

Press release

JURA celebrates 20 years of IMPRESSA with the J500 Celebration Edition

Two decades of excellence, experience and innovation in automatic coffee machines

Niederbuchsiten, September 2014 – **In 1994, when JURA launched the IMPRESSA 500, it reinvented the automatic coffee machine. By allowing the user to personalise the coffee-drinking experience at the touch of a button, the new machine revolutionised the market. It signalled the start of two decades of innovation in the premium segment and the establishment of the brand in 50 countries. The Swiss innovation leader is now celebrating the 20th anniversary in style with the elegant J500 Celebration Edition. It brings together the experience and expertise acquired over 20 years of development, during which JURA has sold over 3.5 million automatic coffee machines, and the company's passion for the perfect coffee made with fresh beans, always freshly ground and freshly extracted.**

1994: The automatic coffee machine is reinvented

Without a doubt, a journey through the most important milestones in the history of JURA coffee machines starts with the IMPRESSA 500. Launched in 1994, it heralded a new era in automatic coffee machines. With its unique variable brewing unit, it was the first model that allowed users to prepare coffee in accordance with individual preferences. The Pre-Brew Aroma System delivered full-on flavour and a display dialogue system made the machine very easy to use, while the automatic switch-on and switch-off function saved energy.

1998: Compact design redefined

The IMPRESSA E line launched in 1998 quickly achieved global success and popularity. With its compact dimensions, it prepared delicious coffee even in small kitchens and proved the old wisdom that true greatness comes from within. The compact class accelerated JURA's global growth and played a key role in the establishment of the brand.

2001: Internet-capable technology

The IMPRESSA F90, launched in 2001, came with a connectivity kit that allowed machine parameters to be downloaded from a computer and machine data to be transferred over the web for service purposes. This global innovation also featured state-of-the-art sensitive touchscreen technology, opening up a new dimension in intuitive operation. The model was also the first to feature integrated cup illumination to attractively illuminate the finished beverage.

2004: Cappuccino at the touch of a button

2004 saw the introduction of the IMPRESSA Z5 with numerous technical innovations and the characteristic aluminium frame design, an elegant interpretation of the curved shape of a coffee bean. Making a cappuccino had never been easier or more convenient: all that was needed was one touch of a button. It was the first one-touch coffee machine on the market, which effectively created the super premium segment. The pioneering Energy Save Mode[®] reduced energy consumption by up to 40%.

2006: Love at first sight

The IMPRESSA J5, launched in 2006, inspired lovers of good design at first sight with its aesthetics and gourmets with its wide range of speciality coffees, which were easy to prepare with the Rotary Switch. As a new feature, both the height and width of the coffee spout were adjustable.

2014: A feast for the senses

JURA is celebrating the 20th anniversary of IMPRESSA with the J500 Celebration Edition, which dazzles even at first glance with its hand-finished, silver carbon-look front panel. This elegant, masterful touch underlines the multi-award-winning design, which has won international recognition. More than 3.5 million JURA coffee machines have been manufactured during the last two decades. The J500 is the culmination of this wealth of experience. Visually stunning, it features sparkling chrome details and a cup grille of high-quality glass. Thanks to the ingenious, intuitive operating concept, it's easy to prepare the speciality coffee of your choice in a flash. Simply turn the Rotary Switch and a list of speciality coffees appears on the TFT display. All you need to do is press the button once, and you'll soon be enjoying a delicious cup of coffee. The modern graphics harmoniously complement the overall design. It goes without saying that the elegant one-touch coffee machine prepares the full range of coffees, from latte macchiato to ristretto, at the touch of a button and without you having to move the cup. The fine foam technology ensures excellent milk foam quality with a fine, feather-light consistency. The J500 from JURA – a must-have for all lovers of coffee and good design.

JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, Switzerland, is the innovation leader in automatic speciality coffee machines. The company's products stand for the perfect coffee result from fresh beans, always freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries.

More information

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