



**IFA 2019:
CANDY REDEFINES THE CONCEPT OF SMART WASHING WITH THE RAPIDÓ
RANGE**

The RapidÓ washing machine and dryer offer you the most complete and efficient set of rapid programmes on the market

Candy's mission has always been to make its customers' days easier, thanks to smart and accessible solutions.

The Candy **RapidÓ** range is born from the mix of the **Candy brand** values, which has been offering **smart and intuitive** products for over 70 years, combined with the analysis carried out on the **Candy simply-Fi** App users, according to which about **65% of its users** select a quick wash programme.

An optimal ratio between performance and washing time, the affordable price and the unmistakably Italian style characterize both the RapidÓ washing machine and the dryer, **hero products of the washing area** of the Candy brand at IFA 2019.

Candy RapidÓ combines **the most complete set of rapid programmes on the market (9 for the washing machine and 7 for the dryer)** with the **unparalleled comfort of the widest and highest door** and a **Smart Console**, which allow users to easily manage the loading and unloading operations and the use of the programs.

RapidÓ is **quick and easy to use**, also thanks to its connectivity, it's more and more equipped with unique features: you can easily manage it with your voice – with the help of Google Home and Amazon Alexa digital butlers – or remotely via the **Candy simply-Fi App**, which enables a wide range of useful and exclusive extra functions.

The most innovative and smart feature of the **RapidÓ** washing machine is undoubtedly the **Snap&Wash** function: **in order to know which washing cycle to use, just take a picture with your smartphone of your laundry** placed in front of the washing machine, and the Candy simply-Fi App will **suggest the best and fastest programme to run**.

The App also enables many other functions, providing an **extensive menu of additional programmes**, including the monitoring of washing habits and consumption or the management of notifications and suggestions designed for a better maintenance of the product.



For over 70 years, the Italian brand Candy has been offering products that combine accessibility, innovation and ease of use with the aim of meeting the needs of its consumers and accompanying them in everyday life with smart solutions. Candy has been part of the Italian industrial history since 1945, when it launched "Model 50", the first washing machine for the family. Firmly positioned among the leading European brands in the white industry, Candy currently offers a full range of built-in and built-in appliances, with accessible and smart solutions for washing, cooking and storing.

Candy is the result of long experience, continuous records, successes and functional and smart innovations. Thanks to its knowledge of consumers, in 2014, Candy in fact developed simply-Fi, the first complete range of Wi-Fi appliances that can also be managed remotely via its dedicated App.

Today, Candy continues to offer new ideas, solutions and products that are brilliant, intelligent and simple to use, with an accessible positioning and a constant touch of Italian style, which accompany you in everyday life to improve it.
http://www.candy.it/it_IT/
