



**IFA 2019:**

**HAIER PRESENTS THE FUTURE OF CLOTHING AND FABRIC CARE**

*I-Refresh technology allows to take care of premium materials, providing a customized laundry management and delivering professional results, at home.*

**Haier**, the world's **number one** Major Appliances Brand\* brings at IFA a new way of refresh laundry thanks to **I-Refresh technology**, designed to give to customers an **unprecedented experience**.

Haier's claim is "**Zero Distance to the Customer**", and starting from the growing demand for a way to **take care of delicate materials** - such as silk, wool, big items and pluses – the company developed an innovative system designed to reach amazing results: the **I-Refresh system**, able to guarantee **better results** on premium materials than **water cleaning**.

**I-Refresh** is a revolution in **laundry management**. During the cycle, the clothes' fibers get **revitalized and refreshed** through the change of the rotation direction and angle that leaves them breathy and relaxed.

In detail, the I-Refresh technology allows to **remove dust on clothes through a flow of warm air**, that also opens up the fiber.

After this first step, a **flow of micro water-mist particles** forms a **thin level of water coating on the fiber**, that immediately after gets combined with dirt, bacteria, odour and mites particles to be cleaned.

The last step is the **cooling process**, where the combined impurity particles gets blown away by air flow, **returning the fiber to its original shape**, color, shininess and clarity.

At **IFA 2019**, I-Refresh will be displayed as *Hero Technology* through a complete new range of **I-Refresh Series**, presented with a **standard size** (60cm) and with **Super Drum**, 70cm wide with a 60cm drum and a **capacity of 15kg**.

**I-Refresh Series** has been designed to work on a variety of items and fabrics to provide a customized experience according to consumer needs, with the final aim to bring a **better washing experience** and to deliver **faster results with a superior efficiency**.

Once again, Haier is able to propose with this new technology and product range a **smart washing tool** that perfectly combines an **exclusive user experience** with an **elegant and ergonomic design**.

\*With a global 15.4% retail volume market share and a 19.8% market share in Home Laundry.

Source: Euromonitor International Limited; retail volume sales in units based on 2018 data.



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## **HAIER EUROPE**

*Haier Europe is part of the Haier Smart Home group, a world leader in household appliances, founded in 1989 and listed on the Shanghai Stock Exchange since 19 November 1993.*

*Since its foundation, Haier Smart Home has grown to meet consumer needs through its strategic commitment to innovation, branding, R&D and intelligent manufacturing, as well as national and international expansion, becoming one of the world's largest manufacturers of household appliances. The Group's vision is to also become the global leader in IoT for intelligent household appliances.*

*Haier now has a global market share based on volumes of 15.1% in large appliances, 22.7% in free-standing refrigeration appliances and 19.8% in household cleaning appliances (source: Euromonitor International) and a global turnover of close to 40 billion Euros.*

*Haier Smart Home was the first group to join the D-Share Market of the China Europe International Exchange (CEINEX D-Share Market) in October 2018, to promote its brand and support international business growth with a focus on Europe.*

*Since January 2019, following the merger with the Candy Group's assets, Haier Europe has been ranked fifth in Western Europe.*

*Haier Europe has highly successful brands such as Candy, Hoover, Rosières, Haier, GE Appliance and Fisher & Paykel which aim to become the "top of the mind" of consumers in their respective market segments and geographical areas.*

*Haier Europe is headquartered in Brugherio (MB), Italy.*