

Dear Readers,

It's been over 4 years since we have been sending you product communications for the new additions in our product range. We are happy to know that these communications have proved to be a valuable source of information to you for your day-to-day operations.

Taking this initiative to the next step, we now bring to you half-yearly reports on all "product movements" within the Häfele Portfolio. The "Häfele Product-Press", as we like to call it, will give you a complete insight into all the products launched and discontinued (info on discontinued article numbers is available in the soft copy format sent via mail) in the previous two quarters as well as a quick "sneak-peek" into some of the new and exciting innovations that we plan to introduce in the next two quarter. This edition also includes a special section dedicated to our recently launched range of Digital Home Security Solutions – Reinvent Access.

The "Häfele Product-Press" now serves as a ready-reference to you for quick checks on such product movements. However, the intensive Product communications released per product launch will continue to remain the source of detailed marketing and technical information for you. So while the Product-Press can be used for quick, summarized views about our new, upcoming and discontinued products, we urge you to continue reading our product communications for more details.

We hope that the new "Product-Press" meets with the same support and encouragement that our product communications continue to receive.

You can write to us with your feedback and suggestions regarding the Product-Press at
Shweta.Rangra@hafeleindia.com or
Sanya.Bhuta@hafeleindia.com

Blanco Naya XL 9

Häfele introduces the latest addition to its existing range of Blanco SILGRANIT™ PuraDur™ II sinks - BLANCO NAYA XL 9. This sink, with its contemporary make and balanced lines, integrates seamlessly within the rest of your kitchen space. It comes with an unsurpassed sink bowl capacity, providing you with even more room to do the washing up and thereby making it extremely suited for Indian kitchen requirements.

Häfele's range of Blanco sinks are made of a patented material called SILGRANIT™ PuraDur™ II which offers optimum balance between ease of care and level of resistance with smoothness and colours that emanate elegance and blend in faultlessly with the kitchen interiors.



PRODUCT SPOTLIGHT

We at Häfele have introduced several product solutions in the previous two quarters (Apr– Sep 18) that help create new design possibilities, ensure ergonomics and inspire ease of use.

Profin Range of Aluminium Profiles



Gone are the days when kitchens had dedicated rooms which were only used for daily chores like cooking and washing. With densification of housing and the on-going migration into urban centres the concept of micro-living as a trend is now gaining importance among city dwellers. Separating walls disappear, living spaces merge. These spaces flow into each other and therefore integrating family and living space with kitchens remains a very popular design option especially in upcoming cities.



An open kitchen layout comes with multiple advantages. It transforms your kitchen into the pulsating hub of your home enabling easy conversations between your guests and you as you cook and prepare dishes. It also adds a sense of volume to your kitchen. With this layout the kitchen and its cabinetry need to not only look immaculate but should also carry an individualistic appeal which blurs the lines of distinction between your living spaces. Häfele presents Profin - a new comprehensive range of state-of-the-art Aluminium Profiles that helps you achieve all this and much more. The range consists of four different categories of profiles – Gola Profiles, Stack Modular Shelving, Rail Door Profiles and Strike Shelving System. These categories exploit an individual's sense of sophistication by proposing exciting design potentials and flawless integration.



The Profin Range of Aluminium Profiles and their accessories, across categories, are available in five contemporary finishes - Silver, Graphite, Gold, Rose Gold and Dark Bronze. Whether you opt for a dark kitchen or follow the recent trend of adapting metallic hues, our versatile range of profiles blends in perfectly with all colour schemes. When used in contrast, they stand out like jewelled embellishments that radiate across the kitchen.



Profin Range of Aluminium Profiles by Häfele is manufactured using advanced technology with meticulous precision that augments user-friendliness and ensures utmost ease of installation.

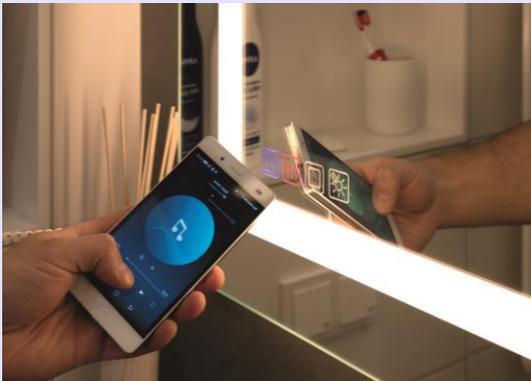
Aquasys Light Mirror

Give your designs the perfect touch in the bath, vanity or closet areas with Häfele's New Aquasys Light Mirror. Beautifully designed, the mirror adds value, functionality and style to any interior space.

The versatile mirror comes fully assembled and unites the functions of make-up lighting, room lighting, mood lighting, demister (prevents condensation on the mirror during and after a shower) and sound system in an elegant design.

The front light, in natural and warm white, equipped with a memory function offers excellent colour trueness that exceeds the market colour rendering indexes making it very suitable as a make-up light. All functions are controlled via touch keys that are integrated into the mirror.

The easy-to-install, IP44-rated mirror comes fully-assembled with a mounting track for installation. With the option to rotate the mirror by 90 degrees, it's the perfect fit for any interior décor or style.



Neptune III Shower System

Create your perfect bathing experience with Häfele's new innovative Neptune III Slim Shower System. With a thickness of just 1.5 mm this shower system is extremely versatile and offers an alluring look wherever installed, whether in an existing or a newly designed bathroom.

This shower system comes with a flexible hose for connection, providing plenty of mobility. The triple-function of 3 in 1 spray patterns - Rain, Mist and Cascade delivers a seamless showering experience by mixing water with air to produce a soft refreshing spray. All the elements are vertically integrated thereby effectively utilising the space available and enhancing your comfort and pleasure. The sleek chrome finish brings a sophisticated and radiant new look to your bathroom.



Walk-in Wardrobes



Anyone who loves clothes dreams about having a dressing room. If you don't have an additional room for this, the wish has remained a dream – until now! Because fortunately, the problem solvers at Häfele never allow themselves to be satisfied with "it can't be done". Their solution: a Walk-in Wardrobe which provides plenty of room for dressing yet does not make the bedroom look cramped.

Häfele's Walk-in Wardrobe fittings transform the wardrobe into a space, an environment to be lived in; its modular structure allows you to use the entire height available with one complete range of suspended shelves and accessories. The new, patented fixture system allows you to alter the number and position of the clothes rack, shelves and drawers at any time thus providing the best possible exhibition of shoes, shirts, pullovers etc.

All the drawers and pull-out systems are compatible with Blum runners and can be installed on the default aluminium frame structures as well as into wooden cabinets. The aluminium frames are available in a Dark Brown finish. The sensor-controlled lighting (optional) provides a clearer view into the deep drawers. Light is also provided in the open areas of the cabinet. With Häfele's new Inspired Closet Organization System you can combine pull-outs, fixed shelves, LED illuminated shelves, Blum box systems etc. to achieve customisable and elegant spaciousness.

Azzano Built-in Refrigerators

Discover the seamless minimalist look and the sophisticated technologies laden into the all new Nagold Azzano Built-in Refrigerators by Häfele, that elevate the look and performance of your kitchen to a whole new level.

Catering to the Indian consumption pattern these refrigerators have a larger dedicated space for storing your fresh meat, fruits, vegetables and herbs in the fridge section as compared to the freezer. The Azzano fridge freezer combi. model (HRC300NF) can be installed separately or can be combined with the Azzano full fridge larder (HRF3005) to collectively achieve a storage capacity of 600 Litres.

Adhering to the rising trend of consumers opting for an open kitchen layout, the Azzano Refrigerators are built to blend-in seamlessly with your kitchen cabinetry. All features of these refrigerators are carefully thought-out to bring in ease and comfort into your life. The built-in sensors continuously observe your daily refrigeration habits and smartly adapt and regulate the temperatures within various refrigerator zones accordingly while the digital displays conveniently help you check up on the exact temperature level your refrigerator is operating at.

The Fresco Zone™ Plus compartment within the refrigerators keeps your fruits, vegetables and meat fresh by storing them at temperature and humidity levels best suited for the produce. These models also include a special nook for storing herbs, dedicated to our love for garnishes and chutneys, so that you can have them fresh and ready while cooking.

Now leave the Whats and the Hows of storing food in a refrigerator and the stress it entails...let our refrigerators do the work for you!

PRODUCT SNEAK-PEAK

Here's a quick look at some of the products that will be introduced in the two upcoming quarters. We at Häfele work tirelessly to source high quality products from suppliers who are experts in their own authority to bring to you solutions that far exceed your need and expectations.

Blum Thin Fronts



Minimalistic furniture is what the customers currently seek out with the rising trend of implementing open living spaces in home interiors. Häfele in partnership with Blum, offers for the very first time, a single fixing system which can enable wall cabinets, doors and pull-outs to have extremely thin fronts – Expando T. The fronts can be as thin as 8 mm and can be made up of any material, such as Dekton by Häfele, granite stone, chipboard, HPL, mineral composite, hardwood, MDF or ceramic. This latest innovation provides the customers with the ability to implement their own design ideas and stand out even more with bespoke solutions using fittings from the new range.

E-Drive for Sliding Systems

Smooth and effortless sliding of doors is now made possible by the new E-Drive (electric drive) from Häfele. E-Drive is an electro-mechanical drive for two and three - leaf sliding doors running in front of the cabinet. The drive can be retrofitted and operates without making a sound; it allows the door to open automatically with a gentle push. Häfele has equipped this elegant system with every imaginable convenience, and has easy functionality which makes soft sliding an extraordinary experience.

E-Drive is ideal for use with Vorfront sliding fittings like Classic & Design Duo 80 VF, Classic & Design 60 VF and Classic 50 VF S. This exclusive product introduced to the Slido range of sliding hardware by Häfele represents reliability, excellent functionality and intelligent controls, and is predestined for use in both residential and business areas.



Nagold Countertop Appliances

The **Oktablend Vacuum Blender by Häfele** laden with VacuoTechnology helps remove, with just a tap, the air and oxygen responsible for oxidation of food and the subsequent depletion of the micro nutrients to enhance the shelf life and nutrient content of the blended food. Once the air is pulled out of the blending jar, the food is blended uniformly at high speed thus providing it a perfectly smooth texture without the formation of air bubbles. With this technology the nutrient level of your food is maintained and the food can be stored for a longer time when compared to traditional blending.

The new **Magnus Cold-pressed Juicer by Häfele** extracts fruit and vegetable juices without applying heat, the absence of which helps retain maximum number of nutrients, vitamins and enzymes, and prevents oxidation. The inlet tube, MagnaFeed, comes with a diameter of 83 mm and can take in whole fruits like apples, pears and oranges without the hassle of cutting or peeling them. The Magnus Juicer by Häfele ensures that it extracts as much juice as possible from the fruits and vegetables put in, with a juice yield of as much as 80%.



Wireless Inductive Charger

Damaged mobile charging cords and using different chargers for different phone brands are problems every cell-phone user undergoes. These issues have now been addressed by Häfele with a simple solution, i.e. its New Wireless Inductive Charger.

The new wireless charging station can be recessed in-line with your furniture or can be simply placed on it. You can position your mobile device on the charging station and it will start recharging automatically without using a cord and as quickly and efficiently as a conventional charger.

The Häfele Inductive Charger needs to be connected to a Loox 12V Driver which in turn should be connected to a power outlet. It comes with a guarantee of 5 years and is tested to be compliant with the Qi Standard (Qi is an open interface standard that defines wireless power transfer using inductive charging over distances of up to 4 cm). So go wireless with this new hassle-free, convenient and clutter-free solution by Häfele.



Autotec Sliding System

Häfele brings to you its new Autotec Sliding System which is designed to cater to all your internal sliding partitions/doors.

With its modern design, automation, selectivity and aesthetic appearance, Häfele's Autotec Sliding System gives your premises a sophisticated and urbane look. This system works with the help of a motion sensor which senses the slightest movement in its detection field and sends out a signal to the motors to start their function i.e. to open the doors while the presence sensors ensure that the doors do not close until everyone has safely passed through them. The smooth running of rollers ensures silent operation while opening and closing of the doors thus giving you no sign of their existence at all! The system's flexibility allows you to adjust the speed at which the doors operate as well as the duration they should remain open.

So walk over any threshold effortlessly and with utmost grace with Häfele's Autotec Sliding System!



Häfele's Black Steel Range by Asko



Wanting to add another dimension to your kitchen? Then you should take a closer look at Häfele's Black Steel Range by Asko. The new range matches both, your gastronomic ambitions and your high standards of aesthetics.

The Black Steel finish adapts to the lightning conditions and surrounding colours in a spectacular way. It is not just one colour, instead several at the same time. It's a living colour. Black Steel is a modern interpretation of the classic stainless steel with a splash of colour added. The colour makes the brushed pattern appear clearer and the light is reflected in various ways making the surface come alive with a shimmering expression. This feature allows you to integrate the Black Steel appliances in an equally stylish way whether in a modern, industrial - style kitchen or in an opulently decorated residential kitchen.

The carefully selected sustainable materials used in the new range of ovens under the Black Steel Range together with exceptional finishing and intuitive interfaces impart an elegant appearance to the appliances. The advanced 6.1 TFT full colour display screens ensure that the most frequently used functions are immediately accessible. The clear and concise visuals of this function will guide you through the program and temperature selection to choose the best setting for the dish you wish to cook.

They ovens come with an extra-large capacity of up to 73 litres (in a standard size of 60 cm x 60 cm) and 50 litres (in a standard size of 60 cm x 45 cm) making them some of the most spacious in the market. The ASKO Black Steel Series Range includes the combi-steam oven, the combi-microwave oven, the solo microwave oven and the warming drawer to offer you full flexibility in your cooking.

Multi-white & RGB Strip Lights

Häfele brings to you its range of Multi-white and RGB Flexible LED Strip Lights which help recreate the magic of nature in your homes, in your open kitchens, living rooms or bedrooms. Enjoy chromotherapy while relaxing in your living room or lighten up your mood with soft dim lights whilst listening to soft music in your balcony with Häfele's Range of Flexible LED Strip Lights.

The new multi-white LED strip lights in combination with the multi-white mixers, enables the user to select the required colour temperature between 2700 Kelvin (warm white light) and 5000 Kelvin (cool white light). With the multi-white lights, bright and invigorating cool light can illuminate the work surface in the morning; in the afternoon the colour can be adjusted to natural white and in the evening it can be dimmed to a warm white for a relaxing ambiance. Häfele also brings to you flexible LED strip lights in RGB where you can choose from limitless colour options. The transitions between different colour temperatures for both these kinds of strip lights are smooth and remote controlled. The RGB LED strips run on a low voltage of 12V while the multi-light strip lights run on a voltage of 24V.



Shower Enclosures

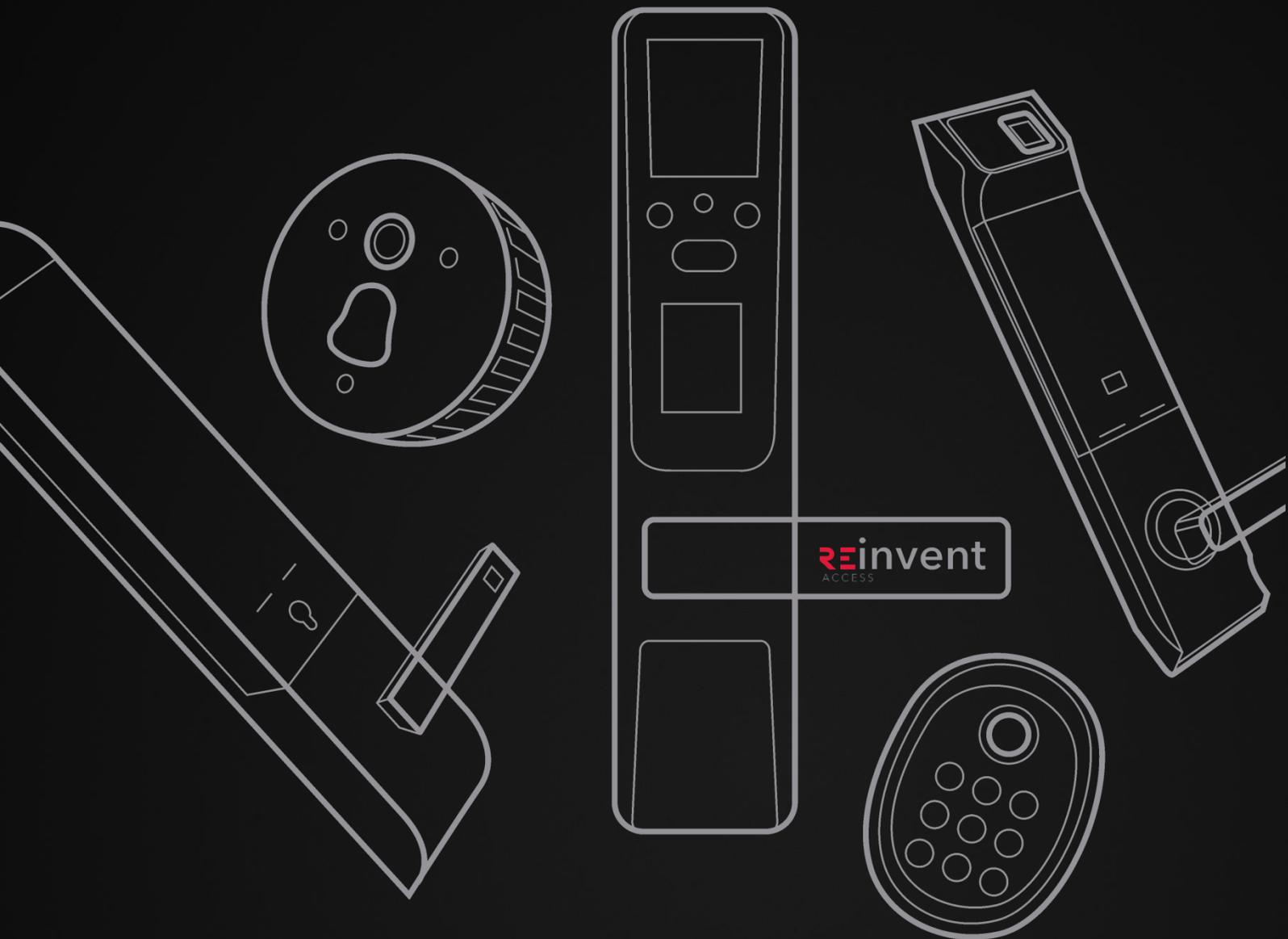
Häfele brings to you the option of ordering a complete Shower Enclosures Solution which provides you with made-to-order shower cubicles.

We understand the efforts it takes to coordinate with various vendors just to get one solution/product installed, in case of shower enclosures you may be required to coordinate for ordering the hardware, getting the site measurements taken, sourcing the glass, having them accurately cut as per the requirement of the hardware and site and finally arranging to get all these assembled at the site. With the holistic shower enclosure solution provided by Häfele, you just have to visualize your design and leave the rest to us. From providing glass panels to fixing them with high quality hardware and efficient sealing systems, everything is now taken care of by the Häfele shower enclosure experts. Combine this with Häfele's excellent shower fittings and accessories to have a functional as well as aesthetic solution for your bathrooms.



PRODUCT HIGHLIGHT

This section showcases details of our New Range of Digital Home Security Solutions, launched recently. It provides an overview of the range and elaborates on the features of each product added within the range.



Over the years, evolution in living patterns has demanded more from the traditional key than mere home security. People move out of their homes much more – be it for short durations to work or longer durations for holidays; and the home is left to the limited realms of security provided by a simple lock and key. During this time, the home has to be accessible to few key people like the domestic help coming in for household chores or children returning from school or maybe even a guest wanting to use your house while you are away on vacation. At the same time the home has to be secured from break-ins or unwanted access. Today, people want smarter and convenient options to manage the access to their homes - the question is no longer about who stays out of the house but who can be let in.

Like in ancient times, people are moving 'back' to intangible ways of securing homes - earlier it was by trusting 'neighbours' who you knew would never break-in to your homes; and today it is by trusting 'digital technology' that can help you manage the access to your home. We are moving towards 'a future' where the inadequate key will hold little importance in front of integrated digital access control systems that provide more security, more convenience and smarter lifestyles

Häfele introduces a new perspective to home security with its integrated range of Digital Home Security Solutions. With this range we bring to you the most advanced technologies in digital access modes, safety features, convenient settings and much more; attempting to provoke a serious thought towards home security. These solutions from Häfele can allow you to control multi-dimensional aspects of home access through a single locking device, as per your specific lifestyle and at the leisure of your convenience. So it's time to move to a smarter way of life - it's time to **"REinvent ACCESS"**!

Häfele's Range of Digital Home Security Solutions : **reinvent** ACCESS

RE-BELL



RE-PLACE



RE-VEAL



RE-AL



RE-SIZE





◀ RE-VEAL

Because you require the highest form of security...

Smile for Security: Häfele's RE-VEAL Digital Lock carefully scrutinizes every individual need that you may have from your home security system and presents itself as the ideal answer for all those needs. This fully-loaded face-recognition lock comes with the highest standards of technology that reads over 170 points on the user's face – this means that it is highly sensitive to even the flinch of a nerve on your face and will only allow access if you exactly emulate the expression that was pre-set as your access recognition. With 5 different access modes – Face Recognition, Finger Print, Key Pad, RFID and Mechanical Key – Häfele's RE-VEAL Digital Lock is the authority in home security and access planning. For double assurance, you can combine two access modes as per your choice, making it impossible for any unwanted break-ins. And should someone dare try a break-in, our integrated intruder-capture feature can show you an image of the person who made this futile attempt.

RE-AL ▶

Because you need a better security solution...

Smarter Security; Specified Access: Its time your digital door security system gets a promotion with Häfele's RE-AL Digital Door Lock. True to its name, this lock addresses the 'real' needs of holistic home security through its feature-rich proposition. With 4 different access modes – Finger Print, Key Pad, RFID and Mechanical Key – Häfele's RE-AL Digital Lock brings you optimum security and more choices. You can also club two access modes for 'smarter security' and 'specified access' to your home. Even though your priorities bend towards features and functionality, you cannot miss the handy design and user-friendly interface of this model.



◀ RE-PLACE

Because your mechanical lock needs an upgrade...

Form to Function: Häfele's RE-PLACE Digital Lock is designed to bring a seamless transition from traditional mechanical locks to sophisticated digital security systems. As the name suggests, this lock will replace the limitations of the traditional lock-and-key with the innumerable possibilities of a tech-savvy digital lock- and literally overnight. With 3 different access modes – Key Pad, RFID and Mechanical Key – Häfele's RE-PLACE Digital Lock addresses your principal security needs; and the possibility of combining two access modes neutralizes any chances of a break-in. Its strong and sturdy tri-bolt mortise lock body makes it a robust choice that's built to last. The smart touch-pad on the external lock body adds the much needed sophistication in design and operation.



◀ RE-SIZE

Because your fashionable door requires its 'right' match...

'Peace' for the Mind; 'Win' for the Eye: Häfele's RE-SIZE Digital Lock uniquely combines incomparable technology with an aesthetic design, bringing the much desired ornamentation to your door while also securing your home with planned access. Owing to its singular design, RE-SIZE allows you to combine its existence with any preferred lever handle as per your choice. This brings in a whiff of customization to your approach while designing the security needs for your door, while keeping a clear focus on design - you may not otherwise find such flexibility in the market. With this quotient of design and aesthetics, comes a host of user-convenient features that state the highest level of security and provide a general peace of mind. The exclusivity of Häfele's RE-SIZE lies in its potential to jump-start operations through an integrated power bank which can be easily charged through a USB Cable. With 4 different access modes – Finger Print, Key Pad, RFID and Mechanical Key – Häfele's RE-SIZE Digital Lock brings you optimum security.

RE-BELL ▶

Because you need a 99.99 100 percent...

Peace of mind; Versatile Applications: Häfele's RE-BELL video doorbell completes our offering for holistic home security with an added touch of smartness. This Wi-Fi enabled solution can be integrated into your smartphone through a feature-packed App that allows you to remotely manage all functions at your fingertips. This means that you could be lazing in your bed or sitting at your office desk or shopping at your favourite mall and yet you can see or even talk to the person standing at your doorstep. This takes care of security even from remote areas while also ensuring that you never miss a chance to know who tried to reach you while you were away. You can also capture intruder images to keep a special check on strangers or unwanted visitors; and this is possible even in pitch darkness thanks to RE-BELL's integrated night-vision function. The highly sensitive motion sensor immediately recognizes the presence of a person and sends you an alert on the mobile app informing you that someone is awaiting access to your home. You can also download a log of recorded video clippings from the RE-BELL through the mobile app – giving you a historical perspective on who tried to reach you and when. The RE-BELL presents the highest standards of technology through its High Definition (HD) video quality and 165 degree rotational camera.

