

THE ART OF SERVICE

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HEPP AND THE WORLD OF ART

THE ART OF SERVICE

For over 150 years, HEPP is known for "THE ART OF SERVICE". The ambition is to combine tradition and modernity, the timeless and the contemporary.

The inventor of hotel silver is renowned for his exceptionally sophisticated product ranges and for outstanding pieces in collaboration with renowned product designers. Thanks to its inimitable table settings and sophisticated ambience, the HEPP brand is one of the world's leading names in refined tableware.

With its reliable, long-lasting and high-quality products, HEPP is one of the few large global brands worldwide to offer a complete range of table- and buffetware. Design, functionality, long service life and ensuring the availability of replacements are always the first priority.



HEPP. A STORY OF SUCCESS FOR OVER 150 YEARS.

Only a few years after founding the company, Carl Hepp set a milestone in the history of exclusive gastronomy: his development of the silver plating process in 1871 laid the foundation for the company's expansion. "Gebrüder Hepp 90" or "hotel silver" captured the market and over time replaced products made of pure silver. HEPP established itself as a supplier to upmarket hotels around the world, but by the end of the 1920s, the flourishing business began to suffer the effects of the global economic crisis. The Frank family took over the company in 1931 and brought it back from the brink, although the factory was completely destroyed in an air raid during the Second World War.

The economic upturn of the 1950s allowed the brand to regain its former strength. By the end of the 1970s, the Pforzheim workshops had become too small and a new building, which HEPP relocated to in 1980, was constructed in neighboring Birkenfeld. In 1988 the then WMF AG recognized the potential of the brand and integrated the company into its group. A major fire two years later proved no obstacle to the aim of expanding market share even further, especially in the luxury hotel and restaurant sector. Despite grave losses, production recommenced again only two weeks after the fire in leased premises. Since 2006, the HEPP brand has formed part of proHeq GmbH, a subsidiary of the WMF Group, and is one of the most successful brands in the Group. In 2013 this success brand celebrated its 150th anniversary.





A JOURNEY THROUGH TIME WITH THE MOST FAMOUS HEPP TESTIMONIALS

- 1863 Norddeutsche Lloyd, Ozeanflotte
- 1895 Waldorf Astoria New York
- 1907 Deutsche Speisewagengesellschaft, Berlin
- 1924 Hotel Adlon Kempinski, Berlin
- 1927 Reichstag, Berlin
- 1951 Le Méridien Parkhotel, Frankfurt
- 1963 InterContinental, Frankfurt, Warsaw and Zagreb
- 1972 Deutsche Atlantik Linie, Hamburg
- 1975 Deutsche Lufthansa, Singapore Airlines
- 1982 Cathay Pacific Airways, Hongkong
- 1983 The Ritz-Carlton, Buckhead, Atlanta
- 1984 Hapag Lloyd Fluggesellschaft, Hannover
- 1985 Shangri-La Hotel, Kuala Lumpur
- 1991 The St. Regis New York
- 1998 MS Europa
- 2000 Burj Al Arab, Dubai
- 2008 Breidenbacher Hof, a Capella Hotel, Düsseldorf
- 2010 Burj Khalifa, Dubai
- 2011 The Portman Ritz-Carlton, Shanghai
- 2013 Waldorf Astoria Berlin
- 2014 Severin*s Resort & Spa, Sylt
- 2015 Hilton Bankside, London
- 2016 Sheraton Grand Istanbul, Atasehir
- 2017 MGM Casino Cotai, Macau



TESTIMONIALS



HEPP is a familiar and well-regarded brand among top hotels and restaurants in over 100 countries worldwide. For example, in the five-star hotel of the Ritz Carlton group, of which there are more than 70 as well as the Hotel Adlon in Berlin, Burj al Arab in Dubai, St. Regis in New York City, Taschenbergpalais in Dresden and the Palace of the Lost City in Bophuthatswana.



Hotel Adlon
Kempinski
BERLIN

Le MERIDIEN
PARKHOTEL FRANKFURT



INTERCONTINENTAL
FRANKFURT



WALDORF ASTORIA
NEW YORK



Sheraton
Grand
ISTANBUL ATASEHIR



THE RITZ-CARLTON®
BUCHAREST



Hapag-Lloyd



SHANGRI-LA
HOTELS and RESORTS



ST REGIS



Residenzhotel Capella
A CAPELLA HOTEL
DRESDEN, GERMANY



HAPAG LLOYD
CRUISES



BURJ AL ARAB®
Jumeirah



BURJ KHALIFA
DUBAI



WALDORF ASTORIA
BERLIN

ONE STEP AHEAD: A NEW PIONEERING SPIRIT

THOMAS HEINEN, 2017:

“Over the last 150 years, HEPP has repeatedly excelled,” says Thomas Heinen, General Manager of proHeq GmbH, who is proud of the history of the long-established company. The new brand identity emphasizes the exceptional quality of the HEPP product world: The products are displayed as art works in order to underline the global premium quality.

Hotels are also designed artfully: an appealing design concept allows restaurants and hotels to upgrade the customer experience. The personal touch and clear recognition value form part of a holistic, strategic approach to design. Art as an integral component of corporate communication serves both as an experience and a hallmark. This allows the continuous implementation of the brand and recognition values to be achieved; a unique character – like in the hotel industry.

Rather than an interchangeable look, this creates a new world of experiences that fascinates, touches the emotions and highlights what is already there: the natural elegance and breathtaking beauty of the HEPP world.

“HEPP is distinguished by its high level of flexibility, finest quality and enormous innovative capacity and has long been synonymous with sophisticated tableware.”







CUTLERY

Since time immemorial, cutlery has been more than a practical instrument for eating. It is also a visual and tactile expression of culture and lifestyle. That's why HEPP offers product diversity in a wide range of designs and styles.

TABLE TOP

Only HEPP aspires to the quality that has long made their products an essential part of top-class international restaurants. The elegance of our serving utensils turn traditional and contemporary meals and banquets into truly refined experiences.









BUFFET



HEPP products are made from premium materials for the discerning guest at breakfast, lunch, afternoon tea or coffee, and evening buffet occasions – created, for contemporary dining and for those who delight in the unusual. Exclusive dining for connoisseurs.

A FEAST FOR THE EYES

Sequence, the buffet concept offering extraordinary forms and flexible usage. Interrelating modules in a wide variety of sizes and heights, asymmetrical shapes and material combinations of wood, porcelain, stainless steel, fabric, Corian and plastic mean there are no limits to your creativity when setting up a buffet table.

From chafing dishes and dispensers through to presentation plates and stands, this selection of buffet products leaves nothing to be desired. HEPP gives your guest an array of exquisite features.





BEHIND THE SCENES OF SEQUENCE. THALIA SCHUSTER.

Thalia Schuster studied product design in Schwäbisch Gmünd and at the Ingvar Kamprad Design Center in Sweden. During her course, she specialized in kitchen-related design, as well as fine dining and home decor. Since 2008, the designer has been working in the WMF Group workshop, designing products requiring high levels of creativity.

Her designs have a distinctive character, an expressive form, and a love of detail and are created with aspiration, aesthetics and function at their core. Her work has received many design prizes such as the IMF Award and the German Design Award.

"A feast for the eyes" – this well-known saying firmly links design to the restaurant and hotel sector. What did you focus on when developing SEQUENCE?

Modularity and flexibility were key elements in creating SEQUENCE. At the same time, I prioritized making the collection as independent as possible. My goal was to create something new, something striking, distinct from the dominating GN formats found almost exclusively in the hotel industry.

The new Sequence buffet concept delights the eye with unusual geometric contouring. The characteristic design features simple, diagonal shapes, which give the items a lightness. What was the inspiration behind this extraordinary idea?

My vision was to break away from the traditional rigid image of a buffet arrangement. The tried and tested GN format offers several advantages so I had to develop a design concept that functionally was on an equal footing while also being aesthetically impressive. The diagonal shapes give orientation when arranging the items. Individual container volumes are based on standard sizes and designed to give countless options. Sequence offers maximum flexibility and brings a new dynamism to buffet tables.

SENIOR PRODUCT DESIGNER.

**What was the idea behind the combination of materials (e.g. wood, porcelain, stainless steel textile)?
What criteria did you use to select your materials?**

The motivation was to create a living landscape on the buffet table in which different materials create visual highlights.

The “Sequence” buffet collection received the German Design Award in the „Excellent Product Design – Tabletop” category. Were you expecting to win, and did you know during the design phase that you were creating something extraordinary here?

I’m delighted about the design prize as recognition of my work, but I’m much more excited that Sequence could be successfully launched onto the market. Compared to existing products, the buffet concept is bold and innovative.

What criteria must your designs satisfy?

I want my designs to make products desirable. If I want to buy the products myself, then I’m satisfied with the design. Of course, functionality and producibility play important roles but when the products also make the world a little bit more beautiful, then I’ve achieved what I set out to do.

How would you define the design in a nutshell?

As a child at school in Gmünd, that old phrase “form follows function” made a lot of sense to me. The design might be great, but the product is worthless if it doesn’t work.

What do you like about your work? What makes it special?

Basically, I’m very happy that I was able to turn my passion into a career. For me as a designer, there’s nothing better than seeing an idea develop to the point where it’s ready for production.

What’s your most important work tool?

My most important tool is my sketchbook, which I’ve been using since my studies. And, just as important, good coffee!

Thank you very much for your time.

UNIQUE ALL OVER THE WORLD

Set the mood, as well as the table with our stylish collections. The HEPP collections are developed as creative elements of table culture.

HEPP views itself as a supplier of branded products that fulfills the highest demands of design, quality, and practical use. Timelessly elegant table sets can be tailor-made or individually designed to your requirements.









THE WORLD OF FINISHINGS



Specific forms of finishings create that special something for a harmonious and unique atmosphere. Whether glass beaded, stone-washed, brushed, PVD coated, silverplated, stamped or customized in any other way – HEPP's wide choice of finishings will guarantee a fitting solution for almost anyone. We are happy to provide further details regarding price, purchase quantity and delivery upon request.

THE WORLD OF FINISHINGS

STONE-WASHING FOR A DISTINCTIVE APPEARANCE

Each piece is unique. The stone-washing method gives the pieces of cutlery an impressive vintage feel.

After the mechanical treatment, no piece of cutlery is identical to another.

Each unique piece has its own characteristics, ensuring a distinctive look, especially when combined with rustic or antique porcelain and glassware.

PVD COLOR COATING – STRIKINGLY DIFFERENT

Stylishly different – stand out from the crowd with this elegant and vibrantly colorful surface coating and give your cutlery a remarkable note. With four stylish, unusual colour versions of copper, gold, anthracite and pale gold your cutlery adds a new stylish touch to any table.

SILVER PLATING – UNIQUE BRILLIANCE THAT IS IN A CLASS OF ITS OWN

HEPP is considered to be the inventor of hotel silver.

A seamless production process has been developed over the past 150 years: a layer of silver is inseparably bonded with robust 18/10 stainless steel in an electrolytic bath. The result is an elegant appearance with a soft sheen and high reflectivity. Our in-house repair service ensures optimum maintenance and a long lifespan, thus ensuring that your favorite pieces become timeless companions.

GLASS BEAD BLASTING – A TOUCH OF VELVET

The glass bead blasting creates matt satin nuances.

Small glass balls act on the cutlery or other stainless steel products at high speed and great pressure, creating a soft glow that comes into its own when combined with elegant table settings.





HEPP



MAKING THE NEW FROM THE OLD

Do you want the items you value to shine with a new luster? Then it's time for our professional expertise. HEPP offers a unique and multifaceted range of repair services. From welding and soldering silver jugs, handles and hinges through to the complete re-silvering of tablets, jugs and other serving utensils.

AS BEAUTIFUL AS THE DAY YOU BOUGHT THEM

Whether for sets of cutlery or serving utensils, we provide exclusive repair and refurbishing services. For example, polishing, tarnishing and sandblasting, flattening and leveling. Renewing the serrated edges of knives, or laser stamping are available as well as hard stamping and engraving. Timeless, beautiful tableware can also be treated and worked on according to your specific wishes.



HOSPITALA

FOOD DISTRIBUTION WITH A SYSTEM. SMART. SAFE. SERVICE-EFFECTIVE

As a HEPP business unit and an experienced specialist and partner for system servingware utensils, HEPP HOSPITALA supports you every step of the way, from initial consulting and planning through to optimisation of your processes.

More than 40 years of experience qualify us as one of the lead-ing makers of system servingware utensils and cutlery for group food services and central food distribution in hospitals, clinics, nursing homes and care centres and senior-citizens' residences.







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Art.-Nr. 79.0001.0581/printed 03.2017

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