



AT IFA 2018 CANDY LAUNCHES “RAPID'Ò”, THE ERGONOMIC WASHING MACHINE THAT REVOLUTIONIZES THE RELATIONSHIP BETWEEN PERFORMANCE AND WASHING TIMES

Candy launches a new product that simplifies consumers' lives, thanks to his rapid programs and to the raised positioning of the door, which makes loading and unloading operations easier

Berlin, 30 August 2018 – **Simplify** people's lives, combining **quality, efficiency** and **washing time's reduction**. Candy, which for over 70 years has combined innovation and ease of use to satisfy its consumers, presents for the **first time at IFA 2018 Rapid'ò**, the **ergonomic washing machine** that revolutionizes the relationship between performance and washing times. A product that meets the needs of those who require high performance quickly, with a strong visual impact as well – thanks to the raised positioning of the door, which not only makes the design of Rapid'ò attractive, but it also **facilitates the loading and unloading** of garments.

A product **designed to meet the expectations of the most demanding consumers**, thanks to the various combinations of rapid, intensive and quality programs, Rapid'ò combines a series of innovative functions **with a high level of cleanliness** for any type of fabric **in just 39 minutes**, placing itself among the top products of the market **in the washing time/performance ratio**.

A product characterized by a **distinctively Italian style, simple and easy to use**, that can be controlled by sitting comfortably on the sofa. In fact, it is possible to remotely interact with the washing machine through your smartphone thanks to the **Candy Simply-Fi App**, which allows users to activate the functions of the product, access a **wide menu of extra programs**, to control and optimize consumption and receive useful notifications for the best maintenance of the product.

Rapid'ò, developed and built entirely in the R&D laboratories of Candy Group, **will be distributed on European markets starting from 2019**.

“With Rapid'ò, Candy is marking another stage in its Smart Innovation path, which means our ability to launch on the market products that can have a real and authentic impact on life and habits of people,” said **Aldo Fumagalli**, Head of Candy's Washing Appliances Business Sector and Connectivity. *“Today we are witnessing a real revolution in the washing sector. Not only we have developed an ergonomic washing machine, which facilitates the loading and unloading of the washing machine thanks to the particular position of its door, but also a product which combines efficacy and efficiency with an innovative and Italian design, able to attract new and more consumers.”*

Candy is one of the European leaders in the field of large freestanding and built-in household appliances, with a consolidated positioning in the central-segment of the market. For over 70 years, Candy products combine innovation and ease of use to meet the needs of consumers and improve their quality of life. Thanks to its long experience, permeated by records and successes, Candy has been able to develop simply-Fi, the first complete range of household appliances that makes use of the Wi-Fi connection for an easier management, even the remote one. Smart products to wash, cook and store, in full Italian style.

For further information:

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