



PRESS RELEASE

MIWE

Quality wins out

The inventor of in-store baking is very pleased about its latest honour. In the latest market study conducted by the trade publication Allgemeine Bäckerzeitung (ABZ), MIWE came out clearly on top in the category in-store ovens. For its market study, ABZ surveyed decision-makers from altogether 300 companies, from traditional craft bakers to large chains, about their opinion on 10 manufacturers. More than 40% of the surveyed companies were using in-store ovens from MIWE, making the Franconia-based manufacturer the clear market leader in Germany. And this means that results of the survey are not based on hearsay, rather on the experience of proven experts, from operators who know very well how important MIWE equipment is to them.

MIWE led in all the categories looked at, which were ranked according to their importance for the bakers (quality and performance, image and service) and thus also in the overall ranking. Especially in the important category of service (consulting, instruction, training, and fast repair service) MIWE was clearly in front according to the assessment of the surveyed bakers.

On the day of the announcement of the results, which took place in Arnstein, Dr Clemens Knoll and Arnulf Ramcke, the new Editor-in-chief at ABZ, presented a certificate in honour of the result to MIWE Managing Director Sabine Michaela Wenz and Armin E. Werner, Head of MIWE Shop Baking Equipment. Ms Wenz was very pleased to receive the honour, which she said, provides important recognition of the work of the entire team. However, even under such happy circumstances there is no room for arrogance or complacency, said the Managing Director: „As long as there is room to improve, we will continue to work at getting better and at making our customers even more satisfied.“

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You can find further information at www.miwe.com

