

Press release

July 21, 2022

Smartwares Group will be launching their newest innovations at IFA, e.g. the new Airfryer Grill!

TILBURG, the Netherlands – From the 2nd until the 6th of September 2022 Smartwares Group will be attending the annual IFA exhibition to showcase their newest and highly innovative products. Smartwares Group will be welcoming trade customers and consumers at Hall 6.1, stand 108.

This year's stand will be all about telling the Smartwares Group story; multiple brands with their own unique positioning under one solid and experienced 'Group'-roof. Smartwares Group wants to showcase their innovative developments, partly in the field of smart and connected home.

Smartwares Group has a number of brands in its portfolio; below some more information about the new products that one of the brands, Princess, will showcase on IFA.

Princess

One of Princess' latest launches is the new double basket Aerofryer. It brings the possibility to cook two different dishes at the same time, making sure they finish equally although using different settings. Second in the Aerofryer range, Princess also launches an Airfryer Grill, that makes it possible to grill and air-fry in one preparation, while controlling the temperature of your dish in detail at all times. Also, the new Princess pizza oven preparing pizzas at 400 degrees Celsius to get the real Italian pizza, is quite innovative. Not to forget the new solid kitchen machine that they bring to the market; its design stands out in elegance and compactness. In the funcooking category, Princess brings a new device in the Dinner4all range; great design and affordability combined in the new Princess Dinner4all Circle.

There will be more exciting product launches under the Princess brand which will be announced in the coming weeks as we lead up to IFA.

This is only a taste of the new innovations and products being launched by Smartwares Group. To see all new and exciting innovations, also for the brands Tristar, Smartwares and Byron, Smartwares Group will be welcoming all IFA visitors at their stand 108, hall 6.1.

Note to editors

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Contact

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High resolution images

www.smartwaresgroup.com/press

Product numbers

Double Basket Aerofryer - 01.182074.01.001

Aerofryer Grill - 01.182092.01.00

Dinner4all Circle - 01.103070.01.001

Pizza oven - 01.115005.01.001

Kitchen machine - 01.220137.01.001

About Smartwares Group

Princess Household Appliances is part of the Smartwares Group. More information can be found on Smartwaresgroup.com.

Smartwares Group

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