

## Digital brand experience in HOBART WORLD

The global warewashing technology brand from Offenburg, Germany can be experienced in an entirely new way – in the new HOBART WORLD. In addition to the website, this 3D platform offers interactive and emotional information, trends and insights. Visitors are lead on a tour of discovery through the HOBART brand world that is not only informational but also fun.

Offenburg, Germany – With the launch of HOBART WORLD, the global leader in commercial warewashing is expanding its digital offering. The platform makes it possible to experience innovations, products and services from the HOBART brand in an entirely new way. Visitors from the hotel and hospitality sectors, foodservice and industry can dive into a variety of topics and discover exclusive news and entertainment. Numerous videos and animated informational content make the discovery tour through HOBART WORLD a real pleasure.

“HOBART WORLD was originally developed as an alternative to the trade fair experience, which was often cancelled due to the COVID pandemic. The result is that our digital brand world has become much more – namely a splendid addition to our informative website,” says Manfred Kohler, Vice President Sales and Manufacturing at HOBART.

The platform can be accessed via [www.hobart.world](http://www.hobart.world), and boasts 3D optics and an attractive design while also providing further information on HOBART warewashing, cooking and food preparation – in both German and English. There is also a practical chat function to contact HOBART experts directly or to clarify specific questions about products.

For more information on HOBART, please visit [www.hobart-export.com](http://www.hobart-export.com)

Note on photo:

Reprint for editorial use free of charge with the note

"Photo: HOBART"

Photo 1:



Photo 2:



Captions:

Photo 1: With just one click you enter the HOBART brand experience.

Photo 2: Suitable warewashing technology is presented for every type of business in an user-friendly way.

Contact for press enquiries:

HOBART GmbH

Press office

Phone +49 781 600-1182

E-Mail: [presse@hobart.de](mailto:presse@hobart.de)

Follow us on:



[LinkedIn](#)



[Facebook](#)



[Instagram](#)



[Youtube](#)

About HOBART:

Based in Offenburg, Germany, HOBART leads the world market in commercial warewashing technology. We serve customers such as hotels, restaurants and caterers, bakeries and butcheries as well as supermarkets, airlines, cruise ships, automotive suppliers, research centres and pharmaceutical companies across the world. HOBART develops, produces and sells warewashing and cleaning, cooking, food preparation and waste treatment appliances and systems. HOBART is a subsidiary of the US Illinois Tool Works (ITW) Group, which manufactures and sells a variety of products; the group has a staff of 45,000 employees in 800 autonomous companies in 56 countries.