
CANDY PRESENTS BIANCA: INTUITIVE WASHING HAS A NEW MODEL

A-Class washing performance, simple and intuitive interface and a real appliance-consumer interaction: the new frontier of washing is now a reality

Berlin, August 31, 2017 - Simplifying consumers' everyday life by transferring to its products the typical features of the Italian spirit, such as intuition and smartness, is Candy's mission since its creation. The company, which introduced the first washing machine in Italy in 1945, once again opens a new frontier in the world of washing and presents **Bianca, the first washing machine with intuition and advanced features but easy to use**. Bianca listens, understands consumers' needs, and performs the most effective and most suited washing program to their specific needs.

The **Zoom** function is Bianca's response to a benefit currently seen as precious gold: saving time. Thanks to the **Mix Power Jet Plus** technology, which injects pure detergent directly into the heart of clothes, **Zoom** extends **to all programs and any fabric** the washing **in less than an hour**, with an **A-Class washing performance**, that represents today the highest level of cleaning for textiles.

Bianca's intuition is not translated only in its capability of intelligent dialogue, but also in the modern and elegant **Smart Ring** interface: **a single touch-screen circle display, with typically Italian design and creativity**, from which one can activate and combine with a single touch **all the main programs and options**, choosing the most useful according to his necessity. Smart Ring, specifically positioned with a 11-degree inclination to prevent customers from bending, is **comfortable** and **ergonomic**.

For the first time ever, you can talk to the washing machine with the smartphone, thanks to the **"Talking Bianca"** function. With a **natural dialogue** and **intelligent interaction**, Bianca understands individual needs, helps users in choosing the right program, saves their habits, and provides precious washing tips. In addition, Bianca will promptly inform about its state of maintenance, so that one can take action if necessary. An **intuitive** experience never experienced before.

Bianca enriches the range of Candy connected products and, thanks to the **Candy simply-Fi** App it allows, in addition to the remote management, the access to a wide range of extra programs, consumption control and useful notifications for the best product maintenance.

*"In Candy, we strongly believe in Smart Innovation, which for us is translated into the ability to market products that can have a real and authentic impact on people, making their everyday life easier. It's the innovation that rejects elitism, being available to anyone, and **Bianca** is the perfect synthesis of all this," said Candy's Head of Washing Appliances Business Sector and Connectivity, **Aldo Fumagalli**, who concluded: "Today, we see a real revolution in the washing industry sector. Not only we have developed the best washing machine ever, but also the most elegant one; we are sure it is going to win the market soon because, once tested, it is impossible to go back."*

Candy is one of the European leaders in the major domestic appliances sector, both free-standing and built-in, with a consolidated positioning in the core segment of the market. For over 70 years, **Candy** products have been combining innovation and ease of use to meet the consumer needs and to improve their quality of life. Strengthened by its long experience of records and successes, Candy has been able to develop simply-Fi, the first complete range of appliances with Wi-Fi connection for an easier management, even remotely. This range of smart products features appliances from all key categories to wash, cook and store in a perfect Italian style.

For further information:

Candy Group Press Office

Ramona Rotta - rrotta@candy.it; ufficiostampa@candy.it – T. +39.039.2086337

Stefania Fiondini - stefania.fiondini@fiondini.com; pressoffice@candy.it – T. +39.039.2086686 – M. +39 3351253106

Ad Hoc Communication

Mario Pellegatta (Tel. +39 02 7606741)

Pietro Cavalletti (Mob. 3351415577; pietro.cavalletti@ahca.it)