

## HOOVER: THE NEW EU REGULATION FOR VACUUM CLEANER IS AN IMPORTANT STEP FORWARD FOR BUSINESSES AND CONSUMERS

*Berlin, September 3, 2017* - The opening of IFA - the reference exhibition for consumer electronics and for small domestic appliances market, to which Candy Group is participating with the launch of several product innovations for Candy and Hoover brands – match up with the introduction of the new European energy label for the vacuum cleaner, which came into force on September 1<sup>st</sup>.

The main novelties include introducing limits to nominal input power and acoustic level of vacuum cleaner, as well as introducing a new labelling system to highlight cleaning performance and energy efficiency.

Hoover is particularly committed to improving its products in full compliance with the evolution of the regulation, which goes in the direction of a continuous development of products to maximize the value provided to the consumer.

As a demonstration to this attention and commitment, Hoover is present at IFA in Berlin with 4 class A++ and 3 class A+ models of vacuum cleaner, which have encountered the visitors' favour and granted a great audience success.

**Beppe Fumagalli, CEO of Candy Group** said *"We are extremely favorable to the introduction of the new energy label, which for us represents a great value for the final customer. In particular, the new label - that introduces a limit to electric consumption and the reduction of acoustic emissions - is bringing significant advantages to the final consumers of our products, in compliance with the best environmental and service available standards."*

\*\*\*

**Hoover**, an internationally renowned brand with a strong innovative attitude, has been a market trend-setter for more than 100 years, by introducing innovative and highly technological products, with refined and cutting-edge design. It offers a full range of small and large home appliances, both free-standing and built-in, positioned in the high-end market segment. Hoover is at the frontier of innovation even for ecological values: all products are in the excellence classes for energy saving and silence. Hoover is among the world-class floor-care market leaders. **Hoover Born Innovative.**

\*\*\*

**For further information:**

**Update with your contact**