



**IFA 2019:**

## **HAIER SHOWCASES TWO ADVANCED AND STYLISH NEW RANGES OF BUILT-IN PRODUCTS**

*Haier aims to bring the most advanced technologies in the Kitchen with a premium design. The built-in range, featuring two complete collections of Ovens, Induction or gas hobs, compact ovens and Hoods, will debut in 2020 with Series 5 and later with Series 7*

IFA 2019 will be for **Haier** a **crucial occasion** to introduce his concept and view of the “**kitchen of the future**”, where **latest technologies meets style** and a cutting edge design to give to consumers a **rich and complete** offer of products in the **built-in segment: Series 5**, which will debut in 2020, and **Series 7**, scheduled for the end of next year.

Haier starts from a deep knowledge of the market to reach his declared goal **zero distance with the customers**, who look more and more for **engaging and smart products** in their houses and especially in their kitchen: easy to program, able to assist them in cooking with a **smart use of space combined with a touch of style and design**.

The starting point of Haier Kitchen of the future is the **oven**, identified as the **flagship product of the kitchen**, being able to recognize the type of food insert by an advanced and exclusive technology, **Preci Taste**, that thanks to artificial intelligence can set automatically the cooking parameters and understand when the food is ready. The oven also features an intuitive interface given by a full touch 19” control screen, able to surf on web or watch a video recipe listening some music, can be controlled also directly with the voice and has a presence sensor able to **recognize the family members**.

The philosophy behind the Haier oven range (100% Wi-Fi connected) is to provide products able to cook **high quality and tasty dishes** everyday thanks to unique **innovation combined with an elegant, distinctive and well-recognizable style** thanks to exclusive materials and details.

Haier built-in range embodies the **continuous effort of the brand in proposing premium products and high-tech solutions**, clearly visible also in the **induction range**: through the **advanced TFT display** consumers will be able to cook like a Chef, choosing from a list of recipes the hob will activate directly the area setting the correct power level and time to obtaining perfect results. Moreover, the **Multizone Technology** – that guarantees best **Pan Detection** and **Advanced Power Setting** – is able to detect smaller pots even in the same zone or to cook with a big pot, providing better cooking results thanks to a **homogeneous cooking**: place the pan where preferred, move it where you need without need of resetting the power level and follow the step by step recipes without risks of burning food or leave it raw.

Coming to the **Gas hob range**, Haier proposes high-quality models featuring the **most powerful set of burners on the market** (5kw power) and the **Preci flame** system, that allows to set the gas flow easily and precisely.



IFA 2019 will be for Haier also the occasion to showcase the **brand new hoods range** together with his **Premium compact ovens collection**, built around stylish design – with modern and minimal shapes – together with professional technologies such as the “Sous Vide system”.

**Haier Series 5 and Series 7** aim to cover and conquer the premium segment of the built-in market, with an eye and **focus on technology combined with a modern design**, perfectly fitting the idea of smart kitchen that consumers are looking for.

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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.*