

CANDY GROUP PRESENTS THE BEST OF ITS OFFER AT “IFA” THROUGH AN HI-TECH AND INVOLVING EXHIBITION

*From the VR experience to the demo areas where it is possible to experience live the innovative Smart Products: the proposals of Candy and Hoover will be shown in the impressive, 1000-square-meter stand
No. 123 – Halle 9*

Berlin, August 31, 2017 – Even in 2017 Candy Group confirms its presence at IFA, the event dedicated to the best of consumer electronics and home appliances, that will take place in Berlin from September 1st to 6th. Last year’s figures of the event confirm the great interest of all major players in the industry: about 2,000 exhibitors, +15% compared to 2015, presented their most innovative products within an area of 158,000 sq. m.; more than 240,000 foreign visitors registered, confirming the strong international character of the event.

Within this scenario, Candy Group has decided to amaze the audience with an innovative, bright stand open on the 4 sides, focusing on few important concepts, synthesized under the **connectivity** section. If in the Smart Appliances sector the Group holds the leadership in terms of market shares in Europe, with 46.8% shares in Italy, 61.9% in France and 44.6% in Russia, IFA will be the opportunity to unveil the latest innovations and reiterate the significant focus on this segment, seen as a strategic lever to win consumers.

The choice of products displayed reflects a company’s firm will: supporting the brand. The home appliances presented at the fair represent thus the brand’s own message, as well as the message, in turn, supports the brand. The protagonists on the 1,000-sq.m. stand are the *hero products* of the two brands: the **Candy Bianca Washing Machine**, the **Smart Kitchen Hoover** and the **Rhapsody Hoover**, will be presented with an atmosphere borrowed from Consumer Electronics thanks to the use of the most advanced technologies to support communication.

Hoover: innovation, care and style

Hoover’s “Born Innovative” payoff clearly sums up the brand’s strong connection with innovation. Therefore, it will not be surprising that in order to present its own **hero product**, the **Smart Kitchen**, the company has focused on the latest technology available today, the **VR**. Entering the Smart Kitchen Hoover, with the **latest-generation “Vive” viewer**, users will experience a personalized story, where products will come to life thanks to sophisticated virtual reality technologies. The viewer will thus be in touch with all the potentialities of the connected home appliances, for a unique and highly immersive experience.

The **Care** area includes Hoover’s **360-degree wellbeing** proposals: from **healthy** appliances related to physical well-being, ranging from kitchen solutions to washing to small household appliances with allergy care models, to products from the most **lifestyle-oriented** approach, which respond to the needs of the consumer and allow the user to “feel good”.

The area **Small Domestic Appliances** will focus on **Rhapsody**, the industry’s **hero product**. The innovative cordless stick vacuum intended to become the indispensable ally in the home will be unveiled for the first time at the fair. A second **Performance & Silence** area will instead be dedicated to innovative vacuum cleaners in class 4A+ and 4A++.

Candy: when being Smart has a homely feel

The Candy fair area focuses on *Smartness*, its main value.

Being “Smart” is part of the company’s DNA, and Candy translates it best with a double meaning: on one hand, through the offering of smart products, practical solutions designed to meet the actual consumer needs. Slim dimensions, icon products, custom features are just a few examples.

On the other hand, the Smartness of the brand translates into an entire range of connected, remote or near-handed NFC home appliances created to simplify the daily lives of users.

The Queen of the scene is **Bianca**, the intuitive and intelligent latest-generation washing machine capable to talk with the consumer, which will be presented in a highly involving way to stimulate engagement among visitors.

IFA will be the occasion to present the refrigerators of the new **Bell’O** line that stand out for a particular design that well represents the essence of Candy’s Italian character.

“After celebrating our best year ever in 2016, reaching a record sale of € 1.035 billion, we are ready to meet the industry’s major challenges and bring our most advanced products to the international market. IFA is definitely a showcase of great prestige to reveal to the operators and to the press all our major technological innovations applied to home appliances,” commented **Beppe Fumagalli, CEO of Candy Group**, who concluded: *“Connectivity and the continuous research for innovation are not just an opportunity of leadership in the home appliance market, but a philosophy that has always led the way in our Group’s strategy: results are now translated into cutting-edge products that march towards the concept of simple and smart living, interacting with other users and interfacing with preferences and needs of every consumer.*

Candy Group is one of Europe’s leading companies in the market of small and major domestic appliances, both free-standing and built-in, with outstanding products in terms of performance and efficiency. Candy Group products are marketed under two international brands, **Candy** and **Hoover**, and with national brands such as **Rosières** (France), **Jinling** (China) and **Baumatic** (UK), with differentiated markets and targets. **Hoover** is among the floor-care market leaders. **Candy Group**, a multi-brand company owned by the Fumagalli family, employs 4,200 staff members, has 6 manufacturing facilities in Europe, Turkey and China, and 45 subsidiaries and representative offices around the world. The Group Headquarters, design centre, central facility and R&D premises are based in Brugherio (MB), Italy. www.candy-group.com

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