

**GAGGENAU**



After 333 years of crafting metal, we have created something that transcends brand: **it is a culture.**



In 1683, from the depths of the Black Forest, new sounds are heard; the roar of flame, the pounding of metal. The age of the industrial craftsman arrives with the shuddering strike of a hammer and the legend that is German Engineering is born.

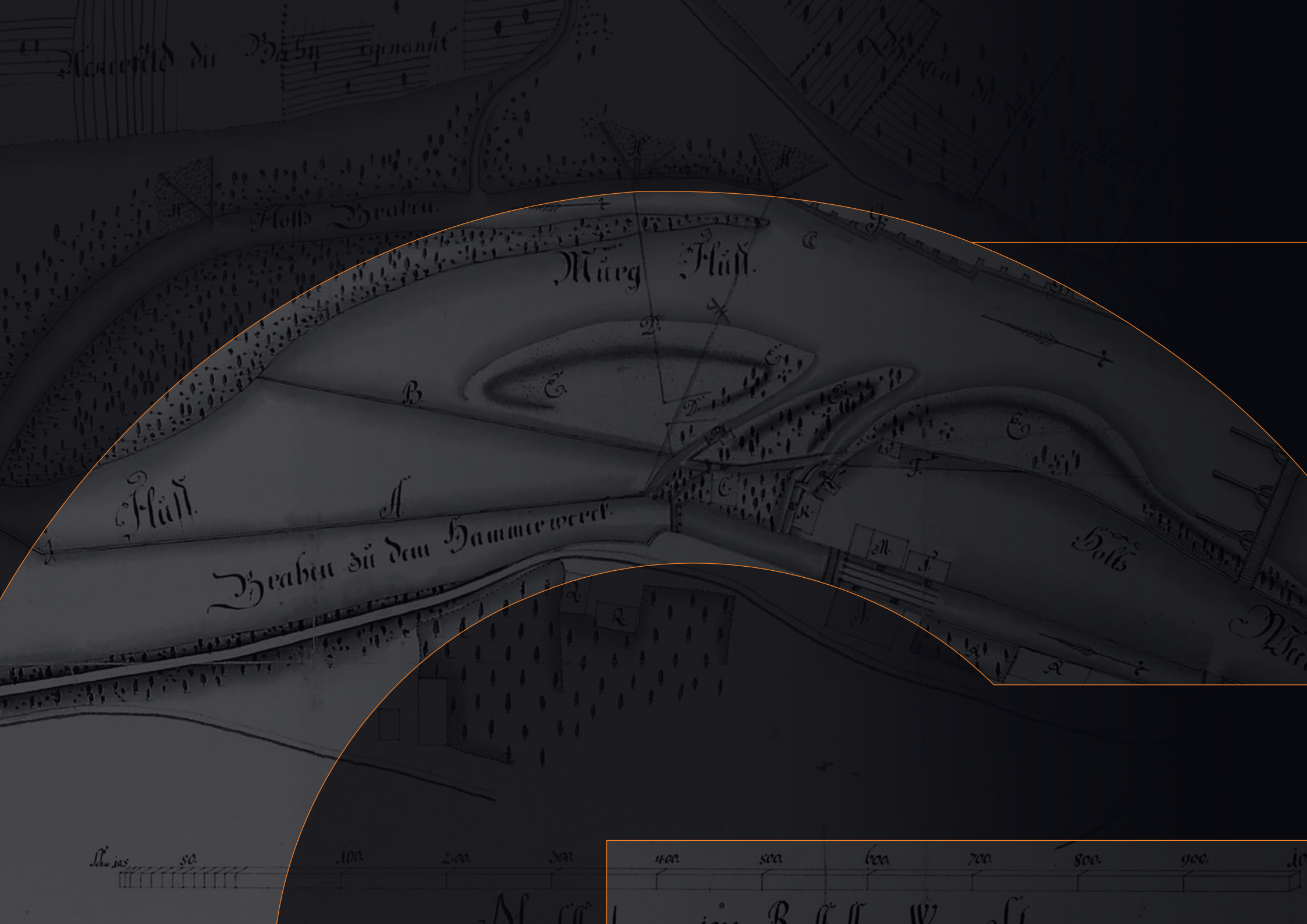






## years in the making

Our story springs to life on the edge of the Black Forest in 1683. This was an area of poor farmers spending generation after generation barely scratching a living in the shadow of the foreboding prehistoric woodland. The aristocratic ruler of the Baden region was Margrave Ludwig Wilhelm von Baden, hero of the Imperial Army, reliever of besieged Vienna and a man who got things done. Seeing a land rich in iron ore and timber, he established a smelting plant in Rotenfels and a hammer mill and nail forge in Gaggenau in 1683. An inspired idea that unfortunately was not an immediate business success.



Ancient field du Bach genannt

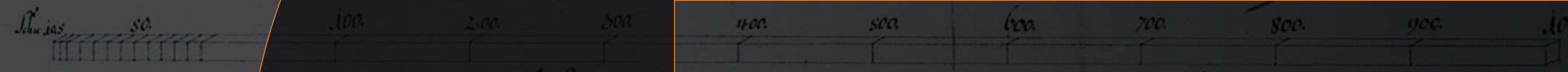
Flöß Zeaben

Murg Fließ

Fließ

Zeaben zu dem Hammerwerk

Dolb



M... B... W...



1683

Margrave Ludwig Wilhelm von Baden founded Gaggenau

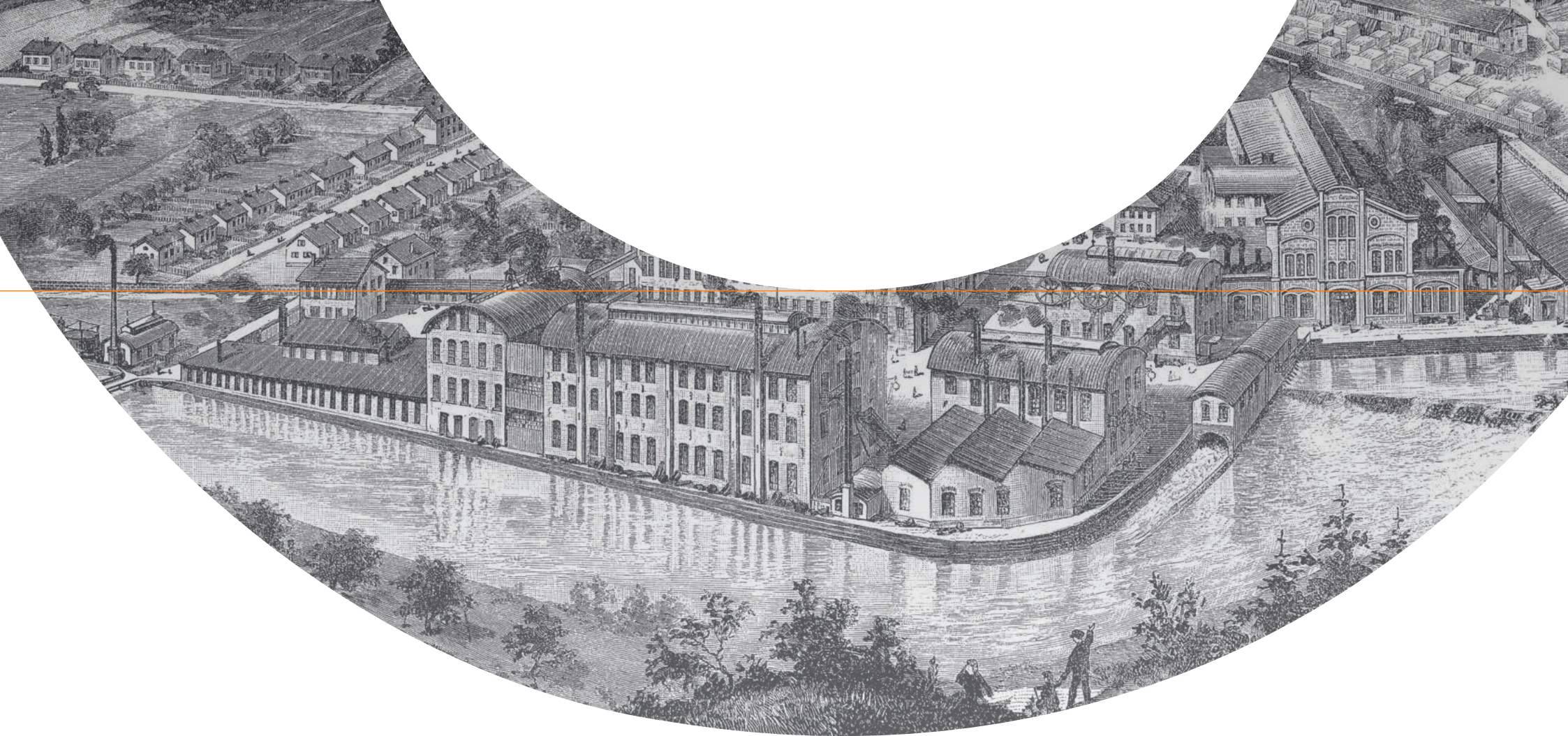
## Your first 200 years are always difficult



By the mid to late 1700s the Gaggenau nail-making business had begun to find its feet, just as Europe began to experience one of its more revolutionary eras. The foundry passed from owner to owner, its fortunes rising and falling with that of the area. The rapacious appetite of the smelting furnace was more consistent, consuming acres of woodland and the wealth of several owners.

Manufacturing, especially in the midst of wars and religious upheaval, is challenging. In the main, this progressive enterprise survived, which is more than can be said of many other progressive individuals at the time. The Age of Agitation was brought into sharp focus in 1850 when the positive process of melting cannon balls down into something more peaceful, backfired. The cannon balls were actually live grenades and very nearly destroyed the smelting furnace.

But, yet again, Gaggenau survived.





1873

Michael Flürscheim  
purchases Gaggenau

1880

Theodor Bergmann,  
stove maker, joins



Gaggenau metalworks progressed to making farm machinery. Decades passed and the place and its people began to make a name for themselves. Its ironworks grew in number and scale, necessitating the building of a dedicated railway to carry the heavy products to market. The days of making nails were over. New products for a new industrial class were being mass-produced and the foundation of the German Engineering legend was being laid.

The 'Eisenwerke Gaggenau Flürscheim und Bergmann', as it was now called, started to market itself as 'The establishment for novelties'. It had graduated from farm machinery and entered the new century on bicycles, with pistols, rifles and enamel advertising signs, key skills and products that were about to feature heavily in its future. Michael Flürscheim and Theodor Bergmann brought modern industrial processes and innovative products to Gaggenau while improving working practices and workers' conditions.

1887

Enamel advertising signs produced for Stollwerck, Maggi, Odol and Tobler



1891

The birth of the Badenia Bicycle



1908

The 250,000<sup>th</sup> Badenia Bicycle is sold





Ballooning to over a thousand employees and struggling to produce up to 200 product lines, this was an enormous, sprawling enterprise. They produced a quarter of a million well-made, coveted Badenia Bicycles between 1880 and 1908. The two leading lights, Flürscheim and Bergmann, had both left the company by the turn of the century, but the success of the bicycles and advertising panels had taught the collective of workers and managers the importance of ergonomics, build quality and distinctive design.

The runaway success of just two of the 200 products may well have also introduced a little focus into an otherwise extremely diverse business. The enamelling skills learned for the advertising signage business were to give Gaggenau the edge throughout the 20<sup>th</sup> century as they shifted production from enamel for advertising to enamel for ovens.



## The 20<sup>th</sup> century, our third

Gaggenau was soon forced to contend with the Great War and then the Great Depression, two catastrophic events that saw many great German companies come to an abrupt end. And its story almost ended there. Gaggenau was bankrupt when Dr. Otto von Blanquet quietly purchased the entire company in 1931.

With a new focus on coal, gas and, innovatively, electric stoves, the company grew before once more being consumed by a World War. With much of the country's industry given over to the war effort, Gaggenau was no exception. The Allied bombing campaign rolled over Gaggenau in 1944, destroying virtually everything. For the second time, the company was being asked to emerge from the ashes.

After the war Dr. von Blanquet continued making ovens, but of a new kind. The refined design required less coal and gas to run, giving Gaggenau a reputation as the economical choice. The promotion of electric ovens also proved popular, the Favorit and Futura electric models, as well as heater and ventilation systems, put Gaggenau in many new kitchens across reconstructed Europe.

1931 The introduction of electric ovens

1948 Modern, economic, coal, gas and electric, 'Favorit' and 'Futura' ovens



1956

Georg von Blanquet  
takes over



1956

The first built-in  
eye-level oven



1972

The first modular  
Vario system





The business was doing well and the brand was synonymous with quality and innovation when Dr. von Blanquet handed over to his son Georg in 1956.

Georg von Blanquet was a chef and, under his reign, Gaggenau produced what Georg wanted to cook with. Thankfully, Georg tapped into a burgeoning culinary culture and a reappraisal of the kitchen for the brave new postwar world. His ideas led the company and the industry into startling, imaginative directions. He paved the way for the built-in kitchen revolution, and in 1956 the first built-in, eye-level oven, separate cooktop and ventilation appliances were all brought to market, by us.

His appetite for change was matched only by his demand for quality. New functions had to prove useful to chefs, be sturdy enough for the working kitchen and look beautiful. Being a cook with an engineering works at his disposal, he turned the challenges facing chefs into opportunities for engineers. What he refused to do, like any good cook, was offer up something before it was ready.



1976 First downdraft ventilation

1978

The Grill Mobile makes its first appearance

1982

First visor hood is created

Some things you perfect and there is very little room for improvement. We aim to do this with every product we make. We do not hurry to launch innovations, instead we discover a need, perfect a solution, exhaustively test it and only then do we offer it to our customers. So, rather than add an egg timer to the control panel, we will have a team of visionary designers and open-minded technicians talking to a few, carefully chosen, demanding chefs about how best to make a more progressive oven. It might be that we introduce a new concept into the private kitchen. Or, we tweak a setting and introduce a sous-vide function. Or we all agree that everything is the best that it can be and therefore we will change nothing.

We do not follow cooking trends, instead we create a movement, lead an evolution and define the future. If that sounds a little grandiose, that is because it is.

**Rather than add an egg timer to the control panel, we will have a team of visionary designers and open-minded technicians talking to a few, carefully chosen, demanding chefs about how best to make a more progressive oven.**

Christopher Lupp, Product marketing



...finished by hand, this is the only  
way to put soul into the products.

Sven Baacke, Design



**1986** Gaggenau introduces  
the 36-inch EB 300 oven

**1990** IK 300, the iconic double  
door fridge freezer, filled  
with innovations

The EB 388 was designed to protrude. We were unwilling to compromise on the internal capacity, so we eked a little more out of the space.

Janina Fey, Design

## Our future began more than three centuries ago

There is not a separate past, present and future. The same process that saw a forge emerge from a forest also made 250,000 phenomenally popular bicycles and brought the first self-cleaning combi-steam oven to the market in 2016. They are different expressions of the same philosophy. We have always imagined what could be, then designed, built and tested it.

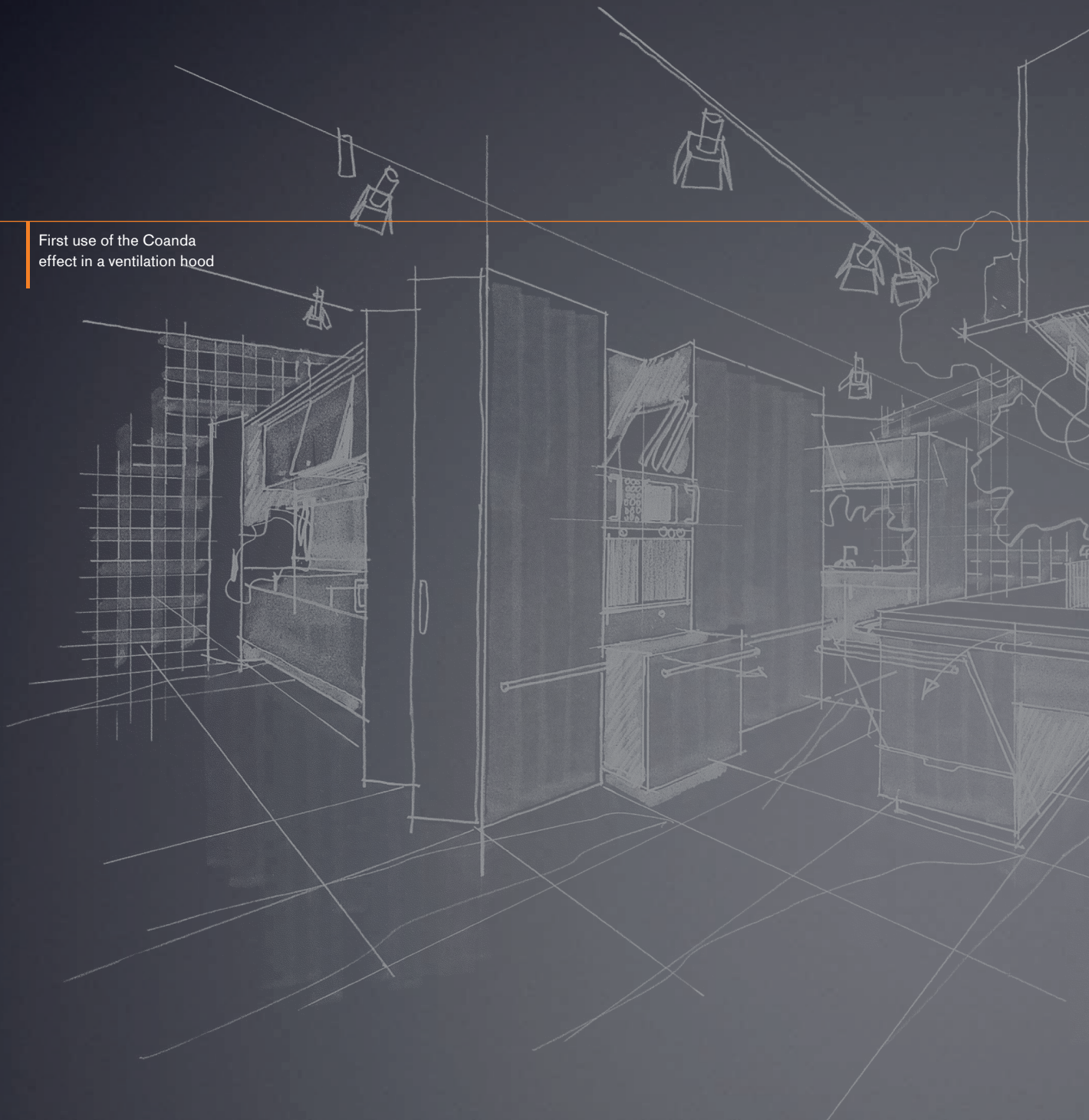
In the 50s, we were instrumental in creating the built-in kitchen that you go home to today. In 1972, our first modular Vario system became the next kitchen evolution. We developed the first downdraft ventilation in 1976, the first visor hood in 1982, championed the large 36" wide, 3.1 cu.ft. net volume EB 300 oven in 1986 and in 1999 we introduced the combi-steam oven into the private kitchen and then gave it the ability to wash itself using its own water supply. We have become known as the company that creates the forks in the road of history, new directions – the future.

1999

Gaggenau introduces the steam oven

And the combi-steam oven

First use of the Coanda effect in a ventilation hood

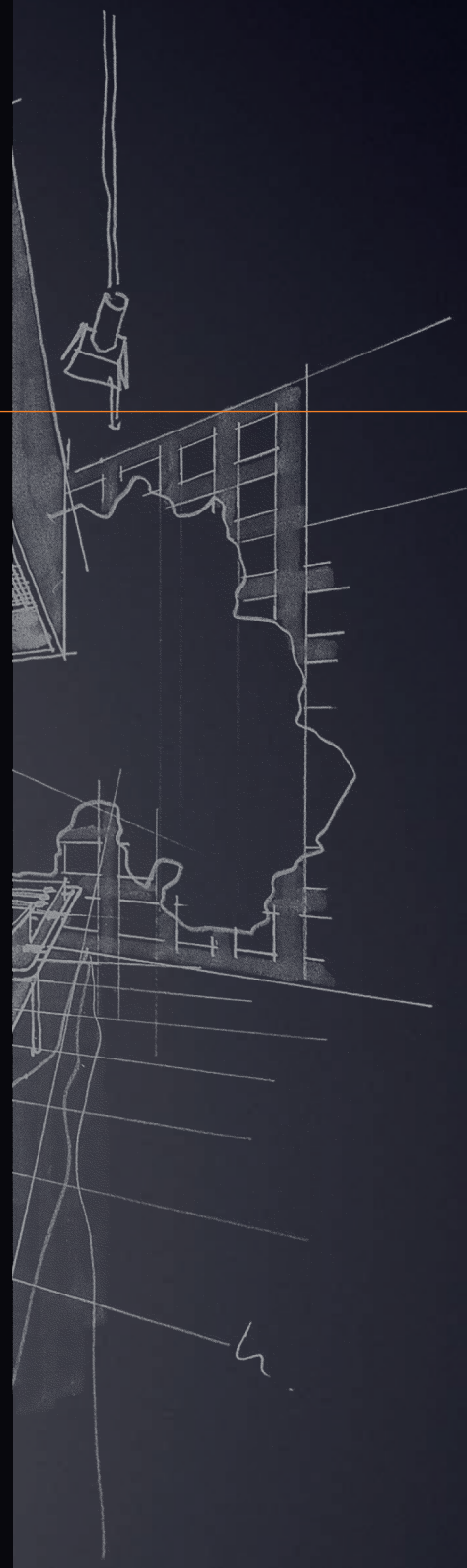




## New gets old fast

We never invent for the sake of it. We conceive something new only if it makes sense, creating the best that something can be for the chef at home. This guiding principle determines that inventions are perfected before we bring them to market, that improvements will be made when they can be achieved and the aesthetic is never compromised. In between these moments of true innovation, we simply maintain our formidably high standards.

There is always some new adjustment to the production line; the hard truth is that it is not always noteworthy. We save our external excitement for the big things. That can be the first steam oven or a unique self-cleaning system. The culinarian's experience guides all; we provide the means for them to achieve what they previously could not. There is no end to the possibilities. We have several excited designers and chefs waiting impatiently for the materials and technology to catch up with their imaginations.



2003 The IK360 wine cabinet,  
with three precisely  
controlled climate zones



As inventive as we are, we do not allow technological possibilities to overrule our design principles. Our TFT touch displays offer millions of colors – our designers chose two. Not only does this look better, it allows you to know what information you are in the act of changing and what information you are simply viewing. Those are the only two distinctions the display needs to make to help the private chef quickly understand and continue cooking.

Innovations and appearance need to strike a chord with the user. They have to appeal to something more than logic and infuse a product with something greater than a collection of features. Were we to get emotional about it, we would say a product needs to have something akin to a soul.

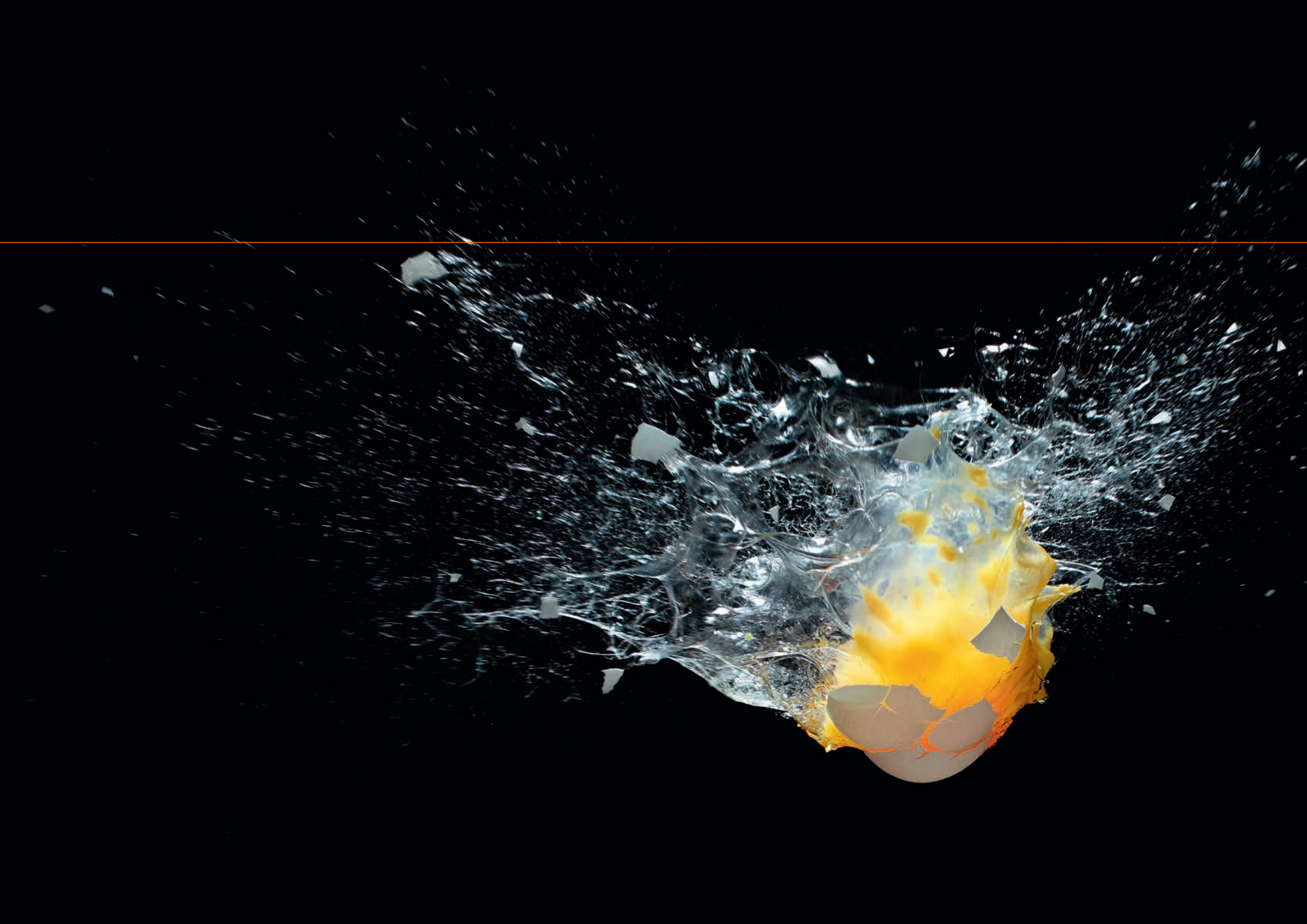






Our values, unchanged since 1683, are an ongoing quest for authenticity and uncompromising quality. They are part of our DNA today and will be for the next 333 years.

Sven Schnee, Brand management



2007

The 400 series refrigeration, a fully integrated, modular system, launches

The 200 series ovens also launches. A busy year

## It is about the culinary artist, not the oven

A Gaggenau kitchen exists only to offer the best cooking experience. The cook can trust that deep thought and restless nights have gone into each function and every nuance. Nothing is there just because it is possible, it is there because it improves the complete experience.

An important part of that experience is visual. Design has been integrated into our processes since we made beautiful bicycles in the 1890s – it is no afterthought. There is a designer at every meeting, debating with the engineer whose role it is to make the impossible. Our 3 mm stainless steel frame for our Vario 400 series cooktops is an engineering headache. It is tremendously difficult to achieve and requires extensive hand machining by seriously skilled individuals, but the end result is worth it.

A touch screen control panel for a Gaggenau appliance. The screen displays a temperature scale on the left with values 7.0, 7.5, 8.0, 8.5, and 9.0. A large '8.0' is highlighted. To the right, a circular timer shows '00:26' and a power level of '3.5'. At the bottom, the time '11:30' is displayed. A bottom navigation bar contains icons for touch control, lock, timer, information, and a key icon. A red indicator light is visible to the left of the screen.

**GAGGENAU**



2011

The pioneering full surface induction cooktop with intuitive interface launches

Integrating design into the process from the very inception might lead to fads in other circumstances, but this is something we are averse to in the extreme. Our designers go the other way: they create timeless classics. Our visor hood is consistently judged as the best designed in blind tests against other hoods on the market. Its appearance has not changed in 35 years: it has not had to. Our self-cleaning system for the 400 series combi-steam oven is a world first. By simply inserting a cleaning cartridge into the housing within the oven's ceiling, you can sit back and let the water do the work.

What does that have to do with cooking? A chef at home creates, they take risks, they try new and exciting combinations of outlandish ingredients. Sometimes it works, sometimes it does not, but creating a masterpiece can be a messy process. We want to free the chef from the oppressive, uncreative activity of cleaning. It is no job for a talented genius, it is a job for the oven and another enhanced experience for the chef.



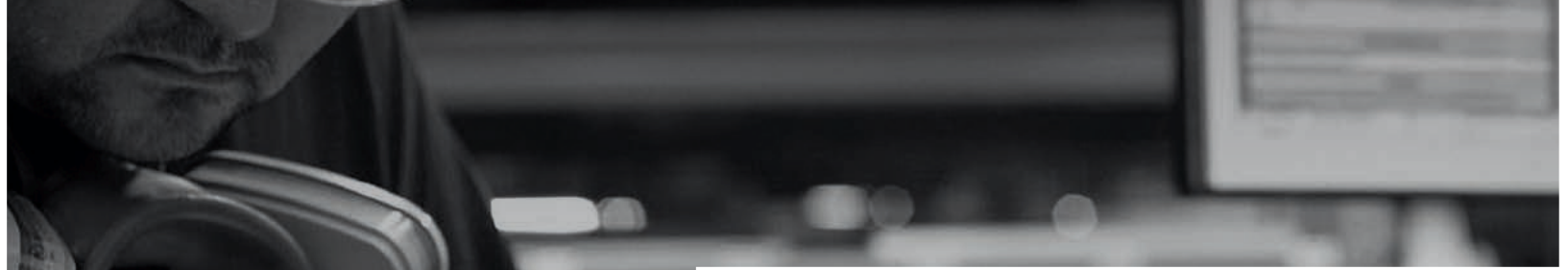
2012

Laser cutting and welding introduced  
for the precision finish of the Vario  
400 series cooktop frames

**At Gaggenau, designers acknowledge and filter  
everything around them but are not distracted from the  
main goal.**

Sven Baacke, Design

Every piece that leaves our workshop is burdened with a 333-year reputation. It cannot fail, it cannot even disappoint; it must excel. We are immensely protective of that reputation; it is a rare, precious and fragile thing. It can be lost in a moment of carelessness or greed, but it is also strong, built in metal by generations of our forebears. It is something each of us at Gaggenau feel obliged to live up to every day. A company cannot really care, but the individuals within it can, should and ours do.



There are thousands of elements and processes that we simply do not outsource. Everything is tested before it leaves the factory, often at each stage of its build.

Stefan Köhl, Product management



2012

Establishment of our clean-room for the development of a new user interface

## Difficult is our ideal

When our control knob was being developed, the concept of control was re-imagined. We invented, designed and prototyped, over and over. So that you delight in the twist of a solid stainless steel knob and it turns in precise, reassuring increments. It feels right, which does not happen by accident.

Our own touchscreen displays are assembled within our airtight, dust-free clean-room. It is the only way to ensure the controls, where the machine meets the chef, are as exceptional as the rest of the piece. An oven's enamel is made to our own recipe, and has been for over a hundred years. We hand-chisel our name into our baking stones. The stainless steel fronts of the doors to our fridge-freezers take a full two hours and forty three minutes to hand-weld and hand-finish. Even the wiring in each of our ovens is hand-finished – each individual wire.

One of the benefits of so much hand assembly is that rare thing: the look-over. Before any of our people put an item in the completed area, they stop and visually check not only what they have done, but the item as a whole, with a trained, experienced, unforgiving eye. Visit our factory and see it happen; it is a simple, obvious consequence of people taking pride in their work. To produce authentic, extraordinary pieces, you must be uncompromising. And a little difficult.







2013

The 400 series ovens arrive

## Knowing when to stop

We take our perfectly finished stainless steel for our Vario 200 series cooktops and shot blast it with ceramic beads. This added process achieves a delightful silky lustre that draws the eye and invites the fingers to touch while hiding the resulting fingerprints. It also reduces the visual effect of scratches because, as beautiful as these structures are, they are working pieces and they will come into hurried contact with other, unforgiving metal objects. We have prepared our surfaces for this inevitability, ensuring that they age well, without showing their years. We know when to stop; when you can no longer improve.



The only way to keep one side of the oven door cool while the other is at 905°F is through insulation. The 400 series oven door is made up of four layers of glass.

Tania Goetzmann, Product management

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Of the 840 processes required to make one of our refrigeration appliances, 813 are done by hand. Equally, we pioneered computerized laser welding. We are wedded to quality rather than process.

Ramona Haberkamm, Product management

2014

New LED light pillars in the 400 series refrigeration contrast with handmade oven wiring

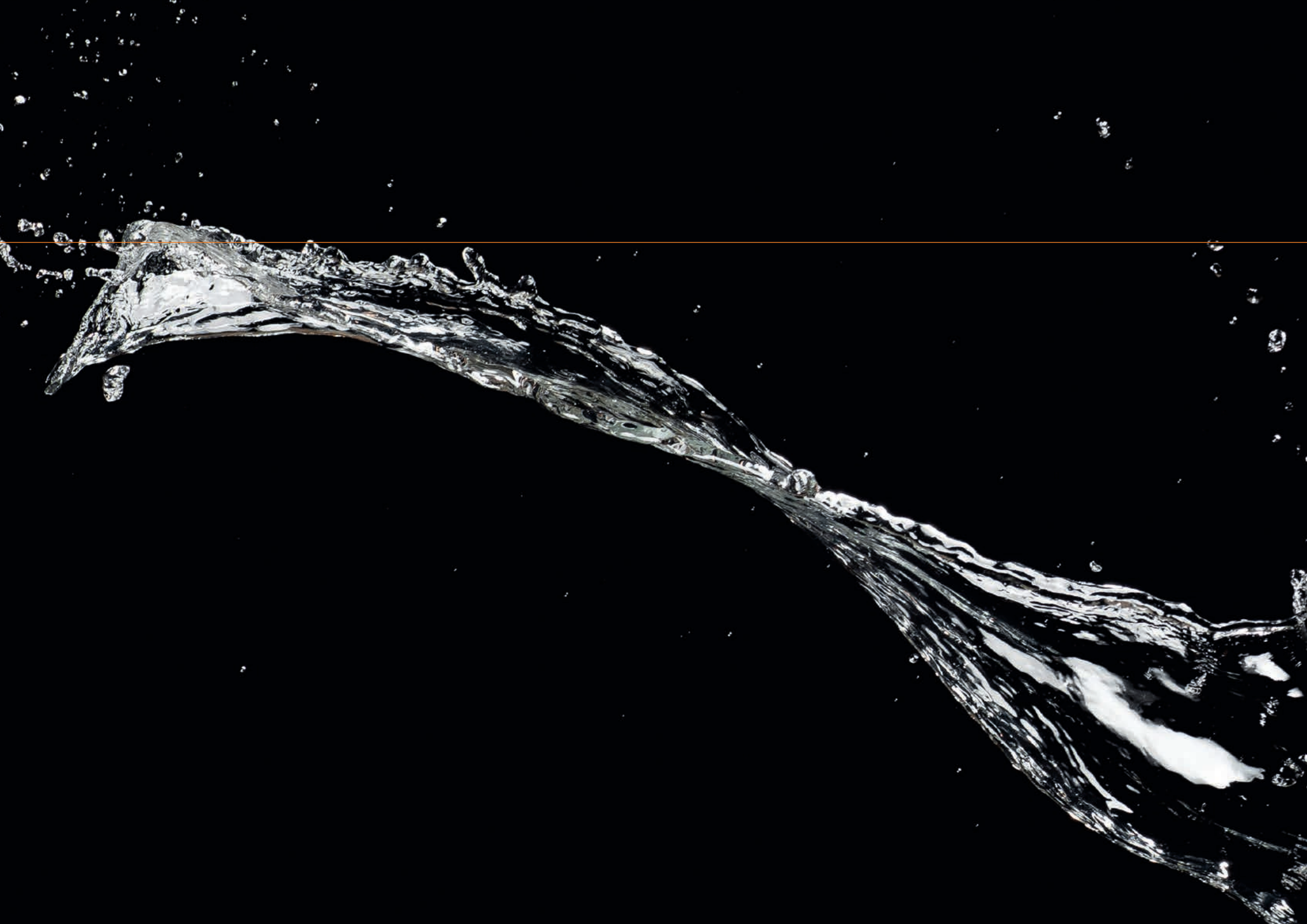
The reason for Gaggenau's fastidious attention to detail is, to quote a somewhat overused expression: failure is not an option. Hand-assembly of our own wiring is completed on wooden templates. We then test the electronics of every one of our pieces before they leave the factory – needless to say, this is not the industry standard, but then neither are we. These intricate, handcrafted processes are conducted in the same building that houses the futuristic clean room, the same factory that makes the steel, creates the enamel and produces the finished product.



2014

The 400 series ventilation:  
island and wall-mounted  
hoods complete the range

Automation and efficiency are also not things we shy away from and our pieces are a testimony to these aspirations. Our baking sheets are created by a machine generating 400 tonnes of pressure, rather than a burly blacksmith with a hammer, but we insist that someone, burly or otherwise, checks the sheets going in and out of this machine. And that is a baking sheet, so for the Vario 400 series cooktops, a complex interconnecting precision instrument, we hand assemble the final steps. Because nothing compares to the skilled hands and focused eyes of a craftsperson.





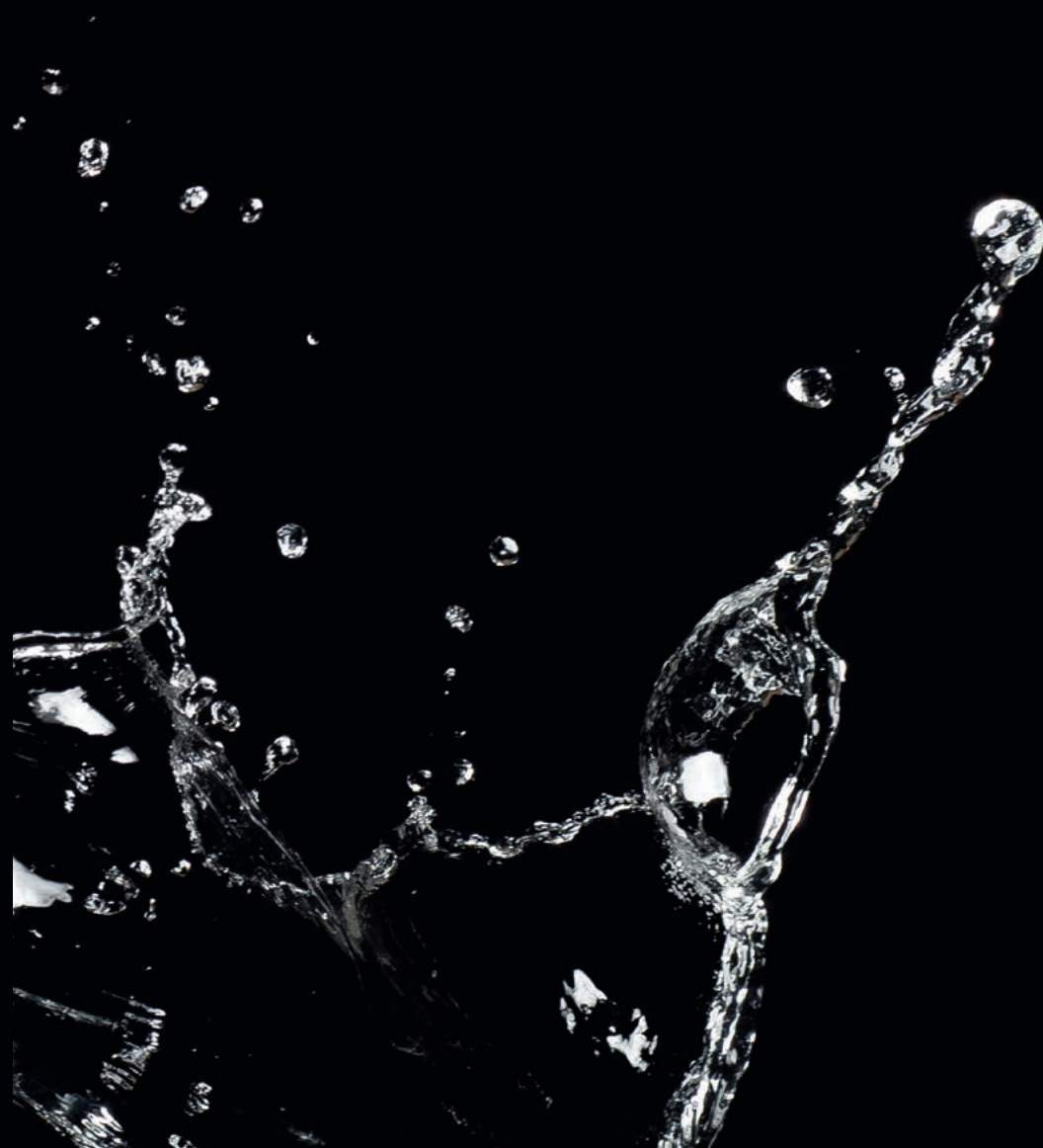
2015

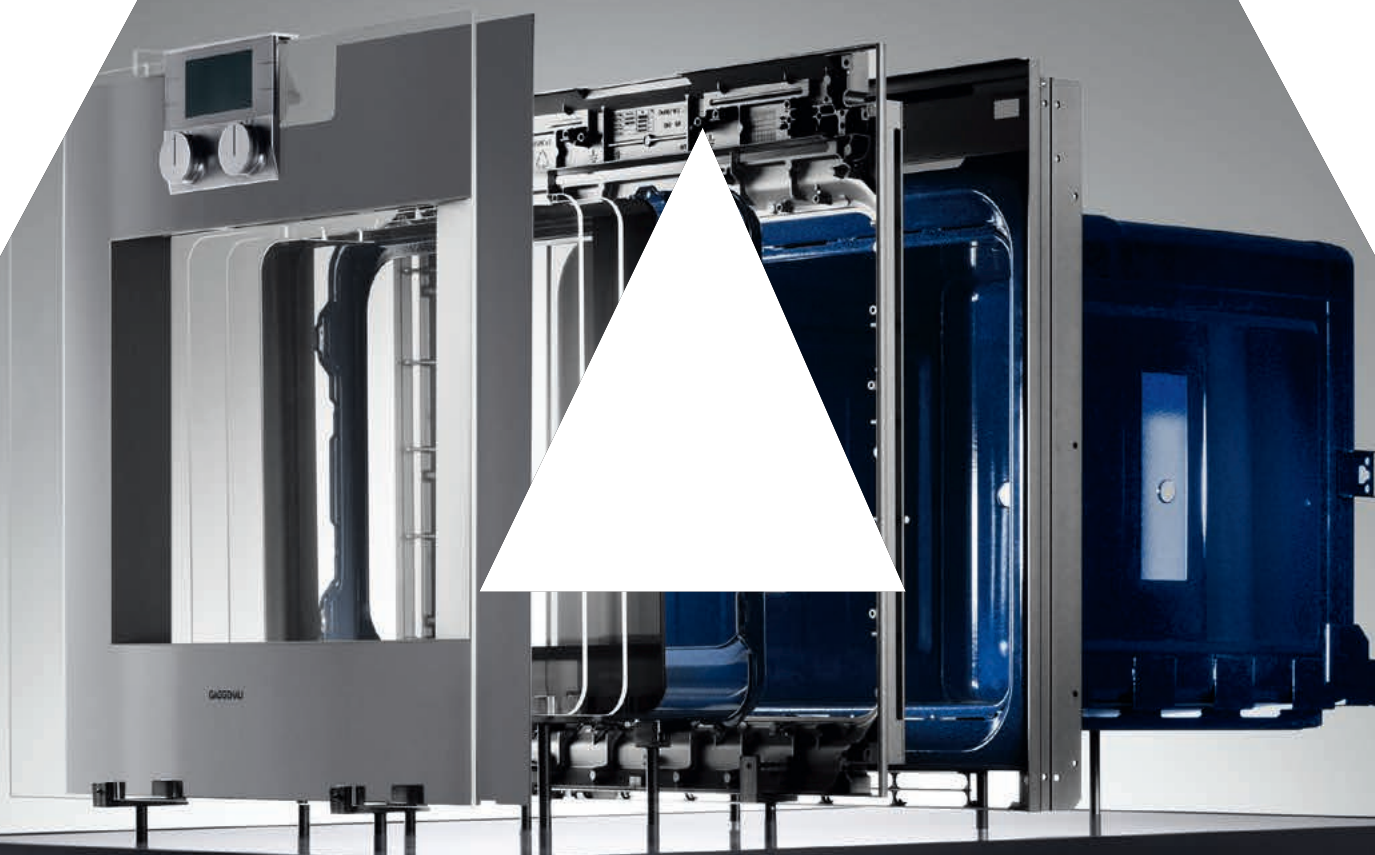
Introduction of a unique  
automatic cleaning system  
for the combi-steam oven

## Quality control freak

To not test the performance of any individual piece would haunt us. Not only do we use the finest materials in our pieces, we are also happy to lavish time on them. An oven is fastidiously tested through Pyrolytic cleaning, because of the high temperatures involved. While this is time, energy and labor intensive, it is the only way to ensure the customer's oven works. So we invest three extra hours into each of our pyrolytic ovens, putting them through a sustained 905 °F clean before they go anywhere. We take as long to test one of our less complex fridges as we do to build it.

And where others do check a critical element of an appliance, we will test it twice. This is not us trying to be different: this is important, therefore we need to quality-control the quality-control.





We do things a certain way, not to impress or differentiate, but because that is what is required to achieve perfection.

Sven Baacke, Design



We are parents of the Gaggenau brand. We feel an emotional connection and responsibility, without knowing what we will get back. It has its own energy and life: we are simply looking after it for the next generation.

Sven Schnee, Brand management

## People power

To create extraordinary products, you need extraordinary people. That, and an environment fueled by trust and loyalty where everyone has a voice and shares a singular vision.

At Gaggenau, we see everyone as an entrepreneur, always striving to inspire, and passionate about the result. When the final touches were made to the 36" EB 333 oven, the updated version of the EB 388 icon, everyone on the production line crowded round to see the finished product. There is a little of all of them in it.

We are equally emotional and selective about our partners. We choose to work with a professional chef because they inspire us, not because they are famous in a consumer world. Ego does not make the grade – we want shared attitudes, inspirations, passions and an authentic contribution. Our chefs help us develop our products and shape our journey so we can help them evolve and develop their cuisine. And you yours.



2017

The EB 333 icon is re-imagined, updated and revealed

## Back to the future

Change is additionally important for a brand. Of course we are aware of what is happening elsewhere and we adapt as and when required. But rather than follow others or seek to lead them, we simply strive to produce the finest to benefit the experience.


Sometimes, to move forward, it is good to look back. The iconic 90 cm-wide oven was introduced 30 years ago, but is still going strong – uncompromising, tested, proven. We spent three years creating the original and another 30 perfecting it into something new. This remodelled work of art represents the culmination of our finest principles, skills and ethos, so we have christened it the EB 333 in recognition of our three-and-a-third centuries of working in metal. It stands alone in the culinary world as the generous, coveted classic and private choice of the professional chef for three decades. We might have tweaked, enhanced and refreshed the design, but we remain true to the soul.

**A labor of love, predominantly hand-crafted, barely 2,500 of these design icons will be created in any given year. The EB 333 is more than an oven; it is a huge statement of intent, a promise to create culinary masterpieces.**

Yves Lebrun, Product development







Create a brand and it can live for years  
or decades. Create a culture and it can  
live for centuries. We are proud of the  
Gaggenau culture.

Matthias Ginthum, Board member



## What is a kitchen?

To us, the kitchen is not a static room full of machines, it is a mindset. Family, warmth, nourishment, belonging, status... it means different things to different people. It can be a playground, a refuge, a statement. So we do not sell cooking equipment – we provide an environment in which you can create the culinary culture you want, so you can be the chef you aspire to be.

Consider the microwave. Loved and hated in equal measure, we see it as part of a private chef's armoury. Our combi-microwave oven is a nod to the professional kitchen where it is all about convenience and multitasking. We do not mind if you use yours to roast a chicken or bring your pre-made entrée up to temperature. We just care that your roast or amuse-bouche is the best it can be.



## Awaken the senses

The Gaggenau difference continues beyond the product. The importance of the tactile experience cannot be overstated. The quality of components, build and design is best understood when you can sense it for yourself.

Any film can have endless interpretations because we view it through the prism of our own experience. At one of our showrooms or live events, you can see, touch and interact with our products, but you will imagine them within your own vision of the perfect kitchen. All we can do is feed that imagination. Specifications and proof of excellence are there if you want them, but ideas are what we promote. We will seduce your senses with brushed steel surfaces that beg to be touched, silent door mechanisms you will strain to hear, candles fused with heritage scents of fire and forest... Our spaces are places you can dream and plan.



Our magazine 'new spaces', touches on all the topics that inform our culinary culture; not just cuisine, but also architecture, art, design. A version of these musings is hosted on our website, entitled 'Essays'. Instagram and Pinterest each have an official Gaggenau destination for the interested to peruse – and we do aim to be interesting.

**We do not want to prescribe an ideal culinary culture,  
we want to help you realize yours.**

Stefan Hoesle, Communication





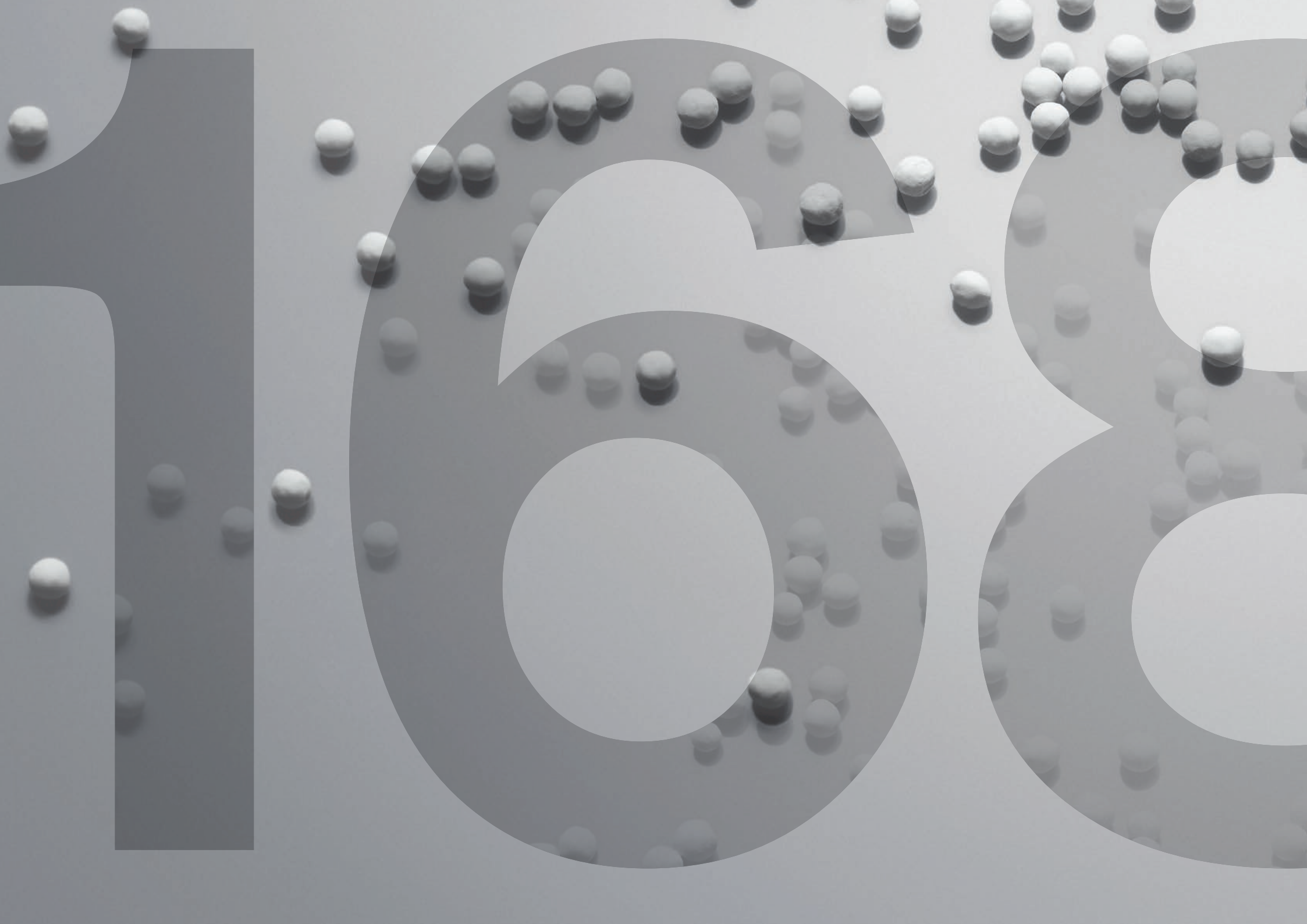
**We are not a large factory churning out hundreds of thousands of products. We do fewer, to a higher quality. And quality takes time.**


Philipp Kipper, Manufacturing

## So where next?

When the first flames roared in that Black Forest forge in 1683, the workers may not have foreseen today's ground-breaking appliances. But they believed in excellence and innovation just as we do today. And we know we will still be using those same values to create uncompromising solutions for the kitchen of the future.

Our lengthy history makes it easy to take a long-term perspective. We are not a large factory churning out hundreds of thousands of products. We do fewer, to a higher quality. And quality takes time. That might be five or ten years from a concept to build, but in our grand scheme of things, that is no time at all.

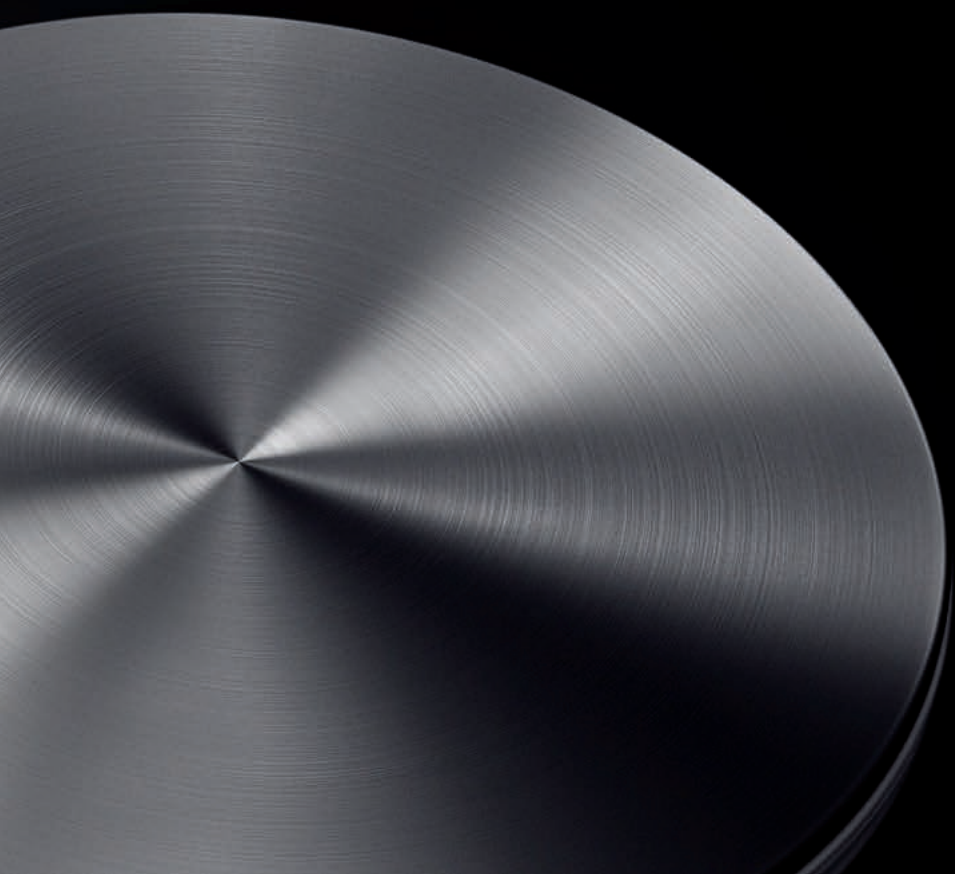




## The future here and now

How we prepare and consume food changes constantly. Whether we are time-poor and craving convenience or concerned about the environment, we want beautiful solutions quickly. Gaggenau stays one step ahead. For example, the entire surface of the CX 491 induction cooktop can be used as one large cooking zone. It automatically identifies and heats each pot and pan where it stands. And because we use the best materials, the lifespan of our products is greatly extended, reducing their carbon footprint even further. In short, we are always working on the next big thing so it is ready before you know you even need it.





## The next big thing

No one knows what the next 20, 50 or 333 years will bring, but we certainly know that aspirations will change. What will cuisine look like? How will tastes develop? Will we want bigger ovens? Or smaller ones? Will we even need ovens to produce the perfect meal? In fact, what will luxury look and feel like?

Perhaps in the future there will be no physical kitchen at all. Perhaps ownership of beautiful pieces, though pleasing, will be less precious than sharing a mindset – the Gaggenau mindset – that will have a strong influence on the rest of your life. What we do know is that if the kitchen is the heart of the home, then Gaggenau is its soul.

We have told you our story so far, an amazing tale spanning three-and-a-third centuries. But that is only the beginning – a mere **333 years in the making...**



