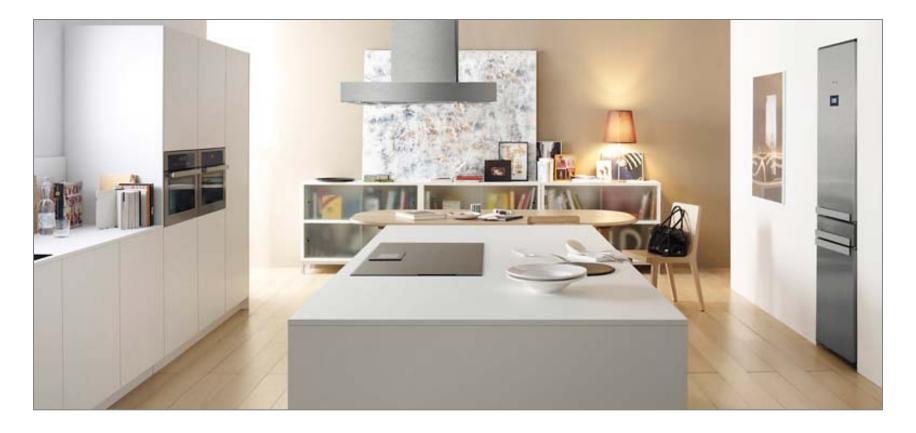


# Fagor Brand Presentation - 2013





**Fagor** is a brand of quality home appliances that specialises in people, in finding the best solutions so you can live in a healthier, happier environment. For this reason, our broad range of products is designed to take care of you and your family.

Fagor offers you a space with a great harmony and a perfect aesthetic balance.

Fagor range of appliances are **designed under the same aesthetic and functional unity** that will allow you creating an environment with great homogeneity and splendor.

Combine them as you like and, whatever your needs may be, you will see that there is one solution that meets your needs.

Harmony enters your home via Fagor.





### **BRANDING:**

- A brand who which provides "useful and relevant" innovations to improve the quality and comfort of the daily life.
- Fagor is the companion of the customers through their various stages of life and their social evolution. It is part of your family as it grows and matures.

### **Brand Profile:**

- practical/ functional
- traditional experience
- quality / durability
- value for money
- eco conscious







### THE FIELD OF COMPETENCE:

A multi-specialist in household appliances, comfort and furniture – offering total living solutions!

### **TARGET MARKET:**

30 years & above / Middle-class & above / Families with children / Good brand experience





### Main axis:

Innovation, modern technology and efficiency to deliver greater sense of quality and user-friendliness.



### **Designed to enhance modern living:**

Manufactured in Europe, Fagor uses innovations and/or technologies to meet your needs.

Technology is used as a means not an end to achieve benefits such as functionality, ease of use (eg. LCDs display technology)

Elegant Technology designed for the modern home.

Premium, high-end, intuitive, sustainable, smart and also environmental friendly.



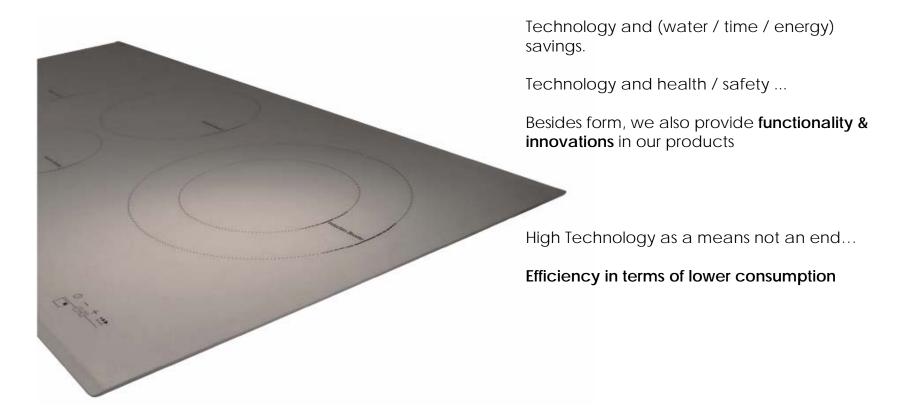




### <u>Terminology</u>

Technology / Innovation, latest technologies, advances in technology.

Fagor Technology. Technology and quality.





### **FAGOR: 50 YEARS OF EXCELLENCE**

As one of the 2 international brands of the *Fagor Group*, Fagor manufactures and distributes a wide range of home & appliances, Small Domestic Appliances, Cookware & Comfort products to cater to the needs of consumers in all parts of the world.

Fagor is the **no. 1 brand in Spain and the No. 5 brand in Europe**. Distributed in all parts of Europe, America and Asia, Fagor products are made with the consumers in mind – offering user-friendliness, safety & eco-consciousness!





1956

1959

HESOR

1962

FAGOR

1970

AGOR =

1985

FAGOR

2001



# **FAGOR: MILESTONES**

19**56** 

Loretta oil stove, can be used for cooking

19**59** 

First Victoria cookers with 1, 2 and 3 burners

1962

First Fagor fridges

1970

Application of pyrolysis in cookers

1974

Multifunction oven

19**78** 

1984

Combi Oven & Microwave

1988

Ceramic hobs

1989

Induction hobs

1990

Trivalent fridge

1994

Steam in ovens

2001

Household appliances in stainless steel, new aesthetic 20**02** 

Antibacterial filters in the refrigerator: Hygienizer

20**06** 

8kg Washing machines

Driron, the first household appliance that dries and iron.

20**08** 

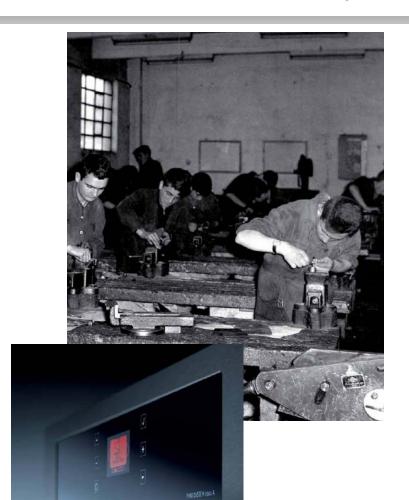
Trio Fridge

2010

60 cm W Integrated Fridge

2012

Totalium Induction Vac Packer Fridge





### **FAGOR: 50 YEARS OF EXCELLENCE**

Fagor has more than provides over fifty years of tradition in producing household appliances

One of Europe's five most important white goods producers, the Fagor Group employs 8,260 people and operates 8 manufacturing plants in Spain (Fagor Electrodomésticos), 5 in France (Fagor-Brandt), one in Poland (Fagor-Mastercook) and additional manufacturing units in Italy, Morocco, and China.

The Group has subsidiaries and offices in 18 countries worldwide and exports its products to 130 countries on all continents.







With annual production volume of 8 million units. The company has the largest portfolio of home appliances on the market!



The Fagor Group is also the largest European producer of toploading washing machines and a leading global producer of pressure cookers.

It pioneers the most progressive technologies, such as pyrolytic selfcleaning ovens or induction cookers.

In addition to household appliances, the Fagor logo can also be found on catering appliances, furniture, boilers, air conditioners, photovoltaic equipment, machine tools and forging machines, mills, industrial presses, telecommunication and satellite equipment, etc.

The Fagor Group is a part of the largest co-operative worldwide – MCC (Mondragón Corporación Cooperativa), which has over 85,000 members and is one of Spain's largest business groups, where Fagor is the most important and the largest member of the manufacturing division.







# Fagor's presence in Asia

Fagor is a well established brand in Asia; with more than 10 years of continuity in the distribution of Kitchen appliances, small domestic appliances, cookware, comfort and kitchen furniture in the following Countries:



### Subsidiaries:

- Singapore (for export markets)
- Malaysia
- Thailand
- China

### Distributors:

- Australia
- Cambodia
- Indonesia
- Taiwan
- Vietnam
- Myanmar
- Nepal
- Sri Lanka





# **PRODUCT RANGES**



# **Product Range: White Goods**

# **Cooking Range:**

Ovens
Steam Ovens
Microwaves Ovens
Combi Ovens
Induction Hobs
Radiant Hobs
Gas Hobs
Hoods
Coffee machines

### **Washing Range:**

Dishwashers Washing Machines Washer-Dryers Dryers

# Cooling Range:

Refrigerators / Freezers Wine cellars









# **Kitchenware**

Pressure cookers
Cookware sets
Big zone
Pasta pot
Frying pans
Roasting pans
Wok
Italian coffee machine
Cooking utensils
Thermos dispenser
Coffee service
Ice buckets
Knives













# **Kitchen**

Mini-ovens
Portable induction hob
Roasting griddles
Sandwichmakers
Panini
Steam cooker
Bread maker
Fryers

Hand blenders Mini kitchen robot Jug blenders

Ice-cream makers
Vacuum packing machine
Electric can opener
Kitchen scales
Knife sharpener
Meat slicers
Electric knive
Wine cellar
Beer dispenser





# **Breakfast**

Super-automatic coffee makers
Express coffee makers
Electric coffee maker
Drip feed coffee makers
Milk whisk
Coffee grinders
Toasters
Electric kettles
Liquidiser
Juice extractors













# Vacuum Cleaners & Ironing

Bagless vacuum cleaners Compact vacuum cleaners Sweeper vacuum

# Ironing centres Steam irons Lint remover











### **Personal Care**

Hair dryers
Hair straighteners
Hair straightener and Shaper
Hair clippers
Bathroom scales
Electric heater pads



# Air-cooling Tabletop fans Pedestal fans Wall fans Tower fans Industrial fans





# **Product Range: Comfort**

# Comfort

New Solar Kits for water heater Electric Water Heaters Condensation Boilers Instant Water Heater

Air conditioners Electric Heaters







# **Product Range: Furniture**





# Fagor's Awards & Achievements

- European Ecology Award for the Product for sustainable development
- First official technical services network to obtain ISO 9001 AENOR certification
- Quality Systems Certificates based on ISO 9001
- Environmental Management System based on ISO 14001
- Health and Safety at Work System based on OHSAS 18001
- ONCE Awards for Basque Solidarity in the "Supportive Organization" category (Bluetooth technology)





"If something is possible it is done and if it's impossible, it will be done."

José María Arizmendiarrieta Founder of Fagor Electrodomésticos.