



## Press Information

### **VORWERK SE & CO. KG**

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## **Vorwerk Develops Robot-Enabled Home Experiences with latest NVIDIA Technology**

### **Vorwerk deploying Isaac robotics platform and Gr00t to accelerate the next generation of home experiences**

**Wuppertal, June 11, 2025 -- Vorwerk, the largest Direct Selling company in Europe and a leader in innovative home experiences for its engaged community, is deploying the NVIDIA Isaac robotics platform to accelerate the development of home experiences using artificial intelligence and robotics.**

Since the introduction of its early cleaning robots, launching the digital ecosystem for Thermomix® and pioneering the digital kitchen platform Cookidoo® over a decade ago, Vorwerk has been at the forefront of creating paradigm-changing, software-driven experiences, enabling its community to ignite passion through innovation.

The new collaboration between NVIDIA and Vorwerk marks an exciting evolution in intelligent home solutions, ushering in an era in which the promise of convenience and smart automation for highly individual living spaces becomes possible for the first time.

Vorwerk is post-training NVIDIA Isaac GR00T N1, an open robot foundation model, to support families around the home, whether seniors looking to maintain their independence, or busy families in need of an extra pair of hands. To post-train the model, Vorwerk is leveraging the Isaac GR00T-Mimic data pipeline to generate large, diverse synthetic motions data to prepare robots for common household tasks such as cooking, cleaning, and more.



These trained robot policies are then rigorously tested in diverse simulated home environments using Isaac Sim, with future deployment planned for a range of robots powered by Jetson AGX Orin.

### **Artificial Intelligence Unlocks Deeply Personalized Home Experiences**

Vorwerk envisions a future where artificial intelligence and robotics advance the home into a safe & secure, connected, and harmonious living space, elevating wellbeing and ease-of-living. With NVIDIA's advanced physical AI innovations, this vision is starting to become a reality.

"At Vorwerk, our dedicated community is at the center of our commitment," said Julius Ganns, Chief Digital Officer at Vorwerk. "Artificial intelligence unlocks countless opportunities to deliver smarter, more secure, and deeply personalized home experiences that were not possible before. By partnering with NVIDIA, we are taking this vision to the next level, accelerating innovation for our advisors and customers everywhere."

NVIDIA's announcements at the 2025 GTC, including advances in robotics platforms, AI technology platforms, and smart orchestration, provide the ideal base for Vorwerk's vision. Together, the companies will integrate NVIDIA's physical AI solutions into Vorwerk's future products to enable intelligent, adaptive home experiences.

"Together with our Vorwerk community of advisors, customers and employees, and strategic partners like NVIDIA, we aim to create passion amongst our community. We are uniquely positioned to create and demonstrate these solutions, allowing our advisors and customers to experience them where they really matter—at their homes," said Thomas Stoffmehl, Speaker of the Executive Board.

Vorwerk also recognizes that the future of robotics lies in advanced use cases beyond singular routine tasks. From supporting families with young children to assisting seniors with greater independence, robotic ecosystems made possible through this collaboration will create trusted companions to make lives easier and better.

"Robotics and physical AI enable the next leap forward to inspire our community," said Thomas Rodemann, Chief Operating Officer. "Building on our legacy of innovation, our strategic intent is to deliver relevant solutions to real-world problems as part of our broader AI-driven ecosystem, consisting of Thermomix®, Kobold®, and our digital touchpoints on major smart device platforms, such as Apple and Google."

To accelerate into the next era of breakthroughs, Vorwerk is enhancing its AI and software capabilities in its existing development locations in Germany (Wuppertal/Düsseldorf), Italy



(Milano), Switzerland and China (Shanghai), but also investing in new AI/Robotics labs based in Spain (Madrid/Málaga) and other locations. These global teams will focus on creating premium home experiences that unify robotics, smart devices, and advanced AI.

"Vorwerk has always embraced technology to improve our ecosystems and direct-to-consumer capabilities," Ganns emphasized. "Now, we're making the next step towards an era where robotics and smart devices collaborate in a very special way—supporting our community with innovative ecosystems."

## **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 (2024) and operates in 60 countries.

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