

Press release

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Princess reveals a collection of smart products at IFA

TILBURG, The Netherlands – Princess makes it possible to control your Aerofryer as well as your Tower fan, Panel Heater and Dehumidifier with your phone. The brand brings an extensive collection of Smart products on the market that also fit perfectly into a modern interior. Princess is following the trend whereby more and more devices in and around the house are becoming "smart". The software & apps are developed and maintained by Homewizard in Noordwijk. Developed in the EU where the data is also stored with advanced data encryption and is optimally protected.

Healthy & Smart frying

One of the new products is the **Princess Smart Aerofryer**. You can control it not only via the digital display, but also with your smartphone. The app gives you a notification when your food is ready. The Princess recipe website that will be launched in november, Cookwithprincess.com, offers tasty recipes that you can send directly to your Aerofryer to set it to the correct temperature and baking time without extra efforts.



The elegant heater

Another product that combines elegant design with smart technology is the new **Princess Smart Panel Heater**; Available in both black and white glass, this is a real eye catcher in your home. With the help of the app you can adjust your heating up or down from anywhere in the world.

“Hey Google, turn on my fan”

Recently they launched the **Princess Smart Tower fan**; this product was immediately completely sold out. This designer fan combines elegance with convenience and can be controlled via a smartphone or voice control. Ideal to keep your summer days cool!

Princess Smart Dehumidifier

High humidity is a big problem in bathrooms, laundry rooms and basements. Mold caused by high humidity can cause health issues; it's a common problem in many households. The **Princess Smart Dehumidifier** is especially for rooms that suffer from moisture. The Smart Dehumidifier automatically switches on when it senses a high moisture content in the air. It's also possible to set a time schedule in the app, so it works when you are not at home.



Social dining

With the latest interior trends in mind, two new fun cooking devices have been developed. The **Princess Dinner4All Pure** is an elegant set of individual baking trays with a durable bamboo housing. Because everyone prepares their own food, this baking tray is ideal for people with an allergy or diet.

The **Princess Elypse Table Chef** has a contemporary elypse shape and all luxurious characteristics of a Princess baking plate including our signature bamboo features. Convenient that the released fat simply runs away through the center of the plate.



Celebrating 25 years of Princess

Princess is celebrating its 25th birthday this year and therefore they created the **Princess Black Steel Collection**; five indispensable kitchen appliances in matte black, which fit perfectly into the modern kitchen.

For more information go to Princesshome.eu

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Note to editors

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High resolution images

www.smartwaresgroup.com/press

Product numbers

182037 - Digital Smart Aerofryer Deluxe

350000 - Smart Tower Fan

103200 - Elypse Table Chef

353120 - Smart Dehumidifier 20 L/d Defrost

353130 - Smart Dehumidifier 30 L/d Defrost

201853 - Black steel juicer

212085 - Black steel blender

142396 - Black steel toaster

236032 - Black steel jug kettle

246014 - Black steel coffee maker

About Smartwares Group

Princess Household Appliances is part of the Smartwares Group. More information can be found on Smartwaresgroup.com.

Smartwares Group

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