

About Princess



Princess was founded in 1994 in Breda, the Netherlands and is the founder of the baking plate. With this innovative item, the concept of fun cooking has been giving a new meaning to households worldwide. Princess develops household appliances that turns daily routines into meaningful moments, from water kettles and toasters to aerofryers and fondues.

Today, Princess appliances are sold in over 63 countries, with many households worldwide using Princess products. We are proud to be the market leader in Funcooking items in the Netherlands.

Our vision: a brand for everyone

Our aim is to make special moments accessible for everyone. We quickly follow trends and translate them to qualitative, surprising yet affordable home appliances that match the luxury feeling of designer brands.

PRINCESS ITEMS ARE KNOWN FOR THEIR BEAUTIFUL DESIGNS, SMART FEATURES AND PREMIUM BRAND ALLURE, BUT ALWAYS AT AFFORDABLE PRICES.

“Innovation is our priority”, says Erik Raphael, CEO of the Smartwares Group. “We continually translate global trends and developments into surprising products, such as the successful Raclette Pure range with bamboo housing. Many of our products are unique and have been internationally patented.”

Thanks to this vision, Princess has grown into a successful brand throughout Europe and a very strong brand in the B-segment. Based on the good-better-best proposition, Princess offers products at different price points, allowing to add value to every assortment.

Everything we do and say is reflected in our **CORE VALUES;**

▶ **EXCITING** products.

Princess adds fun to family events by offering products that capture the imagination and enrich daily life thanks to their unique characteristics.

▶ **SURPRISING** in design, and in promotions!

Every year we have several surprising promotions ourselves and with local A-brands (joint-promotions)

▶ **AFFORDABLE** for everyone



Discover the world
of Princess and
YOU'LL BE AMAZED!

Check out our new website!
www.princesshome.eu