

CANDY GROUP PROTAGONIST AT IFA 2018 WITH THE LATEST RANGE OF CONNECTED AND SMART PRODUCTS

Innovative products for washing, the Smart Home and Kitchen of the Future, design proposals and solutions that can change the way we live: Candy and Hoover products will be showcased through a 1,000 square meter stand built around the values of the two brands.

Brugherio (MB), 25th July 2018 - The **Candy Group** is getting ready for the 2018 edition of **IFA**, the exhibition dedicated to the best of consumer electronics and home appliances to be **held in Berlin from 31 August to 5 September**, in an edition that promises to exceed the past ones.

The 2017 edition in numbers - with **over 1,800 exhibitors, 253,000 visitors and a total space of 159,000 square meters** – pushes the key players of the industry to attend to present **the most relevant innovations in the field of digital lifestyle products**.

Candy Group will introduce its products and innovations in a **bright, immersive exhibition area** marked by innovation and connectivity. The showcase will highlight the values of the **Candy and Hoover brands** through the products that will be presented with **dedicated activations and technologies** in the 1,000 square meter stand located inside the pavilion dedicated to Home Appliances.

Key messages, brand values and displays will divide the **Candy and Hoover areas**. The two hero products - **Candy Rapid'ò** and **Hoover AXI** washing machines - will act in a setting built to tell the story of the evolution of products and solutions developed by the Candy Group, with the help of the most advanced communication technologies available on the market.

Hoover: Exploring New Solutions, Bespoke Care, Style

The **Hoover brand**, as for many years now, will have a very significant presence on the Candy Group stand, where the **strong and continuous search** for tailor made, unique and innovative solutions, accompanied by a sophisticated design, will be clearly visible.

The journey starts with "**the Kitchen of the Future**", that Hoover imagines as a place where all the appliances are connected not only with the user - also through the **Hoover Wizard App** and the **Direct Voice** - but above all, they are connected to each other. The **Vision 2.0** oven, thanks to an **LCD advanced screen**, is the leading example of technological innovation and the hub of the kitchen of the future. The machine is not only able to guarantee all the functions of an intelligent oven, but it's also connected and equipped with an internal camera and can also receive, process and spread the information provided by other Hoover appliances.

The hero product presented by Hoover will be the **AXI washing machine**, a product that embodies Hoover's ability to put itself at the frontier of technological and product innovation. At **IFA 2018**, AXI will be presented in a **customized version**, to showcase its abilities on stand. The machine boasts complete control via the **Direct Voice** voice-assist function, as well as the **TED system** of recognition of fabrics and stains – helping select the most relevant washing function - and a **load capacity of 14 kg**. It's one of the most spacious on the market and guarantees a gentle treatment of all garments and textiles. It also has an **energy class of A +++ - 70%**. AXI is set to define a new standard for the latest generation washing machines.

The most innovative and game-changing Hoover products, including the **KeepHeat oven** and the **AXI refrigerator**, equipped with **DenBa cold storage technology** which allows food to be stored for a longer time slowing down degenerative processes, will be the key products in the **Exploring New Solutions** area, in which

Hoover will showcase not only new solutions, technologies and ways to use them, but also new ways to store them.

The **Bespoke Care** area will feature revolutionary innovation, able to reflect, with sophisticated technological solutions, two fundamental values of the brand - the innovation and the personalization of the tech on offer. Visitors will have the opportunity to be shown the **most suitable products**, thanks to the information acquired with a **facial recognition software**.

The Hoover part will be completed by the **Style area**, where the Hoover collections and the most iconic products are featured in the **Premium Gallery**, characterized by an appealing design, excellent functionality and a minimalistic style. The **Small Domestic Appliances area** will feature a wide range of Hoover wireless vacuum products, among which will be the multi-functional stick **Rhapsody Power**. Rhapsody was hero product at last year's IFA, and will be presented this year in an ultra-powerful and super-equipped version. The **innovative H-Free** will also be displayed: agile, maneuverable and at the same time able to perform like a corded vacuum cleaner.

Candy: Italian style serving Smartness and Connectivity

The exhibition area dedicated to Candy aims, as always, to show the values that define and have made the brand well-known and recognized: **connectivity, smartness** and the link with **design** and **Italian style**, combined with simplicity and ease of use. **Smart products and practical solutions**, designed to meet the real needs of consumers.

This year's Candy hero product will be the **Rapid'ò washing machine**, an innovative product when it comes to functionality. It has the ability to access and activate **fast washing programs**, like Rapid'ò, a complete washing cycle in less than 39 minutes. **The shifting and positioning of the water tank** facilitates the loading and the unloading of the machine.

The **Full Connected Range** area is the representation and the translation of the "**Connected Home**" according to Candy. An environment in which a whole range of connected products are remotely manageable thanks to the simply-FI App, which can be used to **interact with the user and between appliances**, making the products easy to use. Candy, as a strategic choice, has extended the connectivity to all of its appliances, **including those at lowest price range**.

After the success achieved in the 2017 edition of IFA, the Bianca washing machine will remain one of the main products on stand in 2018. Bianca will be presented inside the **Design area**, which is dedicated to style and Italian design, with help from the captivating graphics designed by the style team of **Garage Italia** for Candy. The new Bianca model, designed for a young and dynamic target, will be previewed at this year's IFA.

Excellent and highly-appreciated products, like **Candy Trio, Acquamatic and Smart Steam**, will be the leading products in the **Smart Products area**, where will be presented the solutions that Candy has been able to introduce on the market throughout the years. Anticipating the needs of consumers, a specific area will be reserved for **Candy Watch & Touch**, the smart and fully connected oven with an highly-intuitive user interface that recently achieved the prestigious **Red Dot Design Award** for the quality of its functionality combined with a notable design component.

"IFA has become an opportunity for us to show to the market and the public the innovative products we are developing with a fast and exciting pace. The road we have taken, that of innovation and leadership in connectivity in home appliances, allows us to participate in an exhibition of this high level, whilst being proud to represent and embody a brilliant synthesis between history and tradition, as well as future and innovation" commented **Beppe Fumagalli, CEO of Candy Group**.

"The convergence between home automation, consumer electronics, home appliances and smart living is today an undeniable reality to which we are called to respond with solutions that go beyond individual products or individual applications. This is the goal we have set ourselves and that we have added to the development of our brand's strategy, aimed at providing our consumers with ideas that can change their way of living the kitchen and the domestic environment".

Candy Group is one of Europe's leading companies in the market of small and major home appliances, both free-standing and built-in, with high-performance products both in terms of performance and respect for the environment. Candy Group products are marketed through two international brands, **Candy** and **Hoover**, and through national brands such as **Rosières (France)** and **Jinling (China)** with differentiated markets and different market targets. **Candy Group**, a multi-brand company owned by the Fumagalli family, employs 4.660 employees, has six 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 are located in Brugherio (MB), Italy. www.candy-group.com

For further information: Ad Hoc Communication

Pietro Cavalletti (Mob. +39 335 1415577; pietro.cavalletti@ahca.it)

Alessandro Michielli (Mob. +39 349/9295790; alessandro.michielli@ahca.it)