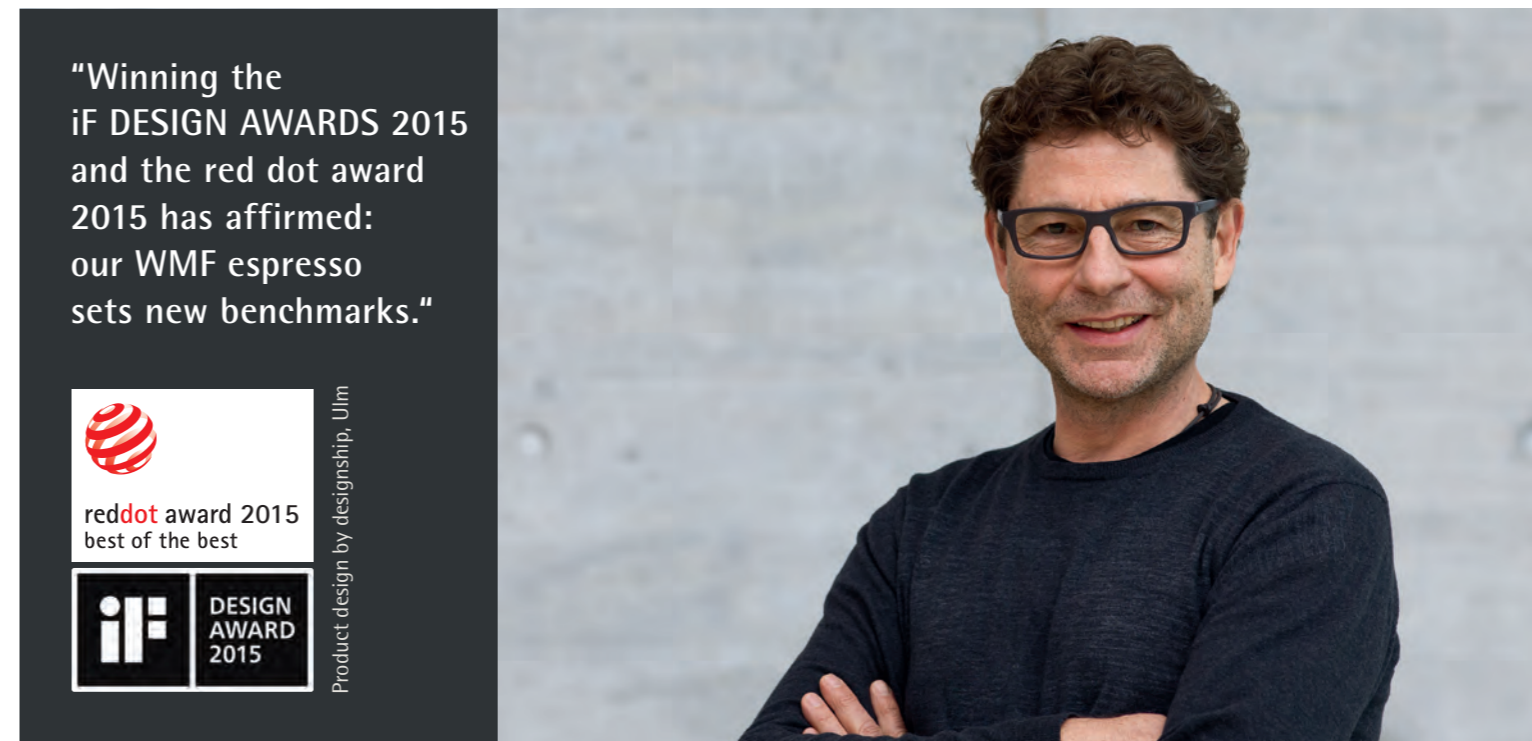
**What challenges did you face in developing the design for the WMF espresso?**

Coming up with a contemporary design that connects the WMF brand – i.e. modernness and technological edge – with the flair of a traditional portafilter machine. This, we've accomplished by insisting on sleek lines, premium materials and a crucial passion for detail.

Winning the iF DESIGN AWARDS 2015 and the red dot award 2015 – globally recognised seal of approval – had already affirmed that our WMF espresso design sets new benchmarks.



"We've automated all steps that require specific ability and handling."



"Winning the iF DESIGN AWARDS 2015 and the red dot award 2015 has affirmed: our WMF espresso sets new benchmarks."



Product design by designship, Ulm

# Introducing the new WMF espresso



The new WMF espresso detects the portafilter automatically, controls the brewing time, signals when the grinding degree needs readjusting, grinds the coffee and tamps with 100% consistency. Everything you need for a perfect espresso.



Two air cooled bean hoppers for different types of coffee beans (Espresso and/or Café Crème).



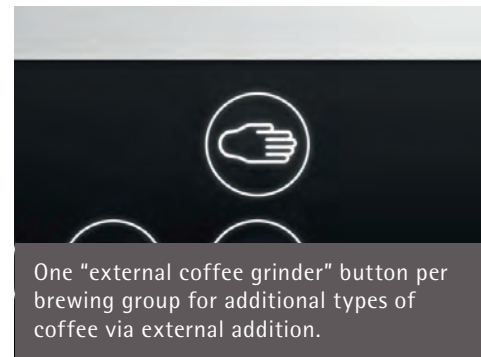
Milk foam preparation (fully-automatic or traditional by using the manual steam wand).



Brewing time monitoring and software-assisted grinding degree setting.



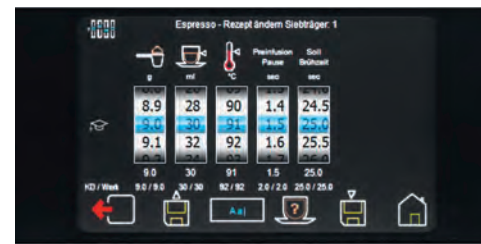
Double-sided, upward-folding cup grids.



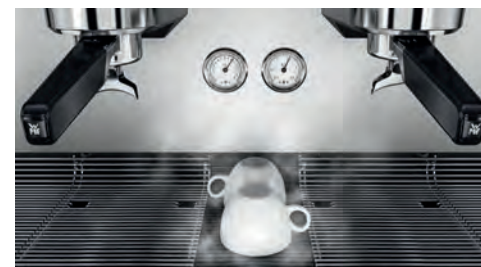
One "external coffee grinder" button per brewing group for additional types of coffee via external addition.



Heatable cup storage with soft closure.



Extensive software settings via Touch Display.



Steam Jet for centralised preheating of up to two cups.

# Everybody can be a Barista

Two integrated grinders

Automatic tamping





# Technical specifications



580 mm



723 mm



540 mm (600 mm)

Technical data? Here you go!

Hourly Output <sup>1</sup> Espresso or Café Crème Cappuccino, Latte Macchiato or Cafe Latte	up to 300 cups up to 240 cups
Power supply	6,0 – 7,0 kW / 380 – 415 V
Coffee bean hopper	each approx. 550 g
Dimensions (width / height / depth)	723 / 580 / 540 (600 with open cup storage) mm
Empty weight	75 kg
Continuous sound pressure level (LpA) <sup>2</sup>	< 70 dB (A)

<sup>1</sup> Depending on the power supply and recipe settings  
<sup>2</sup> The A-rated sound pressure level LpA (slow) and LpA (impulse) at the workplace of the staff using the machine is less than 70 dB (A) in every mode

From 5° dKH (carbonate hardness), a WMF water filter is recommended.



Product design by designship, Ulm

Now anyone can  
produce the perfect  
espresso





# Perfect espresso. Handmade automatically.

With a traditional portafilter machine, technical knowhow is required to prepare the perfect espresso. Even setting the grinders and deciding the correct tamping pressure is an art in itself.

The WMF espresso measures all vital brewing parameters, grinds and tamps automatically. Insert the portafilter, press the button, prepare yourself for the perfect espresso, remove the portafilter and all done. This process reliability guarantees consistently high quality coffee, which is why truly anybody can operate the WMF espresso.

This in turn enables more efficient staff and cost planning. And with space being saved on additional grinders, the WMF espresso also takes up much less space on the bar counter. Certainly, this new generation portafilter in no way limits Baristic licence. Quite the opposite: the portafilters can also be filled and tamped via a separate grinder. And manually foaming the milk always remains an option.

The WMF espresso bridges the gap between two worlds. Handmade. Automatically.



Insert the portafilter,  
press the button ...



... prepare yourself for  
the perfect espresso,  
remove the portafilter  
– and all done.



The campaign

# Hire who you want

Melanie Nolte  
Head of Marketing at  
WMF Coffee Machines

## What inspired the "Hire who you want" campaign?

Up until now, everybody who wanted to operate a portafilter machine were often dependent on trained, specialist staff – and everyone knows how difficult that is to find.



With the WMF espresso, however, we've succeeded in developing a portafilter machine that anybody can use. So now everybody can work together with people of their choice, based on personality and motivation.

## How did the various individual motifs come about?

Expert craftsmanship is no longer the sole focus, but rather the person's individual qualities which make them stand out from the crowd. That's why we've been looking for people and faces for our campaign: people we'd want to hire – people with magnetic personalities who radiate both self-confidence and a positive attitude towards life.

Who knows – maybe he's already standing somewhere behind the bar?



"We've looked for people we'd want to hire ourselves."



The individual – and what sets them apart from the crowd – is of key importance.



Gastronomy is a people's business – for people who like to take on a challenge.

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