



STONELINE[®]

GERMANY

COOKING LIKE ON A HOT STONE!



STONELINE[®]
GERMANY



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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 background of the entire page is a scenic photograph of a mountain range. In the foreground, there are green, grassy slopes. In the middle ground, a cable car is visible, suspended from a cable and moving up the mountain. The background features steep, rocky mountain peaks under a clear blue sky with a few wispy clouds.

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TIMELINE

1982

Foundation of the company
in March 1982

2004

Start of the STONELINE® development phase

A new, unique coating should be developed which includes the advantages like cooking on a hot stone.

The research for the formula of the new coating began

2005

Switch to induction cookware

The entire cookware range has been switched to induction suitable bottoms

2006

Beginning of a new era of STONELINE® cookware

The cookware with real stone particles is successfully launched on the market

2008

Product range expansion

The STONELINE® range already includes more than 100 items at this time

2010

Global success
STONELINE® is now represented in more than 60 countries

2014

Product range extent

The range includes more than 500 different types of cookware and accessories at this time

2018

Development

Pans & pots from recycled aluminum cans

2019

· German consumers voted STONELINE® as their „favorite brand“
· Climate neutral company

2020

Over 600 different patents and designs

2021

World's first climate-neutral cookware loyalty campaign

2022

Awarded as the best pan in Italy

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TIMELINE

FEEL THE DIFFERENCE

FAT-FREE HEALTHY COOKING!



STONELINE®

... is fun.

... connects people.

... makes cooking easy.

... protects the environment.

& thinks about the future.


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FACTS AT A GLANCE

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

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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

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PRODUCT PROPERTIES

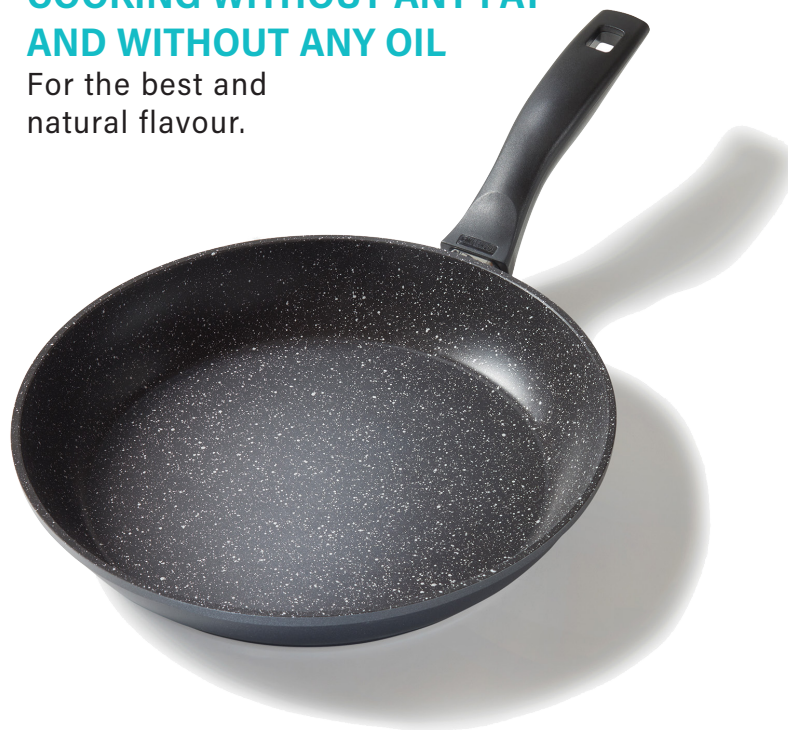


OPTIMAL FRYING RESULTS

Crispy fried meat.
Vegetables remain crunchy and juicy.

COOKING WITHOUT ANY FAT AND WITHOUT ANY OIL

For the best and
natural flavour.



EASY-CLEAN-EFFECT

Super easy to clean.



Made of **RECYCLED** aluminum.

WITH REAL STONE PARTICLES

Unique, patented, scratch resistant
non-stick coating.



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

Suitable for **ALL STOVE TYPES**.

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PRODUCT RANGE



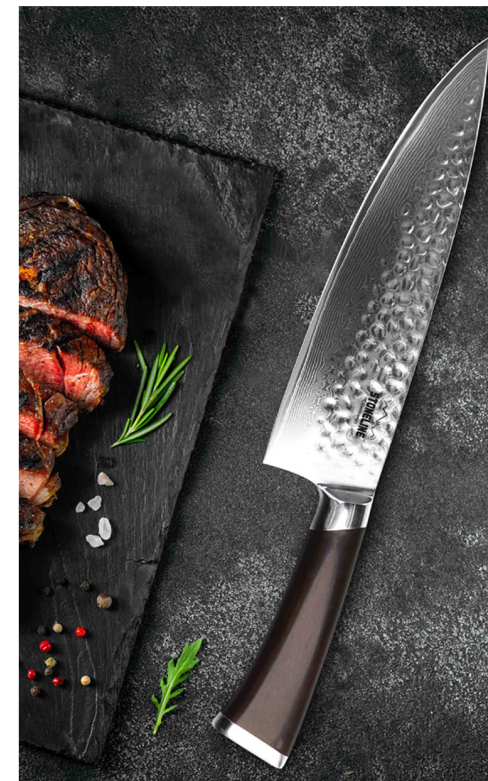
COOKING



BAKING



KITCHEN HELPERS



KNIVES


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PRODUCT RANGE

COOKING

PANS

POTS

ROASTER

INNOVATIONS & PATENTS



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PRODUCT RANGE

BAKING



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KITCHEN HELPERS AND KNIVES PRODUCT RANGE




STONELINE[®]
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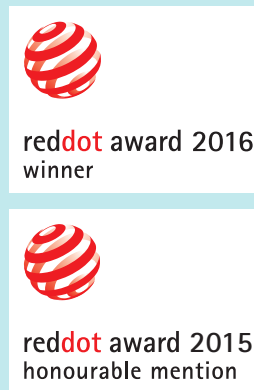
AWARDS

WE ARE THE WINNERS OF NUMEROUS AWARDS

Annual
product awards

Consumers
are impressed

Responsible corporate
management



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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



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CONCEPTS

THE RIGHT CONCEPT FOR EVERY REQUIREMENT

DROPSHIPPING

MAIL ORDER

TV BUSINESS



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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



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