

Press release

Next Generation – A sandwich maker for those who want more
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ROMMELSBACHER
ElektroHausgeräte GmbH

Next Generation – A sandwich maker for those who want more

Dinkelsbühl, 31 January 2024 | Next Generation! With its generous and extra-deep baking moulds, the new Rommelsbacher ST 1000 sandwich maker sets new standards. The ST 1000 bakes crispy XL toast sandwiches that are flavour-sealed all round and separated into bite-sized pieces thanks to the special design of the baking plates. Powerful, quick to use and with a stable, robust design, it is the perfect appliance convincing all generations, from kids to grandparents.

Who would have thought in 1993 that the then emerging trend product 'sandwich maker' would still enjoy unbroken popularity 30 years later? The first model made by Rommelsbacher featured the unmistakable design of the '90s and took customers' hearts by storm. Since then, sandwich makers have become an integral part of the Rommelsbacher product range. Over time, the preferences and demands of users have changed, as has the range of culinary ingredients on offer. This has led to continuous development and improvement of all sandwich maker generations at Rommelsbacher. The current models therefore perfectly reflect current lifestyle and nutrition trends. With a high-quality sandwich maker, you can enjoy sumptuous or healthy snacks. It is ideal for small treats – whether as slow or fast food – and even bite-sized pastries can be prepared with the sandwich maker.

The new ST 1000 sandwich maker is the ideal choice for those who expect more. This model stands for large sandwiches, sumptuous fillings, quick and optimum baking results, effortless operation, and easy cleaning. It offers maximum snacking pleasure - whether for a small snack between meals or for a quick, warm dish at the end of a long day.

This sandwich maker is at the forefront of technology. Carefully selected materials and a well thought-through design guarantee a comfortable use. The heating is powerful and therefore the appliance heats up quickly. The extra-deep baking moulds also provide space for generous fillings, and their special shape prevents overflow during preparation. The extra high dividers make it easier to split up the finished snacks. Of course, this sandwich maker also fulfils the high safety standards that characterise all Rommelsbacher products. Heat-insulated handles, integrated overheating protection and a safe, non-slip stand provide confidence during daily use. After use, the appliance can be cleaned in no time at all - thanks to the high-quality non-stick coating, nothing sticks. The power cord can be neatly coiled up underneath the appliance, allowing the sandwich maker to be stored vertically in the kitchen cupboard to save space and keep it tidy. This means the appliance is always ready to hand for the next use.

The Sandwich Maker ST 1000 by Rommelsbacher is commercially available at the price of 59.99 €.

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About ROMMELSBACHER ElektroHausgeräte GmbH:

Our roots are in Stuttgart, where Dipl.-Ing. Gustav Rommelsbacher started his business in the year 1928 with the design and production of loudspeaker systems. He was an inventive genius with innovative ideas and the good instinct for the trends and needs of his time.

After World War II, Dinkelsbühl/Germany became his new home. He started his production in a garage, with all materials he could get hold of, and made electric appliances which were urgently needed at that time. Radiators, electric irons and mobile cooking plates were manufactured under the brand robusta and soon delivered to many countries. The first brick-built factory was designed and expanded in the years that followed. His son, his daughter and his son-in-law joined the team and robusta became ROMMELSBACHER. In a spirit of great commitment, with high quality appliances and the strengths of a family-owned company, they developed a brand which is well-known for its first-class products.

In 1991, the third generation entered the business and in 1995, ROMMELSBACHER moved premises to a larger block of buildings which formed the perfect basis for further growth.

Modernization and expansion started in 2014, making the Dinkelsbühl/Germany premises fit for the future, since the fourth generation is already waiting in the wings.

Please find further information on our website www.rommelsbacher.de as well as on our social media channels:

Facebook: [@ROMMELSBACHER.de](https://www.facebook.com/ROMMELSBACHER.de) · Instagram: [@rommelsbacher](https://www.instagram.com/rommelsbacher) · Pinterest: [rommelsbacher](https://www.pinterest.com/rommelsbacher) · Twitter: [ROMMELSBACHER](https://twitter.com/ROMMELSBACHER) · Youtube: [c/ROMMELSBACHER1928](https://www.youtube.com/c/ROMMELSBACHER1928)

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