

GRUNDIG UNLOCKS THE DOOR TO A BETTER FUTURE

Berlin, 30th August 2018: Grundig, Europe's leading full range manufacturer of home electronics, continues to build on its 70-year heritage of delivering quality and premium products with new innovations designed to offer an excellent user experience, while being resource conscious and easy-to-use.

By applying future-proof innovations and connected technologies, Grundig has brought to market smart appliances that are sustainable and can provide users with enhanced levels of performance, consistency, and design.

Echoing Grundig's commitment to a sustainable future, each new application has been designed to use as few resources within the manufacturing process as possible, while not taking away from the outstanding quality Grundig guarantees.

Cooling

Designed to address food wastage and concerns over energy use, Grundig's **new Multi Door refrigerator range** applies the latest in connected technologies to keep food fresher for longer, while keeping energy consumption to a minimum.

The premium range features a custom compartment for raw meat, which monitors the lifecycle of its contents via **FreshMeter®** odour detecting technology, and then shares the results with the user through an LED indicator, ensuring users never consume food that has gone off. For food types that come with slightly stronger aromas, Grundig's **Odourfresh+™** uses a specially-coated filter and UV LEDs to reduce bad odours by up to 90 per cent. Plus, by running in frequent and short periods, the solution is designed with energy efficiency in mind.

For fruit and vegetables that can become out of date within a couple of days, the range's innovative **Vitamin Care® Zone** recreates photosynthesis to ensure produce is nearly as fresh as the day it was purchased. The embedded blue light technology acts to maintain the food's Vitamin C content, which preserves natural flavours in the items up to 30 per cent longer than standard refrigerators. The range's climate controlled crisper drawer uses Grundig's **Fullfresh+** technology to create conditions that keep fruit and vegetables fresh up to three times longer than usual.

The new refrigerator range also includes a **Fullfresh+ 0°C** compartment. An ideal way to reduce meat, fish and dairy product waste, the temperature sensitive compartment uses insulation and optimised air flow design to keep items fresher, up to three times longer than usual, and even minimises dry-out for unwrapped food.

Cooking

Gourmet Chef™ Oven

Inspired by professional ovens used by the best chefs, Grundig's **Gourmet Chef™ Oven** embodies intuitive design and innovative technology to help make cooking at home a more delightful experience than ever before.

Gourmet Chef™ owners can use an integrated touch display or designated mobile app to monitor their cooking and control a whole host of smart oven functions. With an embedded moisture sensor, a temperature control sensor and BLDC motor, an integrated camera and a multipoint meat probe, the **Gourmet Chef™** uses advanced connected technologies to guarantee the best results. And not forgetting the additional self-cleaning functions with water that remove the hassle of getting your hands dirty.

With Grundig's Steam Technology, the **Gourmet Chef™** also offers full steam and combination steam cooking programmes that provide crisper and more tender results than conventional ovens. Users will find steam cooking to be an ideal cooking method to help achieve a healthier diet, by removing the need to use cooking oil and allowing the food to retain vitamins and minerals far better.

FlexiSmart Induction Hob

If you're looking for consistent results to a professional standard, the **FlexiSmart Induction Hob** is the leading appliance for intelligent cooking. Users can browse through the auto cook menu on the **FlexiSmart's** integrated touchscreen to select from a wide range of cooking functions. From boiling pasta, to frying vegetables, the **FlexiSmart Induction Hob** uses sensor technology to adjust and maintain the perfect temperature to provide the helping hand in the kitchen that you need.

Users can also reference the touchscreen auto cook menu for step-by-step guidance on a vast library of much-loved recipes – providing meal-time inspiration at the heart of the kitchen.

Air Induction System

Traditionally installed several feet above hobs, standard ventilation systems often allow kitchen odours to spread into unwanted areas. However, Grundig's latest generation **Air Induction System** is located within, not above, the hob – providing a more effective and aesthetic solution. Along with providing efficient ventilation, this next-generation system is certified Energy Efficiency Class A+, and uses regenerative ceramic filters with longer life cycle.

Laundry

AirTouch® and InstantWear®

Grundig's latest **AirTouch®** tumble dryer and **InstantWear®** washing machine use the latest in smart laundry technology to make clothes washing and drying both effortless and energy efficient.

The revolutionary **AirTouch®** technology uses a special drying circuit to air-dry clothes. The **AirTouch®** technology allows clothes which would have previously could not be tumble dried and dried flat to be tumble dried safely.

Grundig's **InstantWear®** washing machine makes laundry an effortless and simple task. Designed with an additional fan and air heater to extract the humidity from wet clothes, **InstantWear®** is able to make 1kg of worn clothes ready to wear very quickly.

InstantWear® also promises **MachineCare+**, a drum cleaning programme preventing odours to linger in your machine, as well as its **AntiCrease®** function, which uses air circulation to stop creasing when damp laundry is left in the machine. And for a quick burst of freshness, the 30-minute special programme circulates warm air, revitalising 1kg of everyday garments.

Dishwashers

Grundig's new **Corner Wash™** dishwashers apply innovative design to ensure every surface and corner of a wash is left spotless. With a three-spray arm and specially designed nozzles, **Corner Wash™** combines a perfect clean with top eco-credentials to deliver peace of mind to users.

This new range is also the world's first odour removal dishwasher platform featuring innovative **IonFresh®** technology. **IonFresh®** releases negative ions inside the dishwasher using an ioniser and fan that neutralises bad odours and keeps the insides smelling fresh – all without using any harmful gases or chemicals.

The **Corner Wash™** dishwashers can be controlled remotely from a tablet, phone or Smart TV, by users of Grundig's **HomeWhiz®** app. **HomeWhiz®** users can change and monitor their washing programmes and appliance settings, receive alerts when the dishwasher door needs to be opened or the filter needs checking. Plus, with Amazon Dash Replenishment, the dishwasher can automatically reorder supplies when running low.

Personal Care

Grundig's new **SilenceDry** demonstrates high performance; besides that, it is currently one of the most silent in the global marketplace. The hair dryer is certified by Quiet Mark, an international approval award programme and associated with the UK Noise Abatement Society charitable foundation. Using its scientific testing and assessment methods, Quiet Mark identifies the quietest products in a given category, helping consumers make purchase decisions quicker and easier.

With its unique design and use of DC motor technology, the SilenceDry's low dBA level enables customers to dry their hair without interrupting their friends or family member's morning routines.

In addition, the dryer uses ionic technology to provide outstanding and long-lasting results, all while achieving low energy use as an eco-friendly and cost-effective alternative to other hair dryers on the market.

Televisions

Grundig's two new TVs are both one of a kind, offering elegant designs, advanced picture and sound quality and a smart user-experience. New 4K Alexa enabled OLED TV and Nano UHD+ TV series are offered in 55" and 65" sizes.

Whether it's asking to play music, hear the news, check the weather or controlling smart home devices, users can now talk to Amazon Alexa through Grundig's new Alexa enabled televisions. Alexa lives in the cloud, so it's always getting smarter, adding new capabilities that are delivered to your device automatically. Using Alexa on your Grundig TV is simple - just press-and-ask, and Alexa will respond instantly.

Grundig's new 4K **Alexa enabled OLED TV series with Dolby Vision™** has an ultra-slim design and with its Magic Fidelity Pro Sound & 3-way immersive sound system, it offers advanced picture quality, sound quality and a friendly smart user experience powered by Grundig Vision OS. OLED TV technology delivers infinite contrast, purest blacks and perfect

colors thanks to the self-illuminating pixels. Combined with Grundig's new UHD+ Processor, the new series brings true-to life images to your living room with incredibly rich colors, infinite contrast, perfect sharpness and fluid motions.

The new **Alexa enabled Nano UHD+ TV series with Dolby Vision™** boasts impressive nano-cell technology. Thanks to its 1nm nano particles, the colour purity is enhanced so accurate colours can be viewed at any angle. The TV itself is distinguished by its frameless, slick glass design with a super slim build. The new TV series offers cinematic TV experience with new Grundig UHD+ Processor, multi-HDR, Wide Color Gamut, High Picture Refresh Rate, Magic Fidelity Pro sound and 3-Way Immersive Sound System.

Intelligent Home Experience with HomeWhiz®

Grundig **HomeWhiz®**, allows users to control and monitor all their home appliances in one place, via your smartphone, tablet or smart TV. Grundig **HomeWhiz®** can also help make the decision of what to cook for dinner easier via the cognitive kitchen experience. Using voice control, users can ask for advice on recipes according to ingredients in the fridge. For people wanting to try something new, Grundig's partnership with Innit, allows **HomeWhiz®** users to access over 10,000 recipes, along with step-by-step video guidance for preparing meals and customisation and personalisation when cooking to accommodate allergies or diet restrictions.

Grundig **HomeWhiz®** Smart Home, unveiled at IFA 2018, uses artificial intelligence for comfort and security. **HomeWhiz®** Smart Home can recognise people in the house, manage lighting according to presence, and adjust HVAC and air purifier levels according to the amount of people in the house. Using Grundig's **HomeWhiz®** Gateway technology, information is collected on activities in the home, allowing for automation of processes such as alarms, warnings if windows are open and ensuring the light is turned off.

ENDS

About Grundig

Grundig is part of Arçelik A.Ş, the leading home appliances manufacturer of Koç Group, a Fortune Global 500 company. Having been on the market for over 70 years, Grundig enjoys over 90% brand awareness in the German market due to its high-quality products and consumer focused approach. Since entering the German white goods market in 2013, Grundig has become Europe's leading full range manufacturer of home electronics. The brand remains true to its core values including its user-friendly and elegant design, eco-consciousness, high standards and quality control. With a portfolio of more than 500 different products – ranging from OLED TVs, mobile audio devices, hair styling devices, vacuum cleaners and kitchen appliances to ovens, dishwashers and washing machines – the brand offers a solution for every room in the modern home. Grundig has received numerous

accolades for the quality and design of its products including Product Design, Red Dot Design and Plus X Awards, as well as critical acclaim from Stiftung Warentest, a leading global testing institute in Germany and TrustedReviews, an independent UK testing organisation. Grundig products are predominantly manufactured in Grundig-owned production sites in Europe and marketed in more than 65 countries worldwide.

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