



## Princess extends its bamboo-based Pure line

For many years, Princess has been a leading European player in Funcooking appliances. The launch of the unique Pure line in 2013, inspired by bamboo, has made a huge contribution to this strong position. As the bamboo trend is making its way to more households, Princess has decided to extend its Pure range with a unique Fondue and small griddle.

### Inventor of bamboo home appliances

In 2013, Princess was the first to start with a product theme solely inspired on bamboo. The Pure range consists of modern designed products that all have bamboo incorporated in the design and fit perfectly together. Bamboo is a durable and hardwearing material that is not just aesthetically pleasing, but also stays cool, an important quality for kitchen products.

"The continuing trend in bamboo has certainly led us to continue to expand our Pure range. We see that consumers in kitchen appliances are increasingly in need of something beautiful and sustainable on the table", says Erik Raphael, CEO of the Smartwares Group.



"Back in 2013, Princess started this signature line with just one Table Chefs, one griddle, which turned out to be very popular amongst consumers worldwide. Later on, this line was extended with the Raclette Pure 4, Raclette Pure 8, Multi Tray Pure and in 2018 this product line has been extended with the Table Chef Compact, a small griddle that plays into the small household trend."



### Multi Cook Pure

Princess is not only big in Funcooking in the Netherlands, but also an established brand in in the rest of Europe (and even Asia). Especially for the growing Asian market, Princess has developed the Multi Cook Pure; a skillet in which consumers can simultaneously prepare two different dishes in broth. A tradition that has been captivating countries like Japan, Taiwan and China for years.

### Fashionable Fondue

The highlight of 2018 is the Fondue Pure, a fondue that comes in two different colors, and that plays in the bamboo trend. Whereas most competitors offer a traditional looking product, Princess has stepped up with yet another aesthetically pleasing product, that looks fashionable on every dining table.