

What was the challenge?

- Gaggenau needed a user manual for their new line of fully integrated espresso machines. The following points were required:
- a 40 page booklet per language. In total 18 languages, including central and eastern european languages plus, arabic and chinese were transcribed.
 - a Quick Reference Guide
 - Instruction text accompanied with graphic examples.
 - Installation instructions with graphics in required languages
 - description of the special water filter
 - description of the special milk container

A fully automatic espresso machine for domestic use is as complex as their professional counterpart found in the hospital-ity industry. Because of this, a detailed description of all functions and capabilities of the machine is needed.

What was the solution?

- Our major aim was to design a clear and easy to follow user manual.
- ISO 216 size A4 portrait format (210mm x 297mm)
 - 2-column layout
 - graphics of the hardware
 - text in the corporate font of Gaggenau
 - symbols which appear in the display screen and on the appliance interface were specially converted into a new font we created for use as a regular type in explaining relevant symbols and their function both in text and graphics, in all languages.

The main user manual is formatted as follows:

1. Front page
2. Table of Contents
3. Safety instructions
4. Standard equipment with all parts
5. Assembly and components
6. Display and controls
7. Accessories
8. Starting the machine
9. Switching on/off and hibernate mode
10. Loading water and coffee beans
11. Preparing drinks

The Quick Reference Guide is formatted as follows:

- 4- colour concertina leaflet measuring 210mm x 544mm
- graphic instruction in 89 pictures
- placed directly in the machine

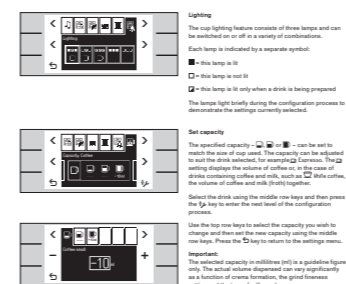
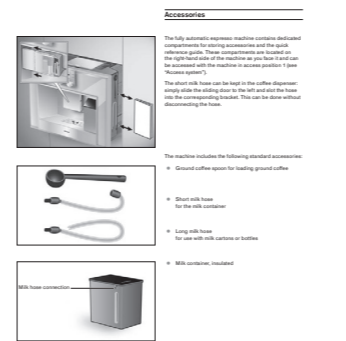
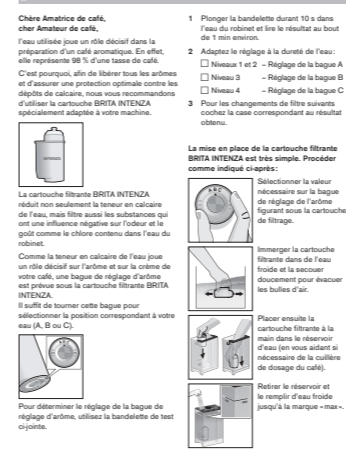
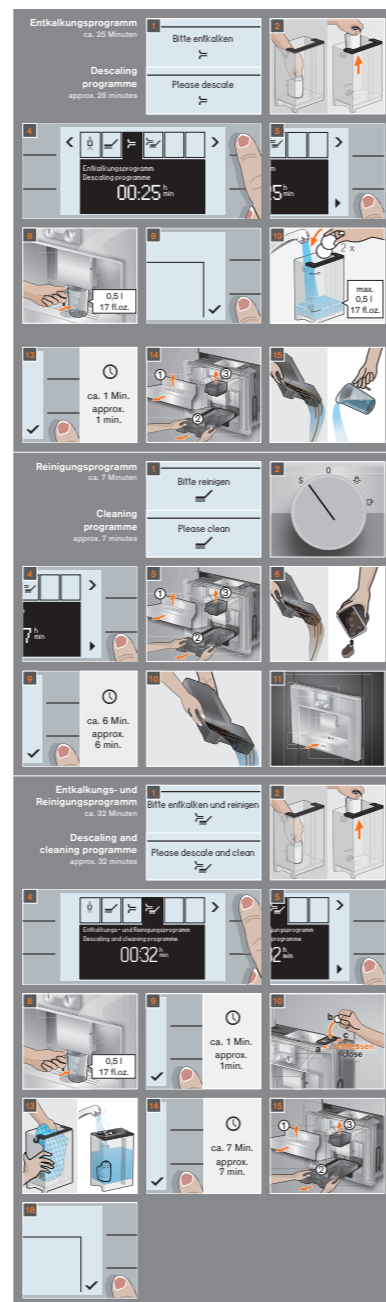
What was the effect?

The main objective of creating this package of user manuals was to construct and design an attractive, comprehensive manual which would guide the user through the functions and features of the machine, while corresponding with the „look and feel“ of Gaggenau’s identity.

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**GAGGENAU
CM 250**

de	Milchbehälter	sv	Mjölkbehållare
en	Milk container	no	Melkebeholder
fr	Pot à lait	fi	Maidonsäilytysastia
nl	Melkreservoir	el	Δοχείο γάλακτος
it	Recipiente per il latte	tr	Süt haznesi
es	Recipiente para la leche	ru	Емкость для молока
pt	Recipiente de leite	cs	Nádoba na mléko
da	Mælkebeholder	zh	牛奶盒
		ar	حاوية اللبن

