

IFA 2022

**FROM PRODUCT TO EXPERIENCE:
HAIER EUROPE RESHAPES THE BOUNDARIES OF CONNECTIVITY**

Candy, Hoover, and Haier's innovations convey a new smart-home experience where you are the protagonist!

Berlin, 1st September 2022 – After a two-year wait, from 2 to 6 September **Haier Europe** takes again the spotlight at the IFA in Berlin, the most important exhibition dedicated to the world of technology, innovation, and the best of consumer electronics.

It is a major stage to present to the world new **solutions where IoT plays a key role** in environments designed especially for Candy, Hoover, and Haier. Consumers are invited to have this new home experience, starting from these products which not only feature a functional aspect, but also a captivating and renewed design.

The exhibition space, located in Pavilion 3.1, includes a 3700 sq. metre-area, and conveys a new vision of smart home. A journey through connectivity where the main stages are product innovations designed with technological solutions that come alive interacting with visitors, through their involvement in unique moments.

Haier Europe has the primary aim to meet every consumer's need through a continuous **technological innovation**, a careful use of **artificial intelligence**, and a study of **a constantly advanced design**: the perfect **"zero distance"** approach. Thanks to a close connection among products, ecosystems are shaped around people's life, **which can anticipate desires and offer solutions that simplify and enhance the daily life routine**.

The **hOn app**, which recently reached **4.5 million users**, once again plays a central role. This platform makes it possible to manage all appliances of the three brands and to access a multitude of services thanks to the selection of a growing number of partners, based on an ecosystem built on different scenarios. **Candy, Hoover, and Haier** are shown in three distinct macro-areas, dynamic and connected places, with **three immersive pathways articulated also through** dedicated stations to discover the range innovations and essentials. Events, entertainment, international show cooking will contribute to offer an engaging user experience.

"IFA in Berlin is a unique occasion for us to present our innovations and leadership. An international event that (not only) the whole industry has been awaiting with great enthusiasm. This is when we will offer our stakeholders a big technological and immersive experience" stated Giampiero Morbello, Head of Brand & IOT Haier Europe. "Our diversified approach allows us to reach all targets, with the three brands, through a customization of home services and the design of unlimited models of interaction with the consumer."

IFA 2022 is an important moment to share also the most significant company's achievements, including the opening of new plants. In 2021, we completed the construction of two plants in Romania and Turkey, **which specialize in manufacturing refrigerators and dryers, respectively**. In 2022, production started also in the new plant dedicated to manufacturing of dishwashers in Turkey.

All the new factories are best-in-class and designed to enhance the production capacity, product availability and range flexibility. The new plants play a pivotal role in the **go-to-market and customer centricity strategy**.

Haier: Connect to Extraordinary

Haier ecosystem, No.1 brand in the large household appliances sector* represents the highest expression of a story that combines design, technology, and *tailor-made* scenarios. Its title is “Connect to Extraordinary” where the main character is the hOn app, through which all the appliances potential has been increased, bringing the personalised home management to a level of extraordinary efficiency. The multiple functions of products come alive on big screens that project visitors into scenarios where connection becomes the tool to enhance daily life.

IFA 2022 is the perfect occasion to show the world the new **WashPass** service available in *pay per wash* mode. This is an ultra-technologically connected washing machine that automatically doses 4 specific detergents, designed to obtain the best washing performance with the least user’s commitment.

Connect to Extraordinary experience goes on with washing and drying solutions that use advanced technologies to ensure the best care for washing and for the environment, while ensuring an unprecedented level of hygiene. In the *washing* area, we can find the new **I-FRESH** models that have the most complete package of programs dedicated to hygiene and care of garments on the market. In the kitchen, **I-PRO SHINE** is the answer to those looking for a high-performance dishwasher. It is perfect after taking advantage of the latest Artificial Intelligence technologies inside the **CHEF@HOME SERIES 6**.

In the cooling area, long-awaited essentials and innovations are not missing, including **CUBE 90 SERIES** – that thanks to the artificial intelligence becomes the core of the whole home ecosystem, or **CUBE 90 SERIES 7** and **FD 90 SERIES 7** - the *multi-door* appliances equipped with a revolutionary Absolute Ice technology, the only system tested on the market that allows obtaining ice that is 10 times purer. Thanks to a spectacular interactive ice cube, functions and characteristics of the two *multi-door appliances* will come alive and bring the visitor into a new refrigeration experience.

Candy: Simplify your Day

Candy is the perfect blend of the unmistakable Italian design, brilliant ideas, and democratic connectivity. In Berlin, the brand will narrate it through Simplify your Day, the installation that includes smart solutions surrounded by creations of young artists, where the visitor can dive into multisensory environments and enter the Candy world.

At the entrance, an interactive wall reproduces daily scenarios where housework is dealt with in an original way. The heart of the exhibition beats in the “touch&feel” area where you can get in contact with the smartest Candy’s expression, streamlined by the services provided by the hOn app. In the area dedicated to **Rapido’ dishwasher**, the real and the virtual world come together on a large screen and reveal the main technological innovations available. Taking a picture of yourselves, it is also possible to create super-customized versions of the **Fresco** refrigerator, putting your image on the different floors. The pathway goes on in the endless world of smart functions of the new Candy washing machines and dryers, including the newcomer of the **Rapido’ PRO family**, the dryer with the most complete series of quick cycles available on the market, or **Aquamatic**, the smallest washing machine available for their category, exhibited in the Design Hub in a colourful limited edition.

The **I-case refrigerator** is designed with the creativity of young artists, the students of the European Institute of Design in Milan, and the MDW22 contest winner. The **MODERNA** collections, with shapes characterized by stainless steel and glass – and **ESSENZA** – based on style and minimalism, will take the spotlight in dynamic

show cooking where it will be possible to test brand solutions thanks to the guest chefs who will be cooking live!

Hoover: Quality for Life

A deep immersion in the performance and connectivity of Hoover products, through augmented reality experiences that highlight the brand's bond with design and technology, which to Hoover represents "**Quality for life**": performance dedicated to well-being and quality of life in one's home environment. Consumers' needs and desires are at the centre of an impacting project that aims at showing the public cutting-edge technological solutions, where the meaning of "high performance" gets wider. Visitors will immediately perceive the quality in all its parts, get astonished by the minimal and renewed design, as well as all the innovative functions concerning sanitation.

The true IFA's star is the new **HF9 cordless stick vacuum** featuring some extraordinary characteristics: the perfect balance between power and real autonomy to clean the whole house and satisfy all the consumers' desires.

IFA is the occasion to also present the selection of very significant Hoover innovations. The new **H-WASH 700** washing machines, which ensure 20% of enhanced washing performances with reduced depth, and **H-DRY 550**, the perfect match as for design and functionality. In the kitchen, we will find **H-DISH 700 PRO**, the top appliance of the new dishwasher range, which ensures the utmost care for delicate dishware, such as wine glasses, and the **H-OVEN 500 Steam Plus** oven that uses steam or low temperatures thanks to the Steam&Taste technology. The refrigeration world welcomes **H-FRIDGE 700**, the refrigerator with *total no frost Air Care technology* to keep food fresh as on the first day.

**Source: Euromonitor International Limited; Consumer Appliances 2022ed, % unit share, 2021 volume sales data.*

About Haier Europe

Haier Europe is a branch of Haier Smart Home, n. 1 global household appliance manufacturer, included among the 500 Fortune Global businesses. Listed on the Shanghai, Frankfurt and Hong Kong Stock Exchange (600690.SH, 690D.DE and 06690.HK), Haier Smart Home operates in all 5 continents with 25 industrial parks, 14 research and development centres and approximately 100,000 employees. The company achieved a 227.5-billion-yuan turnover in 2021 with global sales in over 160 countries. Haier's vision aims at becoming global leaders in the IoT with home smart solutions. In 2018, Haier Smart Home was the first Chinese company to enter the D-Share Market and listed on the Frankfurt stock exchange with the aim of promoting the brand and support business growth internationally and in Europe, where the company trades products with Candy, Hoover, Haier, Rosières, GE Appliances and Fisher&Paykel brands. Haier Europe is based in Brugherio (MB), Italy. Please click [here](#) for more information.

Press office: ComCubo - 3rd Floor Public Relations

Alessio Melillo: Mob. 347 0101202 – Mail alessio@the3floor.it

Paola Formenti: Mob. 340 4143479 – Mail paola@the3floor.it

Cecilia Maselli: Mob. 334 1013916 – Mail cecilia@the3floor.it