



## Press Release Vorwerk Group

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# Redefining an Iconic Design: The New Thermomix® TM7 Sets New Standards in the Modern Kitchen

**Wuppertal, Germany – February 14<sup>th</sup>, 2025 – Thermomix® is much more than just a kitchen appliance – it is an integrated ecosystem that seamlessly combines state-of-the-art hardware with the digital Cookidoo® recipe platform – embedded within the global Thermomix® community. With the pre-announcement of the Thermomix® TM7, Vorwerk introduces the latest generation, answering the wishes of their global Community and setting new benchmarks both technologically and aesthetically.**

### **Design That Inspires**

Designed and engineered in Wuppertal, Germany, the new Thermomix® TM7 represents a sophisticated fusion of form and function. The striking black base serves as the perfect stage for the design's main stars: the elegantly pleated mixing bowl and the intuitive 10-inch multi-touch display. "Black is the new white," explains Jan Delfs, Head of Global Design at Vorwerk. "Our user tests revealed that a darker design enhances the Thermomix®'s presence, giving it a timeless elegance."

Additionally, the choice of black is not only a stylistic decision but also supports our commitment to sustainability, as it enables us to incorporate more recycled materials into the device.

### **A New Stage for the Modern Kitchen**

The flat, ergonomic base of the TM7 provides 360-degree accessibility, seamlessly integrating into any kitchen – whether in open living spaces or classic kitchens. The seamless blend of design and engineering is also evident in the improved safety locking mechanism of the mixing bowl, ensuring reliable and secure use.

The new mixing bowl of the TM7 has been optimized not only functionally but also aesthetically, featuring a high-quality, textured exterior. Its elegant, pleated design makes it a stylish centrepiece on



any dining table. Additionally, the special insulation ensures safe handling while keeping meals at the perfect temperature for longer.

### **Intuitive User Experience with a Smart Display**

The enlarged 10-inch multi-touch display elevates the digital user experience to a new level. The conscious decision to eliminate the traditional rotary knob underscores the TM7's minimalist design language. The customizable home screen brings color, inspiration, and clear structure to the cooking process. "We have transferred the usability of smartphones to the Thermomix® TM7, creating an intuitive cooking experience," says Delfs.

### **Attention to Detail: From Varoma® to the Spatula**

Even the smallest design adjustments have a big impact: the new rectangular Varoma® provides more room for culinary creations, while the optimized spatula, inspired by a Japanese Santoku knife, is versatile and enhances interaction with the device.

Every detail of the Thermomix® TM7 has been crafted with a clear objective: to balance form, function, and safety. "When you take a close look, the shape of the mixing bowl resembles a trophy – a symbol of achievement, joy, and pride," Delfs describes. "With the TM7, the kitchen becomes a place of inspiration – where design and functionality harmoniously come together."

With the Thermomix® TM7, Vorwerk sets new benchmarks for modern, intuitive, and stylish cooking. A design that captivates – a functionality that inspires.

### **Pre-order Details**

Starting today, Thermomix® TM7 is available for pre-order at a price of EUR 1,549, with deliveries commencing in the second week of April 2025. Customers who purchase Thermomix® TM6 at full price shortly before Thermomix® TM7 pre-announcement can withdraw within the statutory 14-day withdrawal period. Additional goodwill arrangements are in place for recent Thermomix® TM6 buyers.



## **ABOUT VORWERK**

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of EUR 3.2 billion (2023) and operates in 61 countries.

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