

WARE MALCOMB

ARCHITECTURE
PLANNING
INTERIORS

CIVIL ENGINEERING
BRANDING
BUILDING MEASUREMENT

FOR IMMEDIATE RELEASE

CONTACT:

Maria Rodgers, Public Relations Manager, 949.660.9128, mrodgers@waremalcomb.com

Maureen Bissonnette, Associate Principal, Marketing, 949.660.9128, mbissonnette@waremalcomb.com

WARE MALCOMB ANNOUNCES COMPLETION OF SEB PROFESSIONAL NORTH AMERICA SHOWROOM IN TUSTIN

IRVINE, Calif. (September 18, 2020) – Ware Malcomb, an award-winning international design firm, today announced construction is complete on the addition of a new SEB PROFESSIONAL North America showroom within the company's offices located at 15501 Red Hill Avenue, Suite 200 in Tustin, Calif. Ware Malcomb provided interior architecture and design services for the project.

Headquartered in Tustin, Calif., SEB PROFESSIONAL is the No. 1 market leader in premium automated coffee and espresso solutions. The company is part of Groupe SEB, which sells more than 350 million products each year. SEB PROFESSIONAL's new state-of-the-art showroom, the first of its kind in the United States, is specifically designed to showcase the company's products - including its WMF, Schaerer and Curtis brands - and provide an engaging experience for visiting customers.

Located on the previously undeveloped first floor of the building, visitors can browse SEB PROFESSIONAL's newest products on the showroom floor, then head to a demonstration and tasting bar to experience them in action. Adjacent to the showroom is an R&D and training lab where employees develop and test SEB PROFESSIONAL's latest products. The first floor also includes employee amenities such as a fitness center and large break room. SEB PROFESSIONAL's existing office space is located on the second floor of the building, and modifications to this space include a remodel of the executive suite, lobby and break room.

Designed to be a flagship showroom, the project pays homage to SEB PROFESSIONAL's European roots, with clean and modern lines reminiscent of the company's overseas showrooms. Softer elements like wood accents help create a high-tech yet inviting space. An arbor over the coffee bar adds a cozy, hospitality-like experience for visitors during tastings and demonstrations. The cumulative result of these design features is an immersive experience, where visitors are drawn to explore the showroom by varying planes and experiential visuals such as digital displays and a branded company history wall.

"The new SEB PROFESSIONAL showroom reflects the modernity, ingenuity and innovation of our three brands in a contemporary and inviting setting," said Ray Peden, President of SEB Professional Americas. "The facility is purpose-built to accommodate more than 20 pieces of equipment, each connected to power and water to facilitate customer coffee tastings. This combination of design and functionality will allow SEB PROFESSIONAL to demonstrate our market-leading equipment and coffee competence like never before. And as offices open back up, we will follow strict protocols to ensure our customer experience visiting our new showroom is as safe as it is memorable."

"The goal of this project was to set the bar for all SEB PROFESSIONAL showrooms worldwide, reflecting the company's deep history of technological excellence and dedication to the highest quality products," said Mary Cheval, Principal of Ware Malcomb's Irvine, Calif. office. "It was important that the showroom look as sleek as possible, minimizing visual distractions so the focus would be on the products and the experience within the showroom. Through custom detailing, branded graphics, and unique interior architecture, this cutting-edge showroom reflects SEB PROFESSIONAL's position as a leading provider of high-end coffee and espresso machines."

The General Contractor for the project was [Coastal Pacific Construction](#).

About Ware Malcomb (waremalcomb.com)

Established in 1972, Ware Malcomb is a contemporary and expanding full service design firm providing professional architecture, planning, interior design, civil engineering, branding and building measurement services to corporate, commercial/residential developer and public/institutional clients throughout the world. With office locations throughout the United States, Canada and Mexico, the firm specializes in the design of commercial office, corporate, industrial, science & technology, healthcare, retail, auto, public/institutional facilities and renovation projects. Ware Malcomb is recognized as an Inc. 5000 fastest-growing private company

WARE MALCOMB

ARCHITECTURE
PLANNING
INTERIORS

CIVIL ENGINEERING
BRANDING
BUILDING MEASUREMENT

and a Hot Firm by Zweig Group. The firm is also ranked among the top 15 architecture/engineering firms in Engineering News-Record's Top 500 Design Firms and the top 25 interior design firms in Interior Design magazine's Top 100 Giants. For more information, visit waremalcomb.com/news and view Ware Malcomb's [Brand Video](https://www.youtube.com/waremalcomb) at [youtube.com/waremalcomb](https://www.youtube.com/waremalcomb).

About SEB Professional North America

SEB PROFESSIONAL North America is the No. 1 market leader in premium automated coffee and espresso solutions. The company is part of Groupe SEB, which sells more than 350 million products each year. At SEB PROFESSIONAL, we benefit from the strength of one company with three great brands – WMF, Schaerer and Curtis. Learn more at: www.wmfnorthamerica.com; www.schaererusa.com; www.wilburcurtis.com.

#

Ware Malcomb Irvine

10 Edelman
Irvine, CA 92618
p. 949.660.9128