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## Three strong brands, 55 new products: De'Longhi Deutschland GmbH at IFA 2018

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(Neu-Isenburg, August 2018) – IFA in Berlin is officially opening its doors from August 31 until September 5, 2018. As part of the internationally renowned and leading trade fair for consumer electronics, IT and household appliances, the De'Longhi Group is presenting more than 50 new products on an area of over 1,000 m<sup>2</sup> (Hall 1.1, Stand 202). From innovations in the coffee machine sector and new compact steam ironing stations to versatile food processors: customers and visitors can look forward to a real fireworks display of innovation from De'Longhi, Kenwood and Braun. The new products will be revealed for the first time at the press conference on August 30, 2018.

### The De'Longhi brand

This company is not only a true coffee institution as the world's top producer of espresso machines but will also thrill customers with its wide range from the sectors of household goods, heating and cooling and food preparation. True to the motto 'Better Everyday', this year's new products include a lot of practical and innovative technology that makes the 'everyday' special time and time again – packaged in high-quality, Italian design. For more information visit [www.delonghi.com](http://www.delonghi.com).

### New De'Longhi products: Coffee

Whether it's Maserati, Ferrari or Gucci – Italian products stand for design and aesthetics and express a certain attitude towards life. The new coffee products by De'Longhi combine these aspirations and bring authentic, Italian enjoyment of coffee into the home. Thus, the popular, fully automatic coffee machine Dinamica has been developed further into the **Dinamica plus**. One of the smart benefits is the new, practical coffee pot function, with which you can prepare up to 6 cups at the same time. Fastidious fans of filter coffee can look forward to the new pour-over coffee machine **Clessidra** with its hourglass form. The special feature of this machine is its brewing process mimicking classic manual pouring, where the water is poured by hand through a coffee filter placed on top of the pot. To prepare Italian coffee in the authentic way, the semi-automatic **La Specialista** filter holder is the new way to go. Smart technology supports coffee lovers in classic barista routines like setting the degree of grinding, tamping and foaming milk.

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De'Longhi Clessidra



De'Longhi La Specialista

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## Press release

### De'Longhi world premiere in the coffee sector: Maestosa

**Maestosa**, the absolute highlight, is celebrating its world premiere at IFA 2018. This premium fully automatic coffee machine unites decades of expertise and excellent engineering talent into a masterpiece. Maestosa has two independent, electronically controlled grinders with innovative Adaptive Grinding technology, which ensures a very precise grinding process with automatic adaptation of the degree of grinding. Its puristic, high-gloss front of fine glass is framed by high-quality stainless steel cut in a wavy stripe design that gives the machine an exceptional appearance. The Maestosa will initially be available exclusively in Germany.

### New De'Longhi products: Home Comfort

The Home Comfort sector is embedded in the DNA of the company since its establishment. The products of this premium brand convince customers through their technology, blending into the living environment harmoniously with their subtle design and high-quality materials – and the new, particularly quiet dehumidifier is no exception. The **DNS65** brings humidity back into equilibrium, and it does so very quietly with a noise level of only 34 dB, thanks to its advanced technology without a compressor.

### New De'Longhi products: Kitchen

Deep fryers, ovens and microwaves have been in the De'Longhi range for more than 30 years. Hot-air fryers are versatile kitchen appliances to create healthy and delicious dishes – from risotto and casseroles through to pizza. At IFA 2018, De'Longhi will add the **IdealFry** to the range, to prepare fresh French fries with just a little fat and the deep-frozen version even completely without – to enjoy fried foods guilt-free.

### The Kenwood brand

This company, which was established by Kenneth Wood in 1947, is known for powerful food processors and sells its products in more than 40 countries. The high-quality workmanship and long-lasting quality of Kenwood products makes this all-rounder a reliable partner in the kitchen – from amateur baking through to professional cooking. Kenwood will show once more at IFA 2018 what is behind the number one brand in Food Preparation in Europe.<sup>1</sup> For more information visit [www.kenwoodworld.com](http://www.kenwoodworld.com).

### New Kenwood products: Food processors and accessories

A Kenwood food processor sets no limits to the imagination of bakers and cooks. Food processors can be adapted individually in line with one's own preferences thanks to more than 25 optional accessories – true to the Kenwood motto #FeedYourImagination. Fans of fresh juices and smoothies can look forward to new accessories at IFA 2018. The **Slow Juicer** accessory juices particularly gently, slowly and without producing heat in order to preserve a particularly high number of vitamins.

<sup>1</sup>Source: Independent research institute – food processors, compact food processors, blender, hand blender, chopper, 2017 – sales market share.

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De'Longhi Maestosa



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## Press release

The **BlendXtract Sport** not only creates one's favourite smoothie quickly, but does so in a practical to-go cup to take along. Kitchens are also getting colourful with the limited **Chef Sense Colour Collection** in subtle pastel tones. The three-piece patisserie set, stylish glass bowl and planetary stirring system of the powerful food processors can make the most intricate cake dreams come true at the flick of a switch. Visitors will also be inspired by various cooking shows with the professional chef Christian Senff and the TV chef Johann Lafer.

### The Braun brand

More than 100 international design awards and exhibitions in London and New York – the traditional German brand Braun can confidently claim to be an icon of product design. The design guideline: Strength of Pure. It is precisely this development competence that the company will also display at IFA 2018 with exciting new products from the kitchen and household sectors. For more information visit [www.braunhousehold.com](http://www.braunhousehold.com)

### New Braun products: Ironing

Ironing is still seen as a chore even though smooth clothing is essential to a successful outfit. Ironing has already become fast and simple with the powerful Braun steam ironing stations and their proven technology. The new **CareStyle Compact** even allows you to speed through large piles of laundry 50 percent faster<sup>2</sup>, thanks to its efficient DoubleSteam technology and the successful FreeGlide 3D soleplate. As if that were not enough, this steam expert also only requires half the space in your wardrobe or on the ironing board.<sup>3</sup> This not only makes the CareStyle Compact Braun's most compact steam iron station, it also fulfills today's requirements for optimum use of space and suits the current trend towards smaller living spaces.<sup>4</sup>

### New Braun products: Hand blender

The Braun hand blender convinces customers with its versatility and performance – this traditional brand is the market leader for a good reason.<sup>5</sup> The developers have once again proven their competence with this IFA Innovation 2018 and are showing that this classic can do a lot more in the kitchen than just puree – the new **MultiQuick 5 Vario Fit** is perfect for fitness fans and anyone who wants to eat more healthily. This new multi-talent is both a hand blender and spiraliser that can not only puree but also turns carrots, beetroots etc. into healthy linguine, pappardelle or tagliatelle with its three different cutting attachments.

<sup>2</sup>Compared to the TS 5 steam iron.

<sup>3</sup>Compared to the Braun IS 7056 steam generator iron.

<sup>4</sup>Source: Meedia.com: the trend to downsizing: Minimalism as the new formula for feeling good – at home and at work, 17.05.2017, URL: <https://meedia.de/2017/05/17/trend-zum-downsizing-minimalismus-als-neue-wohlfuehlformel-zuhause-und-im-job/>; <https://www.penta-realestate.de/weniger-platz-pro-kopf-wohnraum-schrumpft/>

<sup>5</sup>Source: Independent research institute, market leader by turnover January-December 2017 in 47 countries.

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Kenwood Slow Juicer



Kenwood Blend Xtract Sport



Kenwood Chef Sense Colour Collection



Braun CareStyle Compact

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## Press release

### About the De'Longhi Group

The De'Longhi Group is a family-led, publically listed company with its headquarters in Treviso. The company was established by the De'Longhi family in 1902 and quickly became known for its portable heating and cooling systems. The company has been expanding into different household goods sectors ever since. The British kitchen appliance manufacturer Kenwood has been part of the De'Longhi Group since 2001 and the German traditional brand Braun also became part of this Italian Group in 2012 with its household products. The company achieved a turnover of substantially more than 2.01 billion Euros in 2017 with more than 8,300 employees worldwide. The De'Longhi Group is present in 33 countries with direct trading branches and sells its products in every country in the world.

### About De'Longhi:

The Italian electrical conglomerate De'Longhi S.p.A. is one of the leading companies in its industry. Over 8,300 employees generated more than EUR 2.01 billion in sales in 2017. From the Italian city of Treviso, the company sells its products world-wide into more than 100 countries. The product range includes hundreds of different items, from espresso machines to floor care to mobile air conditioning units. Since 2001, Kenwood Appliances Plc. has been fully owned by De'Longhi and the shares of the company are traded at the stock exchange in Milan. In 2012, De'Longhi acquired the trademark rights to the household appliances of the long-established brand Braun from Procter & Gamble.

De'Longhi Deutschland GmbH employees around 130 employees in Neu-Isenburg near Frankfurt on the Main. The company is solidly established in the four business segments of heating/air conditioning devices/air treatment, ironing/floor care, espresso/coffee and food preparation, and was able to continuously increase its sales in recent years, to EUR 268,6 million in 2017. The company distributes premium brand-name products of De'Longhi, Kenwood and Braun and relies on a three-brand strategy from one source in the German market.

Information about the companies of the De'Longhi Group is available on the websites [www.delonghi.com](http://www.delonghi.com), [www.kenwoodworld.com](http://www.kenwoodworld.com) and [www.braunhousehold.com](http://www.braunhousehold.com).

**De'Longhi Group**



**KENWOOD**

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Braun MultiQuick 5 Vario Fit

### More information

Public Star®  
Bierstadter Straße 9 a  
65189 Wiesbaden  
[www.public-star.com](http://www.public-star.com)

### Romy Cutillo

E-mail: [r.cutillo@public-star.de](mailto:r.cutillo@public-star.de)  
Phone: +49 611 39539-14

### Laura Trost

E-mail: [l.trost@public-star.de](mailto:l.trost@public-star.de)  
Phone: +49 611 39539-15



**PUBLIC STAR**

### Contact De'Longhi

De'Longhi Deutschland GmbH  
Carl-Ulrich-Straße 4  
63263 Neu-Isenburg

### Andrea Ficht

E-mail: [andrea.ficht@delonghigroup.com](mailto:andrea.ficht@delonghigroup.com)