

## ALFI JUWEL | THE VACUUM JUG



**Design your life**

Hot things should stay warm when it's cold, cold things should stay cool when it's hot. Containers which achieve these minor physical miracles date back to the nineteenth century. English chemist James Dewar was responsible for the invention. But these containers, known as "Dewar flasks", had one major drawback for everyday use: they were unsuitable for storing food. Based on a suggestion from Berlin-based ice machine manufacturer Karl von Linde, Reinhold Burger developed a double-walled container which was awarded a patent on 1 October 1903. The first insulating jugs for household use were based on this idea which Burger protected under the name "Thermos".

alfi GmbH is now the market leader in Germany when it comes to high-quality vacuum jugs for the table, the kitchen and for picnics and parties. The company was founded in 1914 by Carl Zitzmann with his wife Sophie and ten employees. The company has been using the name alfi for its products for more than 80 years, a name which originally derived from the material aluminium and the name of the place the company was established, Fischbach. However, the company's excellent reputation is largely down to one product: the Juwel vacuum jug. This model is a perfect symbiosis of functional and aesthetic objectives – the Juwel from alfi not only meets the practical requirements of a good quality vacuum container but also is everything you would expect from a piece of refined tableware.

It would be tantamount to sacrilege to call the Juwel – which is the German for jewel – merely a vacuum jug. It is more a sculpture with the dedicated status of a design classic. The heart of the jug is the alfi hardened-glass insert. As a product made from natural materials, glass is one of the safest available for the storage of foods; glass is also a poor thermal conductor and thus helps insulate heat. The hardened-glass insert is now made out of two parts, the inner flask and the outer flask. The two are joined together in the neck area in order to create a vacuum to prevent

heat transfer. The inside of the flask which forms the vacuum is mirrored in silver. This optimises the reflection of the radiated heat in a way that does not impede the food in any way. As the vacuum reduces heat transfer still further, there is a special production stage where the air is extracted out of the outer flask through a small tube in the base.

The shiny metal exterior of the Juwel is available in almost every conceivable design. Whether it is chrome-plated brass, silver-plated, gold-plated, painted or even aluminium, it is not only decorative for an elegant table, it also protects the inside of the jug against bangs and bumps. And if one did ever actually break, almost anything can be repaired at the Wertheim factory. Thanks to alfi's excellent finish quality, the body of the jug develops no spots of rust even after years of use.

As well as vacuum jugs and flasks, alfi's product range now includes ice-cream and food containers and all sorts of special coolers: gold-plated and silver-plated, made of copper and steel, slimline and bulbous, painted in stylish colours and in bump-proof plastics. But no matter which vacuum container and which design the customer opts for, the name alfi stands for a combination of top quality design and perfect functionality – a symbiosis which has made the Juwel name the standard for quality vacuum containers.



Company name  
alfi GmbH

Classic product  
Juwel (since 1918)

Established  
1914 in Fischbach

Founder  
Carl Zitzmann  
(1885–1965)

Distribution  
worldwide

Main production site  
Wertheim/Germany