



## HOOVER PRESENTS A NEW CONCEPT OF PERFORMANCE IN BERLIN

*Quality for life means putting performance at the service of wellbeing:  
welcome to the new Hoover connected home*

Berlin, 1<sup>st</sup> September 2002 – Hoover has always been focusing on consumers and looking for new solutions that enhance life quality. The company chose the IFA stage to present a new concept of performance. In fact, it is no longer possible to take into consideration just power and technical characteristics to define a performance as “premium”. It is also necessary to implement functions that meet the consumers’ needs starting from their necessity and taste.

Thanks to the installation designed for the exhibition, visitors can completely immerse themselves in the performances and connectivity of Hoover products, through augmented reality experiences, which highlight the bond between design and technology. Everything that “**Quality for life**” means to the brand: performance at the service of wellbeing and quality for life in one’s home environment.

Consumers’ needs and necessities are at the core of a high-impact project that aims at showing to the public cutting-edge technological solutions where the meaning of “high performances” gets wider. Visitors will immediately be able to perceive quality in all its parts. They will be astonished by the minimal and renewed design, as well as all the innovative functions concerning sanitization.

Inside the stand, some routes are developed with **HF9, the new cordless stick vacuum and undisputed star at IFA this year**. Visitors will discover the product features, after facing some "impossible" challenges. The characteristics include the engine and **ANTI-TWIST™ technology** able to remove hair and pet’s hair, thanks to a special little comb placed behind the roller, as well as quality and the new design. **HF9** represents the highest satisfaction of consumers’ desires: the perfect balance between efficiency, user’s simplicity, and autonomy, which allow users to clean all the house. In fact, the battery ensures a **maximum “no stop” 30-minute cleaning time** that can be increased to 60 minutes by using the second battery available with the Home and Pet double battery models.

The Berlin event is the occasion to also present a selection of very significant new Hoover products. The new **H-WASH 700** washer that ensures 20% of enhanced washing performances with reduced depth and 99.9% allergen removal thanks to the intense steam action during washing.

Performance and wellbeing apply also to the management of cloth washing with the new **H-DRY 550**, the perfect combination in terms of design and functions with the **H-WASH 550**. The new *ultra-care* cycle preserves the most delicate garments during the drying cycle while guaranteeing a deep sanitization.

The new **H-DISH 700 PRO** dishwasher, the top product of the new dishwasher range able to clean, dry and sanitize perfectly any type of dishware, including plastic ones and ensuring the maximum care for the most delicate tableware such as wine glasses.

The **H-OVEN 500 Steam Plus** oven allows you to obtain light meals thanks to the use of steam with the Steam&Taste technology, as well as perfect results with low-temperature cooking. Moreover, thanks to the wireless Heat feel sensor, it is also possible to check the internal temperature of food while cooking.

The world of cooling welcomes **H-FRIDGE 700**, the refrigerator that uses *total no frost Air Care technology*: a homogenous air flow that circulates inside it to keep food as fresh as on their first day. Moreover, the hOn

App offers the possibility to control fridge and freezer temperature remotely and many other functions to keep food always fresh.

**Hoover – Quality for life** fits into Haier Europe's exhibition created to return to IFA. The Group's great installation is designed to describe Smart Home for the three international brands, Candy, Hoover, and Haier.

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Hoover, international brand with a strong innovative character, has been a market trend setter for over a hundred years, introducing high-performance products for the care of wellbeing of people. It provides a complete range of next-generation major and small appliances, both free-standing and built-in. Hoover is also at the forefront of innovation of environmental values: the wide majority of its products are rated excellent for energy saving and silence. Hoover is one of the leading players of the international market of floor care.

[www.hoover.com](http://www.hoover.com)

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