

## 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.



Terminology

Technology / Innovation, latest technologies, advances in technology.

Fagor Technology. Technology and quality.



Technology and (water / time / energy) savings.

Technology and health / safety ...

Besides form, we also provide **functionality & innovations** in our products

High Technology as a means not an end...

**Efficiency in terms of lower consumption**

## 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!



innovating since **1956**





**1956**

Loretta oil stove, can be used for cooking

**1959**

First Victoria cookers with 1, 2 and 3 burners

**1962**

First Fagor fridges

**1970**

Application of pyrolysis in cookers

**1974**

Multifunction oven

**1978**

Pyrolysis in ovens

**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

**2002**

Antibacterial filters in the refrigerator: Hygienizer

**2006**

8kg Washing machines

Driron, the first household appliance that dries and iron.

**2008**

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 top-loading washing machines and a leading global producer of pressure cookers.*

It pioneers the most progressive technologies, such as pyrolytic self-cleaning 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



## Product Range: SDAs

### 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





## Product Range: SDAs

### 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 knife

Wine cellar

Beer dispenser





## Product Range: SDAs

### 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



## Product Range: SDAs

### Vacuum Cleaners & Ironing

Bagless vacuum cleaners  
Compact vacuum cleaners  
Sweeper vacuum

### Ironing centres

Steam irons  
Lint remover



**Product Range: SDAs**

**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



**Kitchen 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 Arizmendiarieta  
*Founder of Fagor Electrodomésticos.*