



## **MEDISANA extends its product portfolio: Brand ambassador Horst Lichter presents as many as 5 new kitchen scales**

*Neuss, 27-06-2016.* With the introduction of the new kitchen scales, MEDISANA is expanding its product portfolio with a completely new category. The Neuss-based company with a long tradition will now offer as many as five new high-design kitchen scales in its range. The prominent personality presenting them will be the popular top chef and brand ambassador Horst Lichter. The motto of the MEDISANA kitchen scales is "Simply live healthily" – and it perfectly fits the philosophy of the company of wanting to assist people in the control, maintenance and improvement of their health using the latest technology, because a healthy and balanced diet, along with a healthy lifestyle and sufficient activity makes a decisive contribution to an individual's health.

The select MEDISANA range of kitchen scales consists of 5 modern glass and stainless steel kitchen scales. The range comprises a broad selection, starting from small and compact, the digital kitchen scales KS 200 to the digital glass kitchen scales XL KS 240, which, combining versatility with a high loading capacity, satisfies all the requirements of the customer and has the perfect scale for any situation encountered in the kitchen. Moreover, all the models, whether made of elegant, timeless glass or shiny, brushed stainless steel are real eye-catchers in the kitchen thanks to their modern designs.

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