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A Year of Awards: Thermomix® TM7 Impresses Juries and the Community

Wuppertal, 25 November 2025 – The launch of the Thermomix® TM7 remains unforgettable not only for the Vorwerk community, but has also impressed industry experts. Last week, Vorwerk received two prestigious German communications awards: a Silver Effie in the "New New" category for the overall campaign and the PR Report Award in the "International Communication" category, where Vorwerk prevailed over all other competitors. Vorwerk was also shortlisted for the PR Report Award in the "Content Strategy" category.

The TM7 launch: Valentine's Day becomes a global event

On 14 February 2025, the Valentine's Day event in Berlin marked the starting point of a movement: 2,500 advisors experienced the Thermomix® TM7 in a shared moment of excitement and carried that energy into their communities around the world. The international reach of more than two billion contacts generated within 72 hours of the launch was no coincidence. It was the result of precisely orchestrated communications designed to create impact where passion comes to life: within the international Vorwerk community. That momentum continues today. With around 860,000 pre-orders to date, the Thermomix® TM7 is the most successful product launch in Vorwerk's history.

Communication as a team effort

"The Thermomix® TM7 launch was extraordinary in every respect," says Matthias van der Donk, SVP Corporate Marketing and Communication at Vorwerk. "It became a success because people around the world worked together, first and foremost our community, as well as our communications, marketing and event teams and Vorwerk teams worldwide. This coordinated collaboration made the global success possible."

The launch was developed in close collaboration between the in-house Corporate Communications, Marketing and Sales teams and strong partners: communications agency *impact* for communications,



PR and monitoring, supported by Havas Red; Ogilvy for marketing and the creative concept; and B+D Events for event production.

Alongside the communications awards, the Thermomix® TM7 also received numerous honours for design and innovation in 2025, including the Red Dot Award, the UX Design Award and the Plus X Award in five categories. These awards demonstrate that the TM7 has set new standards not only in technology, but also in design. It shows how powerfully design, innovation and emotion can work together.

Passion as our driving force

"These awards belong to our entire community, to their enthusiasm, their trust and the passion with which they inspire us every day to achieve our best," says Dr Thomas Stoffmehl, Speaker of the Executive Board. "The launch of the Thermomix® TM7 was a defining moment for Vorwerk. The many awards in technology, design and communications are thoroughly deserved recognition for everyone involved in this successful and exceptional launch. Thank you!"

ABOUT VORWERK

Vorwerk is Europe's number one direct sales company and the global leader in the direct sales of premium household appliances. The internationally operating family-owned company was founded in Wuppertal, Germany, in 1883. Vorwerk's core business is the production and distribution of premium household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers. Advisors are at the heart of the company's activities and serve as the primary point of contact for customers. The Vorwerk family also includes the akf - Group. Vorwerk generated Group sales of EUR 3.2 billion in 2024 and is active in more than 60 countries worldwide.

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