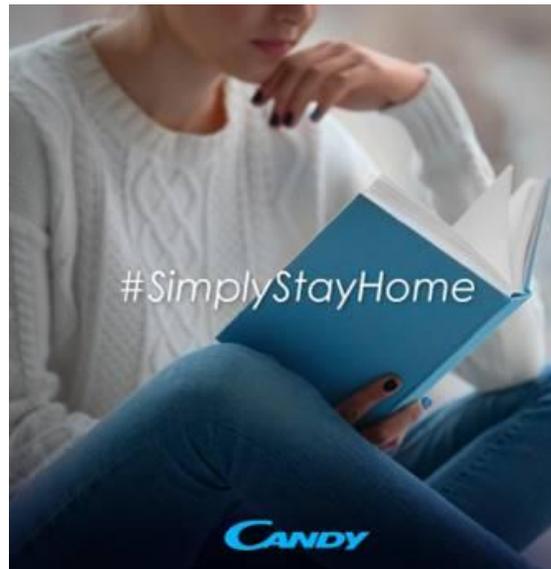


CORONAVIRUS: CANDY LAUNCHES THE CAMPAIGNS #HYGIENE AND #SIMPLYSTAYHOME

Candy launches on its website and with an editorial plan on the social media two campaigns to explain the importance of household appliances for hygiene and to spend the best leisure time in your home with examples and suggestions



16 April 2020 - **Candy's** mission has always been to make its customers' days easier, thanks to **effective, smart and accessible solutions**. An even more important and crucial mission in these days characterised by the COVID-19 emergency, which forces people at home with a considerable amount of time to spend and **a greater need to use household appliances**, starting with the need to wash and sanitise clothing, dishes and kitchen utensils often,

The house now, as never before, is the environment in which people's lives take place: work, leisure, family. This is why Candy wanted to demonstrate **its closeness to consumers and its attention to their needs** by inspiring people with ideas and suggestions both from the point of view of **hygiene** and **everyday lifestyle**: staying at home in the best possible way, discovering the best products and solutions offered by Candy and, for those who already have them, using them in the best possible way.

That's why Candy has launched **#Hygiene** and **#SimplyStayHome** campaigns on its website and on its social networks, designed to illustrate and enhance the equipment and sanitising capabilities of its products so that everyone can use them in the best possible way while **staying safe at home**.



From the washer and dryer **Rapido'** — with the **59-minute 60°C Hygiene** program and the **anti-allergy program** — to the **Brava** dishwasher — with the **anti-bacterial filter** and the **75°C Sanitising program** — to the **Smart Steam oven** — with the **pyrolysis system and the Acquactiva steam function** — Candy's products are equipped with functions that are perfectly adapted to the hygiene and precautionary requirements that this period requires.

At the same time, **the features and functionality of the product range**, together with their **ergonomic and colourful design**, are available to consumers to make everyday life **easier and more enjoyable**, also thanks to the suggestions offered every day through the **Candy Simply-Fi App** and the ideas launched by the campaigns.

Hygiene and SimplyStayHome — which include updated landing pages on the candy.it website, advertising banners on Amazon and constant activity on Candy's social networks with a daily editorial plan — tell in **an intuitive and simple way** how to use appliances in the best possible way, as well as suggesting how best to spend time at home with your family.

Candy is an Italian brand that for over 70 years 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 their everyday lives with smart solutions.

Candy has been part of Italian industrial history since 1945, when it launched "Modello 50", the first washing machine for the family. Firmly positioned among Europe's leading brands in the white goods industry, Candy today offers a complete range of built-in and free-standing household appliances, with affordable and smart solutions for washing, cooking and storage.

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

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

For further information:

Ad Hoc Communication Tel. +39 02 7606741

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

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