



MELITTA MILESTONES



1908

The original filter

Melitta Bentz revolutionises coffee making with a simple yet ingenious idea: Using a brass cup and a sheet of blotting paper from her son's school book, she develops the world's first coffee filter and lays the foundation for a unique brand.



The move to Minden **1929**

The launch of sandwich paper **1937**

Melitta introduces sandwich paper in Germany – the basis for later business with household foils. The typical Melitta lettering is also developed. For the first time, products for the hotel market are produced.



International business **1963**

With a subsidiary in the USA, Melitta expands its overseas presence. Melitta launches aluminium foil in Germany.



Creation of new brands **1988**

Five business segments with independent brand names and areas of expertise are founded: Melitta®, Toppits®, Swirl®, Cilia® and Aclimat®.

Melitta coffee filters get a double seam **2000**

Fourth generation of the family **2013**

Jero Bentz replaces Dr Thomas Bentz in the Chief Corporate Management. He is the fourth generation of the family to represent the Melitta Group.



2019

111 years of Melitta

1925



Melitta® is red & green

The typical red-green brand packaging is created to distinguish the Melitta® brand from its competitors.

1936/37

cone coffee filters



1962

Entry into the coffee business

Melitta is the first supplier to introduce vacuum-packed roasted coffee to the German market.



1965

Launch of the 1x system

Melitta develops the „1x“ system for Melitta coffee filters and filter holders. Melitta also launches one of the first electric coffee machines on the market, the MA 120.



1998

Using bamboo

Melitta coffee filters with 60 per cent bamboo – a fast growing raw material – are launched on the market.



2001

High-performance filter for fine particles

With MicroPor® vacuum cleaner bags, Melitta introduces a high-performance filter that not only retains normal house dust but also fine particles.

