

## IFA Global Press Conference 2018

### De'Longhi Group

#### De'Longhi Group

The company was founded by the de' Longhi family in 1902 as a small industrial parts manufacturing workshop, incorporating in 1950, and is still in family hands. Historically a major producer of portable heaters and air conditioners, the company has expanded to include nearly every category of small domestic appliances in coffee, food preparation and cooking industry, as well as household cleaning. In 2001, De'Longhi acquired the British kitchen appliance maker Kenwood, which expanded its reach in the food preparation sector and secured its leading position in the kitchen machine category. De'Longhi continued its expansion, buying the rights to Braun household products from Procter & Gamble in 2013. With more than 8,300 employees, the company headquartered in Treviso generated more than EUR 2.01 billion sales in 2017. The De'Longhi Group is present in 33 countries with direct commercial subsidiaries and sells its product to countries all over the world, remaining committed to creating innovations that bring convenience and style into every customers' home, making the everyday better. Further information available at: [www.delonghigroup.com](http://www.delonghigroup.com)

#### De'Longhi

De'Longhi is not only the global No. 1 in espresso coffee machines but also meets a wide range of domestic requirements, heating and cooling, and food preparation. The company aims to offer consumers innovative home appliances with a distinctive combination of style and performance, always turning „the everyday“ into something special. Further information available at: [www.delonghi.com](http://www.delonghi.com)

#### **Coffee**

Elegant Italian design, maximum functionality and superior coffee enjoyment – that is what the fully automatic coffee machines are all about, like the PrimaDonna Class and manual espresso machines by De'Longhi. Thanks to the patented LatteCrema milk foam system, the fully automatic coffee machines serve a broad variety of coffee and milk specialities – a real delight for coffee connoisseurs and lovers alike. In 2018, De'Longhi renews the celebration of real Italian coffee pleasure, unveiling three new premium key initiatives to further bring „la dolce vita“ into every household – one of them sporting state-of-the-art technology.

#### **Home Comfort**

De'Longhi has always been a “Home Comfort” pioneer, offering a multitude of products distinguished by intricate design, intuitive operation and high efficiency – regarding power as well as energy consumption. This year will see further pioneering innovations. Five major initiatives ripen in the pipeline,

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KENWOOD

BRAUN



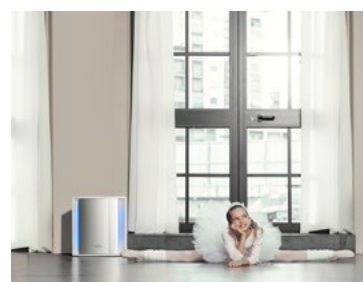
De'Longhi PrimaDonna Class



De'Longhi PrimaDonna Class



De'Longhi ceramic heater



De'Longhi air purifier AC230

## Press release

some featuring connectivity to increase consumer interaction in answer to the rising need for “Smart Home Appliances”. A radical new 3 in 1 concept in a brand new fresh design will be introduced in Asia.

### **Kenwood**

Kenwood’s award-winning kitchen appliances are driven by quality, innovation and design. Founded in 1947 by Kenneth Wood, this British company has quickly become a respected global leader in food preparation appliances, now trading in over 40 countries around the world. Kenwood products inspire confidence to create fantastic food for all occasions and at all skill levels. Further information available at: [www.kenwoodworld.com](http://www.kenwoodworld.com).

### **Kitchen Machines & Kitchen Machine Attachments**

Multifunctional kitchen machines are the universal helpers for cooking and baking. Essential difference to conventional devices: the large range of additional attachments. This is exactly the point in which Kenwood kitchen machines excel, being an integral part of the kitchen appliance market since more than 70 years, answering the needs of every target group as well as of any recipe idea. The widest range of more than 25 optional attachments available allows limitless and versatile cooking and baking pleasure. Following the introduction of the new pasta and spiralizer accessories and a slow scroll juicer, this year Kenwood is expanding its range of attachments for kitchen machines for the full Chef range, from the Cooking Chef Gourmet to its entry level Chef, to include more products to enable an even more versatile use of the machines.

### **kCook Multi Smart**

Making healthy homemade meals much simpler! The compact Kenwood food processor kCook Multi Smart will not only prepare food, but can also cook or steam it. The kCook Multi Smart has intelligent pre-set recipe settings for soups and sauces, steaming, and one pot meals such as risottos and curries. It chops ingredients to the perfect consistency, stirs them together and cooks or steams them for a delicious meal. With the kCook Multi Smart, there is no more slaving over the stove, which means more time spent relaxing with the family. Just recently Kenwood partnered with Drop to add a new WiFi connectivity. The kCook Multi Smart uses the Drop software to deliver step-by-step cooking guidance when cooking a meal. Therefore, it provides access to hundreds of machine-integrated recipes from a digital recipe database, easily accessible via an app.

### **Braun**

Known as a premium German brand, Braun spans multiple categories like personal care, household, and watches. Being a leader in several categories of small domestic appliances, related to household Braun is the global No.1 in hand blenders, and constantly growing in the areas of food preparation and ironing. Braun products are conceived and developed according to German standards of quality. Long-lasting quality contributes decisively to the strong

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Kenwood Cooking Chef Gourmet



Kenwood Chef Titanium XL with new pasta attachment



Kenwood kCook Multi Smart



Braun hand blender MultiQuick 9

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## Press release

image and success of the Braun brand. Further information available at: [www.braunhousehold.com](http://www.braunhousehold.com)

### Hand Blender

The highly efficient MultiQuick 9 with its 1000-watt motor is Braun's most powerful hand blender. The world's first ACTIVEBlade technology features a blade that can move up and down inside the bell which causes considerably less suction for better control in blending – thus further advancing Braun's high standard of spotless blending thanks to SPLASHControl technology. Braun's hand blenders and attachments not only make food preparation quick and easy, they offer maximum versatility to expand one's range and creativity as a cook. The hand blender segment will be broadened by further innovations during the year, also addressing the topics of health and wellness.

### Steam Generator Irons

Many people see ironing as a chore. But most can also not resist the satisfying appeal of perfect results. The new CareStyle 7 is Braun's lightest iron and equipped with a 3D BackGlide soleplate. The rounded and bevelled edges allow freedom of movement over any obstacle, in any direction – even backwards. The CareStyle 7 steam generator features a new design and a new FastClean System that ensures a four times faster and easier descaling\* procedure. Braun will not let the grass grow under their feet but will surprise this year's market with another pioneering innovation in the field of ironing. It will be a revolution in the steam station category!

\*Compared to Braun IS5056

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**KENWOOD**

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Braun MultiQuick 9 Set



Braun Steam Generator Iron  
CareStyle 7

### Contact De'Longhi Group

De'Longhi Appliances s.r.l.  
Via L. Seitz, 47  
31100 Treviso (TV)  
Italy

### Alessandra Freguja

E-Mail: [alessandra.freguja@delonghigroup.com](mailto:alessandra.freguja@delonghigroup.com)

For country contacts:  
Please see attached list.

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**KENWOOD**

**BRAUN**

## Subsidiary PR Manager or PR Agency per country

|                            | <b>Name</b> | <b>Surname</b> | <b>Contact email</b>                 |
|----------------------------|-------------|----------------|--------------------------------------|
| AUSTRALIA                  | Raniero     | Miccoli        | raniero.miccoli@delonghigroup.com    |
| AUSTRIA                    | Katharina   | Walenta        | katharina.walenta@delonghigroup.com  |
| BALKAN COUNTRIES           | Robert      | Sedlar         | robert.sedlar@marketing360.hr        |
| BELGIUM / NETHERLAND       | Maaike      | Linssen        | maaike.linssen@teamlewis.com         |
| BRAZIL                     | Adriano     | Rebellatto     | adriano.pereira@delonghigroup.com    |
| CHILE                      | Isabel      | Boudon         | isabel.boudon@delonghigroup.com      |
| CHINA                      | Maggie      | Wang           | maggie.wang@delonghigroup.com        |
| CZECH REPUBLIC             | Andrea      | Natale         | andrea.natale@delonghigroup.com      |
| FRANCE                     | Amandine    | Avidano        | amandine.avidano@delonghigroup.com   |
| GERMANY                    | Andrea      | Ficht          | Andrea.Ficht@delonghigroup.com       |
| GREECE                     | Julie       | Mologianni     | julie.mologianni@delonghigroup.com   |
| HONG KONG                  | Mei         | Chan           | mei.chan@delonghigroup.com           |
| IBERIA/SPAIN               | Alba        | Flores         | alba.flores@delonghigroup.com        |
| ITALY                      | Karen       | Carminati      | carminati@segrp.com                  |
| JAPAN                      | Erina       | Tamura         | erina.tamura@delonghigroup.com       |
| KOREA                      | Injoo       | Yoo            | injoo.yoo@delonghigroup.com          |
| MEXICO                     | Gonzalo     | Linares        | gonzalo.linares@delonghigroup.com    |
| MIDDLE EAST AND AFRICA     | Fatih       | Yildiz         | fatih.yildiz@delonghigroup.com       |
| NEW ZEALAND                | Davina      | Grey           | davina.grayebbett@delonghigroup.com  |
| POLAND                     | Piotr       | Panasiuk       | piotr.panasiu@performance-media.pl   |
| ROMANIA                    | Savu        | Sorana         | sorana.savu@premiumpr.ro             |
| RUSSIA                     | Elizaveta   | Muraveva       | elizaveta.muraveva@delonghigroup.com |
| SCANDINAVIA - Denmark      | Gitte       | Lund           | gitte@g-pr.dk                        |
| SCANDINAVIA - Finland      | Riikka      | Löfgren        | riikka.lofgren@sahkotuonti.fi        |
| SCANDINAVIA - Finland      | Heidi       | Eklund         | heidi eklund@sahkotuonti.fi          |
| SCANDINAVIA - Norway       | Linda       | Handeland      | linda@handelandpr.no                 |
| SCANDINAVIA - Sweden       | Karin       | Larsson        | karin@bondcommunication.se           |
| SINGAPORE/MALAYSIA         | Adeline     | Tan            | adeline.tan@delonghigroup.com        |
| SOUTH AFRICA               | Melanie     | Naicker        | melanie.naicker@delonghigroup.com    |
| SOUTH EAST ASIAN COUNTRIES | Laetitia    | Albert         | laetitia.albert@delonghigroup.com    |
| SWITZERLAND                | Olaf        | Emmerich       | olaf.emmerich@delonghigroup.com      |
| UK                         | Kate        | Gard           | kgard@golin.com                      |
| USA                        | Stephanie   | D'Introno      | stephanie.dintrono@delonghigroup.com |