



IFA GPC 2020: HOOVER PRESENTS H-ABITAT, THE FIRST WELLBEING ECOSYSTEM FOR A CLEAN AND HEALTHIER HOME LIVING

H-ABITAT is the first interconnected set of products (via hOn app) working automatically for a clean and healthy environment

H-SCANNER for air and settled dust monitoring, H-PURIFIER 700 for Supreme Air Purification and H-GO 700 EXTRA for a performing and autonomous Cleaning

Pollution, allergies, ultra-fine particles, sanitary emergency, apprehension for the planet health: in this particular moment, the demand of a healthy and clean environment, both at home and outside, is becoming a **real necessity**.

A necessity that Hoover detected both to **strengthen his brand positioning as a trustful wellbeing enabler** and to **differentiate his offering**, that ranges from floor care products to intelligent washing machines and sophisticated kitchen appliances.

Prestigious and widely attended, **IFA GPC 2020** is the perfect scenario to introduce **H-ABITAT, the first Home Wellbeing Ecosystem** for a healthier home living. A complete set of interconnected products that **perfectly embodies the values and the mission** of the **Hoover brand**.

H-ABITAT is based on three intelligent elements that constantly interact with each other, gathering internal and external air data, all manageable and customizable via the **hOn App**, the new platform launched by **Haier Europe** to grant a newly and vast user interface and to easily control all the domestic appliances developed by the Group.

By providing accurate air monitoring and settled dust detection, **H-SCANNER** communicates with the other elements to give constant data updates and to automatically activate alerts in case of critical levels of dust, pollens, and allergens.

Once identified potential threats, **H-PURIFIER 700** works for superior air purification and pollens inactivation, granting a clean and healthy home environment. In case of need, **H-GO 700 EXTRA** automatically starts to clean providing high performances on all surfaces.

Hoover H-ABITAT is a trustworthy, high-performing **three-in-one solution** that takes care of the family's health and wellbeing, starting from the home environment.

Breathe, sleep and live better with the **first home wellbeing ecosystem**.

***Hoover**, international brand with a strong innovative character, has been a market trend-setter for over a hundred years, introducing high-performance products to take care of people's wellbeing. It offers a full range of small and large free-standing and in-built household appliances the high end of the market. Hoover*



is at the innovation frontier also for ecological values: all products are in the excellence classes for energy savings and silence. Hoover is one of the international market leaders in floor care.

http://www.hoover.it/it_IT