

PRESS RELEASE IFA 2016

Award Winner and 'Most Innovative Brand 2016/2017' stays in the Fast Lane with a new Kitchen Series



At IFA 2015, CARRERA unveiled a completely new product series of hand-held electrical appliances for the Personal Care sector. With its technical look and feel, high quality materials and design elements, this consistent design concept has its roots in motor sport. All CARRERA tools are gender-neutral in appearance and functionality, and appeal equally to men and women. So does the consistent, high quality packaging they come in.

To coincide with IFA 2016, CARRERA is adding three new styling tools to its Personal Care range: Hot Air Brush No. 535, Curling Tong No. 537 and Hair Dryer No. 631. All three new volume models feature technical specifications that qualify them for the premium segment.

Simultaneously, CARRERA is also launching a completely new series of handheld electrical appliances for the Kitchen sector. Concept-wise, the brand has stayed firmly on track by retaining the consistent design language. This makes CARRERA the first manufacturer to offer a totally consistent product concept in a unified design for kitchens and bathrooms alike. In the process, practical household appliances become lifestyle products you'll never have to hide in the cupboard again.

To distinguish itself from the Convenience trend, CARRERA supports cooking that is nutritionally aware and creative. CARRERA appliances stick to what they do best, and are unusually powerful – something users benefit from every time they use them.

This unique concept wowed the jury at the Plus X Awards too. Newcomer brand CARRERA won 34 Awards and the title 'Most Innovative Brand 2016' in the category Handheld Electrical Appliances, and four tools were also named 'Product of the Year'.

CARRERA is not just extending its product range for IFA – it's extending its booth presentation (Hall 9 Booth 119) too. Now both CARRERA ranges (Kitchen and Personal Care) will have enough space to present the CARRERA World concept in depth.

At the end of each show day, CARRERA invites dealers and press representatives for its traditional 'Last Round' from 5 pm onwards. A drink with your peers is a great way to round off a busy day at the fair!

Company profile CARRERA:

The CARRERA brand belongs to Aquarius Deutschland GmbH, an international company headquartered in Ismaning, near Munich. The sales and marketing company was founded in 2012 and employs about 80 people at four facilities (Ismaning, Düsseldorf, Hong Kong and Shenzhen). Together, they handle the entire market process for 'white goods' electrical appliances. Their responsibilities include project management, product design, development, sourcing, production, certification, quality assurance, brand building, sales consulting and service. In addition to rebuilding and product design activities for the in-house CARRERA brand, Aquarius also produces and supplies goods under private labels for numerous well-known retail chains in the drugstore, discount, food retail and DIY segments.

For more information, or to schedule a personal meeting at IFA 2016 in **Hall 9** on **Booth 119**, please contact:

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For pictures and product details, visit:

<https://www.carrera.de/de/presse.html>