



STONELINE[®]
GERMANY

COOKING LIKE ON A HOT STONE!



STONELINE[®]

For over 20 years, the world-famous brand STONELINE® has been meeting customer expectations and lifestyle habits with new, creative and unprecedented innovations.

Tobias & Michael Schmiederer

Executive manager and developer of the brand STONELINE®



„Our quality is simply better! STONELINE® offers the latest technology and the best quality at prices everyone can afford. We vouch for this with our names.“

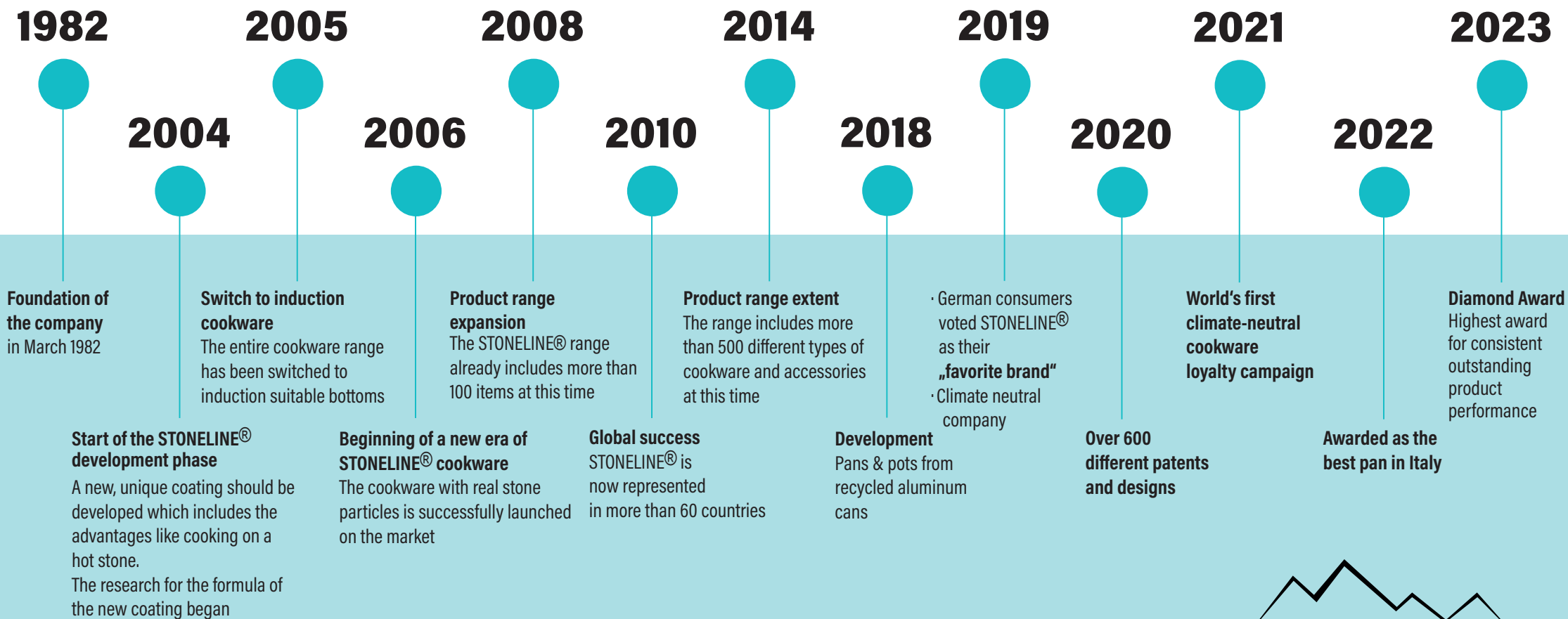
The logo for STONELINE GERMANY is overlaid on a scenic photograph of a mountain range. The mountains are covered in snow and partially obscured by a white line that mimics the jagged peaks of the terrain. Below the mountains, there is a dense forest of evergreen trees, and in the foreground, a calm lake reflects the surrounding landscape. The text 'STONELINE' is written in a large, bold, white, sans-serif font, with a registered trademark symbol (®) to its upper right. Below 'STONELINE', the word 'GERMANY' is written in a smaller, white, sans-serif font.

STONELINE®
GERMANY



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TIMELINE



1

TIMELINE

FEEL THE DIFFERENCE

FAT-FREE HEALTHY COOKING!



STONELINE®

... is fun.

... connects people.

... makes cooking easy.

... protects the environment.

& thinks about the future.


STONELINE®

2

FACTS AT A GLANCE

 <p>STONELINE[®]</p> <p>SINCE MORE THAN 15 YEARS</p>	<p>MULTIPLE AWARDS</p> 	<p>ACTIVELY IN +92 COUNTRIES</p> 	<p>40 YEARS OF EXPERIENCE</p> 	<p>CONTINUOUS INNOVATION</p> 	<p>SMART & FRIENDLY</p> 
<p>CLIMATE NEUTRAL CERTIFIED PRODUCTS</p> 	<p>PRODUCTION</p> 	<p>SOCIAL COMMITMENT & RESPONSIBILITY</p> 	<p>PARTNERSHIP & HONESTY</p> 	<p>LARGEST RANGE OF PANS IN GERMANY</p> 	<p>FLEXIBLE AND DYNAMIC</p> 



2

FACTS AT A GLANCE

PATENTED

ORIGINAL! Unique coating with real stone particles.

PROVEN

Our coating is already **over 15 years** on the market.

PIONEER

Continuous innovations and **over 600 designs and patents.**

INIMITABLE

The most copied pan in the world.

AWARDED

Several and repeatedly **awarded for quality and customer satisfaction.**

CLIMATE NEUTRAL

The whole WARIMEX Group is **climate neutral** certified.

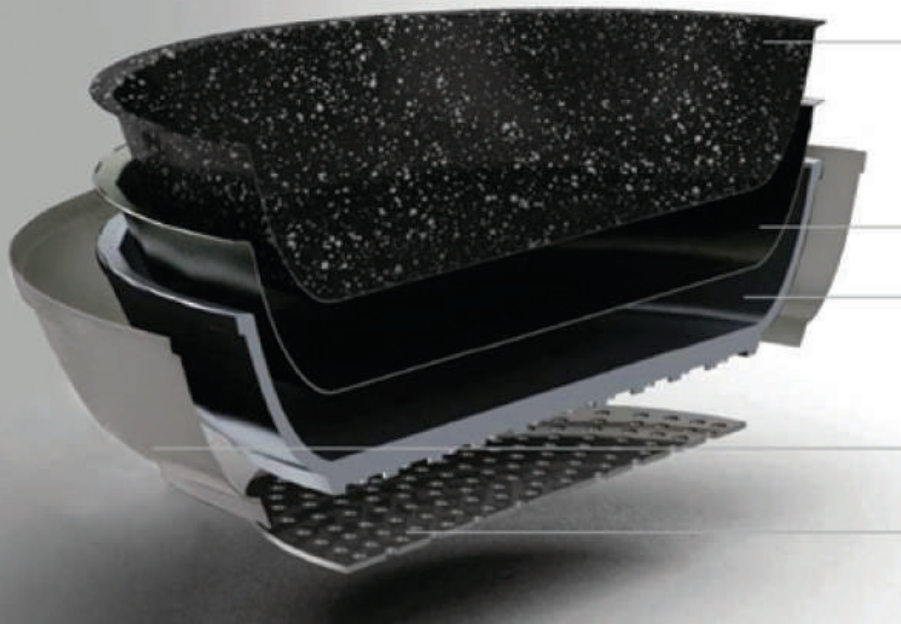


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COATING



German
Patent and Trade Mark Office



**Hard, scratch resistant
non-stick coating**

Functional coating with **real particles of stone**

Pan body of recycled aluminum

Outer non-stick coating

Stainless steel induction bottom

STONELINE®

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PRODUCT PROPERTIES



OPTIMAL FRYING RESULTS

Crispy fried meat.
Vegetables remain crunchy and juicy.



No **SCORCHING**.
No **STICKING**.

COOKING WITHOUT ANY FAT AND WITHOUT ANY OIL

For the best and
natural flavour.



Suitable for **ALL STOVE TYPES**.

EASY-CLEAN-EFFECT

Super easy to clean.



Made of **RECYCLED** aluminum.

WITH REAL STONE PARTICLES

Unique, patented, scratch resistant
non-stick coating.

STONELINE[®]

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PRODUCT RANGE



COOKING



BAKING



KITCHEN HELPERS



KNIVES



5

PRODUCT RANGE

COOKING

PANS

POTS

ROASTER

INNOVATIONS & PATENTS



5

PRODUCT RANGE

BAKING



5

KITCHEN HELPERS AND KNIVES PRODUCT RANGE



6

AWARDS

WE ARE THE WINNERS OF NUMEROUS AWARDS

Annual product awards

Consumers are impressed

Responsible corporate management

Germany's Favourite 2023/24

STONELINE®
Gourmet roaster

Survey Period July/August 2023

Voted:
4.027 Customers
germanys-favourite.com

SZ Institut
statista

Kitchen Innovation Award 2023

AWARD-WINNING PRODUCT

CONSUMERS' CHOICE

- ✓ Innovation
- ✓ Product benefit
- ✓ Design
- ✓ Sustainability
- ✓ Material quality

kitcheninnovationaward.de

Kitchen Innovation Award 2022

BEST OF THE BEST
Category: Cookware and bakeware

CONSUMERS' CHOICE

- ✓ Functionality
- ✓ Innovation
- ✓ Product benefit
- ✓ Design
- ✓ Material quality

kitcheninnovationaward.de

Computer TOP SHOP

9 JAHRE

2015 - 2023

COMPUTER BILD 09/2023

Kitchen Innovation Award 2023

FAVOURITE BRAND DIAMOND
2021-2023

CONSUMERS' CHOICE

STONELINE®

kitcheninnovationaward.de

Initiative LifeCare
KitchenInnovation of the Year® 2018-2020

Favourite brand PLATINUM

STONELINE®

Consumers' Choice

www.kitcheninnovationaward.com

Kitchen Innovation Award 2021

SPECIAL AWARD

Responsible corporate management

WARIMEX GmbH

- ✓ Conservation of resources
- ✓ Climate-neutral production

Category: Company

WWW.KITCHENINNOVATIONAWARD.DE

Germany's Favourite 2023/24

STONELINE®
Back to Nature
Frying pan 28cm

Survey Period July/August 2023

Voted:
4.027 Customers
germanys-favourite.com

SZ Institut
statista

TEST

TOP KITCHEN BRAND

ISSUE 2/2017

Consumer survey
36 brands selectable

No. 1

FUNCTIONALITY & USE

CATEGORY FRYING PANS

reddot award 2016
winner

reddot award 2015
honourable mention

ALTRCONSUMO APPROVATO

Test 03/2022

MIGLIORE DEL TEST

Kitchen Innovation Award 2022 AWARD-WINNING PRODUCT CONSUMERS' CHOICE ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design ✓ Sustainability ✓ Material quality kitcheninnovationaward.de	Kitchen Innovation Award 2022 AWARD-WINNING PRODUCT CONSUMERS' CHOICE ✓ Product benefit ✓ Design ✓ Sustainability ✓ Material quality kitcheninnovationaward.de	Kitchen Innovation Award 2021 AWARD-WINNING PRODUCT CONSUMERS' CHOICE ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design ✓ Sustainability www.kitcheninnovationaward.de	Kitchen Innovation Award 2021 BEST OF THE BEST Category: Kitchen accessories CONSUMERS' CHOICE ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design ✓ Sustainability www.kitcheninnovationaward.de	Initiative LifeCare KitchenInnovation of the Year® 2020 Best of the Best Category: Cookware and bakeware ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design Consumers' Choice www.kitcheninnovationaward.com	Computer TOP SHOP 2014	Computer TOP SHOP 2015	Computer TOP SHOP 2016	Computer TOP SHOP 2017
Initiative LifeCare KitchenInnovation of the Year® 2019 Award winning Product ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design ✓ Material quality Consumers' Choice www.kitcheninnovationaward.com	Initiative LifeCare KitchenInnovation of the Year® 2018 Award winning Product ✓ Functionality ✓ Innovation ✓ Product benefit ✓ Design ✓ Material quality Consumers' Choice www.kitcheninnovationaward.com	Initiative LifeCare KitchenInnovation of the Year® 2017 Award winning Product ✓ product benefit ✓ functionality ✓ Innovation Consumers' Choice	Initiative LifeCare KitchenInnovation of the Year® 2017 Award winning Product ✓ material quality ✓ Innovation ✓ product benefit ✓ design Consumers' Choice	Initiative LifeCare KitchenInnovation of the Year® 2017 Best of the Best Category: Cookware and bakeware ✓ material quality ✓ Innovation ✓ product benefit ✓ design Consumers' Choice	Computer TOP SHOP 2018	Computer TOP SHOP 2019	Computer TOP SHOP 2020	Computer TOP SHOP 2021



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DISTRIBUTION

OFFLINE

IN MORE THAN 92 COUNTRIES



RETAIL MARKET

Shelf units in many stores

TV BUSINESS

Most broadcast cookware brand
in TV business worldwide

OEM BUSINESS / PRIVATE LABELING

Manufacturing for other top brands

CATERING / HOTELS

Loved in star kitchens

DOOR TO DOOR

Gladly shown and recommended to others

ONLINE

OVER 80 MIO. MONTHLY VISITS



MAIL ORDER

OWN ONLINE STORE

NUMEROUS MARKET PLACES

DROPSHIPPING



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CONCEPTS

THE RIGHT CONCEPT FOR EVERY REQUIREMENT

DISPLAYS



COUNTER DISPLAYS



SHELF UNITS



SHOP IN SHOP



8

CONCEPTS

THE RIGHT CONCEPT FOR EVERY REQUIREMENT

DROPSHIPPING

MAIL ORDER

TV BUSINESS



9

SUSTAINABILITY

CLIMATE NEUTRALITY

We have already saved over
8,628,892 lbs of CO2. That equals...



... one ride of approximately
7,314,516 miles with the car.
That is more than driving
250 times around the globe.



... the annual CO2 footprint of
94,130 German citizens.
That corresponds to the annual
CO2 output of an **entire small
town.**



... the annual CO2 binding of
308,878 trees.
That corresponds to a forest
bigger than **430 soccer fields.**



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SUSTAINABILITY

TOGETHER FOR A SUSTAINABLE FUTURE





STONELINE[®]



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