

Dear Readers,

It's been over 5 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.

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

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 A. This exclusive product introduced to the Slido range of sliding hardware by Häfele represents reliability, excellent functionality & intelligent controls, and is predestined for use in both residential and business areas.



PRODUCT SPOTLIGHT

We at Häfele have introduced several product solutions in the previous two quarters (Oct 18 – Mar 19) that help create new design possibilities, ensure ergonomics and inspire ease of use.

Häfele Countertop Appliances



The **Oktablend Vacuum Blender** by Häfele laden with VacuoTechnology helps remove, with the tap of a button, the air and oxygen responsible for oxidation of food and stops 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 **Magnus Cold-pressed Juicer** by Häfele is designed to work at a much slower pace as compared to your regular juicer. It is hence able to extract fruit and vegetable juices without applying heat, the absence of which helps retain maximum number of nutrients, vitamins & 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 Juicer ensures that it extracts as much juice as possible from the fruits and vegetables put in displaying an extraction rate of above 80%.



Häfele brings to you its **2 - Slot Toaster Machine** from its **Amber Series**. For many, a slice or two of toasted bread with jam and butter is a breakfast staple and for many, especially working professionals, owing to the weekday hustle pretty much the only source of food till lunch. It thus becomes imperative to ensure that the quality and preparation of this toast is not just up to the mark but superior. The new toaster comes with 7 adjustable browning levels and enables you to not only prepare fresh crisp toasts but also to reheat the ones prepared previously. You can also defrost freezer-stored bread in it.



For the connoisseurs of coffee and herbal teas, Häfele presents its range of electric kettles that not only looks impressive on your kitchen countertops but is also extremely quick and efficient. Both **Dome and Queen Kettles** come with a temperature display slot for you to ensure that the water boils at the precise temperature as per your liking. Together with having a high capacity to heat water, these kettles come with removable lime scale filters for easy cleaning. The Stainless Steel body, inner water level markings, non-drip spout and sleek handle make the kettles extremely easy to use and durable.

Classic and Design 80 Telescopic Progressive Sliding Systems

Häfele introduces the new Classic and Design 80 Telescopic Progressive Sliding Systems to its Slido range of sliding fittings for your internal partitions and doors. These systems demonstrate the highest form of quality as the components are completely fabricated in European manufacturing units and adhere to European standards. The Telescopic Progressive systems offer you seamless transitions between spaces. The doors in this system move in unison when one door is pushed or pulled hence reducing the amount of force required to open or close the doors. A distinctly notable feature of the Telescopic Progressive systems is its bottom guide which is designed to be hidden when the doors are stacked on one side, leaving the passage completely free.

The new Telescopic Progressive Systems by Häfele are available in two variants - Classic (for Wooden Door Sliding) and Design (for Glass Door Sliding) with an option of choosing from a 2 door or a 3 door version under each variant. The Classic 80 system enhances privacy and gives a clear distinction between different areas in your interiors while the Design 80 system gives way to open and bright spaces. Characterized by innovation, development and great design, both the Telescopic Progressive Sliding Systems offer you the complete sliding solution for every threshold in your homes and offices.



Loox Inductive Charger

Damaged mobile charging cords and using different chargers for different phone brands are problems every cell-phone user faces. Loox by Häfele has come up with a simple solution for such issues in the form of its New Loox Inductive Charger.

The Loox Inductive Charger 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 charging automatically as quickly and efficiently as it would with a conventional charger. The distinct anti-skid surface of the charger lowers the chance of your precious phone slipping and falling. So go wireless with this new hassle-free, convenient and clutter-free solution by Häfele!



Loox Sound System 420 E



Music might not be the solution to all your problems, but it does provide you the peace and calm required to deal with them. Häfele brings to you the new Loox Sound System 420 E to fill your silence with soft, soul-soothing melodies and even high-volume, fast-paced tracks! You can install this system behind your bathroom mirrors, inside kitchen cabinets, below work tables and in every conceivable interior space like false ceilings. Now nod along to your favorite beats while getting ready for a party in your vanity room, appreciate an instrumental piece while taking a relaxing bath and groove and pirouette to the music while you chop, sauté and stir in the kitchen! The Loox Sound System 420 E remains thoughtfully hidden from direct view at all times making the whole experience even more magical!

Blum EXPANDO T

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.

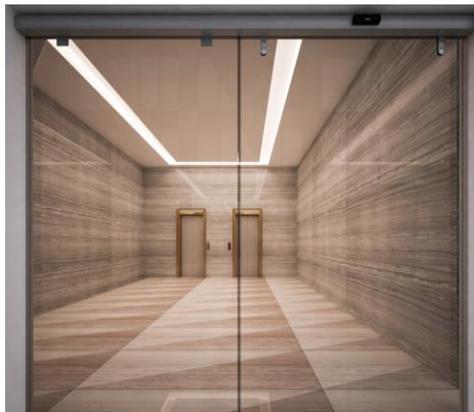


Autotec Alpha Drive Automatic Sliding Solution

Häfele brings to you the new Autotec Alpha Drive Sliding System which is designed to cater to all your internal sliding partitions/doors to provide you with the experience of independent and safe passage.

With its modern design, automation, selectivity and aesthetic appearance, Häfele's Autotec Alpha Drive Sliding System gives your premises a sophisticated and urbane look. This system demonstrates the highest form of quality as the components are completely fabricated in European manufacturing units and adhere to European standards; giving us a unique value proposition and competitive edge over other contemporaries in the market with locally manufactured systems.

Autotec Alpha Drive 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.



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.

Häfele Connect

With the break-through in LED technology, the integration of lights in any design concept has become a tangible reality. You can obtain the most uniquely designed piece of furniture or the most abstract piece of art, and be sure of the fact that a tiny LED module will find its place in or around it to enhance the overall concept with astute effectiveness. This is possible because the LED technology has limitless possibilities of integrations and connections!

Taking advantage of this flexibility, Häfele has used its experience as the pioneer of furniture lighting and designed a holistic solution for your residences or businesses through its "Häfele Connect" concept. Häfele Connect is the name of the key to smart, networked furniture and rooms. Häfele's internationally successful Loox LED lighting system for light and sound in furniture is the starting point to this where an innovative, intelligent and wireless system connects and operates the lighting of your entire interior space and links it to a smart device - a seamless end-solution that can be easily managed and operated. With Häfele Connect you can now create the perfect atmosphere for many moods and settings in any room of your home or office without moving anything more than a finger on your smart screen.

The Häfele Connect app connects itself to the Connect BLE boxes (Bluetooth low energy technology – the power conserving variant of Bluetooth designed for use by Internet-connected machines and appliances) via Bluetooth and makes it possible to intuitively control Loox Furniture Lighting and electrically operated fittings. With the Häfele Connect App and Connect BLE boxes in place, users are provided with a comprehensive range of control options, including control of the light colour with RGB lights or adjustment of the colour temperature with multi white lights. Different lights can be grouped together, allowing many scenarios to be stored and time-controlled or called up with a simple finger press. Thanks to the easy 'Plug and Play', this system can also be added to existing installations without changing anything.



TISCA 90 Filter-free Wall Mounted Cookerhood

Tempering spices, stir-frying and sautéing vegetables on a high flame are some things you would witness in every Indian kitchen. While the crackling of mustard seeds and sizzling of chillies is a sweet melody to the ears, the fumes resulting from these activities can irritate you and distract you from the task at hand.

So that you enjoy your entire time in the kitchen without having a sneeze fest or watery eyes, Häfele brings to you TISCA 90 – a filter free wall mounted cooker hood from its premium range of appliances.

This well designed, highly efficient and low maintenance cooker hood will clear your kitchen of unwanted odours and leave behind only the fresh aromas arising from your food!

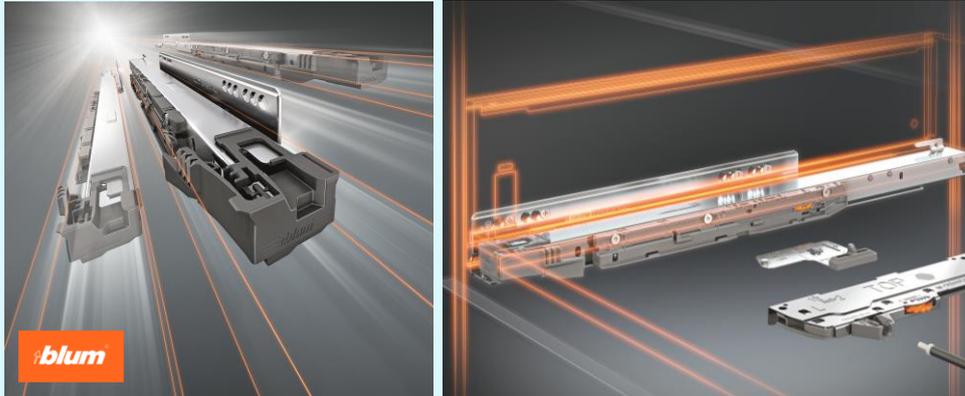


BLUMOTION S LEGRABOX & MOVENTO Runner Systems

The need for multiple design possibilities with a single product is rising day by day. Häfele in association with Blum strives for technically sophisticated product innovations, to make things easier for you. The Blum MOVENTO and LEGRABOX runners have gained tremendous popularity in residential and commercial spaces due to their evolutionary motion technologies of BLUMOTION, TIP-ON BLUMOTION and SERVO DRIVE.

In an effort to make things easier for you, we bring forth the MOVENTO and LEGRABOX BLUMOTION S runners that possess the flexibility of implementing multiple motion technologies with a single runner. The BLUMOTION S runners improve on the crucial parts, while retaining the familiar straightforward assembly. Silent and soft closing of drawers is achieved by the integrated BLUMOTION technology in the runners. If you desire to open your drawers with a slight push, you can acquire a TIP-ON BLUMOTION functionality by just adding the TIP-ON BLUMOTION accessories to the existing BLUMOTION S runner and if you require an automatic opening, you can install the SERVO DRIVE unit with the very same runner!

The TIP-ON BLUMOTION sets and the different accessories associated with the previous runners have been preserved for the New BLUMOTION S Runners thus maintaining the same installation specifications. With the arrival of Blum's new BLUMOTION S Runners by Häfele, you now face less ordering complexities and attain flexibility to achieve much more with the same fittings!



ARGENTO Collection of Freestanding Refrigerators

Pave way for a smart and healthy life with the New Argento® collection of refrigerators by Häfele. The latest refrigerator collection comprises of high specification freestanding refrigerators with higher capacity, premium cooling technology and Inverter Compressor designed for the Indian kitchens. Available in two variants, Bottom Freezer Refrigerator and French Door Multi-zone Refrigerator, this collection is packed with incredible features which retain the maximum quality of your food and beverages.

With storage capacity of 468 L for the Bottom Freezer Refrigerator and 650 L for French Door Multi-zone Refrigerator, these refrigerators satisfy the needs of a nuclear and large family respectively. The latter has a 100 L multi-zone compartment which can be used alternatively as a freezer and fridge depending on your storage requirements. The cooling circuits in different areas of the Argento collection of refrigerators work individually leading to Dual Cooling in the Bottom Freezer Refrigerator and Triple Cooling in the French Door Multi-zone refrigerator. Your vegetables therefore do not smell like fish and vice versa!



AQUA 12S Freestanding Dishwasher

Juggling numerous tasks at home and work can be a bit overwhelming especially when you do not have the right appliances that can help take care of your daily mundane activities at home. Häfele's Premium Appliances Range equips you with the choice of concentrating on activities that really need your attention. With our range of appliances you can go about your day without the added stress of doing that big batch of laundry or cleaning your utensils. Häfele now introduces Aqua 12S - a new freestanding dishwasher, a hygienic and quiet alternative to your regular washing.

This dishwasher has a 12 place setting capacity, aptly suited for an average Indian household. The height adjustable top and bottom baskets as well as the separate cutlery basket guarantee maximum space optimization inside the dishwasher! Besides, it also has the option of functioning at half load, which is an energy saving solution when you have less dishes to wash! The SoftTouch shelves of the dishwasher prevent scraping and scratching of utensils thus leading to a long life of your precious china.

The New Aqua 12S Dishwasher comes with built-in programs which provide you with the flexibility of washing your dishes depending on their material and how soiled they are. There is a glass care program especially designed for your delicate glassware and an intensive program to take care of the toughest stains on your pots and kadhais. The temperatures and time duration for different programs vary according to the dishes you choose, such as pots, glasses, plates etc., ensuring 99.9% germ-free cleaning of any utensil you put inside.

The sound engineering technology of this dishwasher doesn't cause a disturbance in the background when all you want to do is spend some time with your family or take an afternoon siesta! Time and peace are luxuries you can now afford with the Häfele's New Aqua 12S Dishwasher!



TARGET Connectors J10 & J12

Häfele brings to you TARGET, a new structural connecting fitting conceived by Italiana Ferramenta with high fastening capacity, suitable for mounting with wood dowels.

With the new connecting fitting, assembly is now possible in extremely narrow gaps which makes TARGET especially practical when working inside a niche.

These connectors are easy to pre-assemble into the furniture, are easy and quick to install and are apt for installation of wardrobes, bookcases, modular furniture & office furniture.



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