



# Fakir

PRESS RELEASE

## **Next generation of vacuum cleaners: Fakir revolutionises the market with Air Wave® technology**

- New Air Wave® series vacuum cleaner – World debut at IFA 2017
- Symbiosis of design and technology "Made in Germany by Fakir"

Vaihingen, August 2017 – Trailblazing technology, packaged in an unusual design "Made in Germany by Fakir" – on time for IFA 2017, Fakir presents a global innovation in the vacuum cleaner sector. The new models of the revolutionary Air Wave® series by the long-established company from Vaihingen an der Enz, Germany, set new standards in the vacuum cleaner market and once more display Fakir's innovative power. "Floor care is one of our core competencies and with the new technology we are proving our decades of experience. The new Air Wave® series not only stands out visually from the masses of vacuum cleaners, it also opens a whole new chapter in the premium vacuum cleaner sector", says Holger Terstiege, Managing Director of Fakir. Air Wave® is an entirely new type of airflow, thanks to which perfect vacuum results can be achieved at a low wattage, even in the area of high-end filtration – ideal for customers with allergies or asthma and for anybody who loves spotless cleanliness. The aerodynamics of airflows are precisely coordinated to set the sucked-in air in a kind of wave motion, which significantly increases the air speed. This leads to extremely high suction performance with a low power requirement. The dynamic combination of elegant black and carefully placed colour highlights in melon yellow or an unusual design in flashy tornado red with black accents turn the prestige 2000 and prestige 2400 vacuum cleaners from the new Air Wave® series into real eye catchers. All components of the Air Wave® series are produced in Germany to ensure quality "Made in Germany by Fakir".

### **The new Air Wave® models: prestige 2000 and prestige 2400**

Ergonomic design, high-quality nozzle technology by "Wessel Werke", known for their premium and innovative vacuum cleaner nozzles, best workmanship "made in Germany" – the new Air Wave® series meets even the highest demands in terms of quality, design, technology, performance and convenience. Air Wave® is the result of three years of intensive development work and engineering skills. The secret of the new series: Carefully balanced interaction between excellent nozzle technology, a pipe system increased to 38 mm, and a flexible, conical suction hose. Both models – the prestige 2400 and the prestige 2000 – convince with a 500 watt high-performance motor, gradual power regulation, electronic bag change indicator, a 4.5



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litre vacuum bag, and rubber-covered soft roll wheels and guiding wheels, gentle on any type of flooring. The **prestige 2000** in stylish black with melon-yellow highlights is the perfect introduction to the new series and ideal for smaller apartments with its 9 metre range. The HEPA H13 filtration provides 99.95 percent filter performance. The top model – the **prestige 2400** in tornado red with black accents – impresses with an incredible 13 metre range and a ULPA-U15 filter, which meets particularly high hygienic requirements due to a filtration efficiency of 99.9995 %, and is thus ideal for allergy sufferers. Thanks to the ergonomic handle, LED performance indicator, suction pipe parking position with automatic stop, and an XL Wessel parquet nozzle for sensitive wooden floors, the dynamic sled vacuum cleaner also satisfies any and all convenience considerations.

### **"Made in Germany by Fakir" – more than a promise**

The Air Wave® series vacuum cleaners are developed and produced at the company headquarters in Vaihingen an der Enz, Germany. "With the Air Wave® models, we proudly represent Germany as a development and manufacturing location, and for us, these are only the beginning. Our goal is to expand the "made in Germany" production in the future. In accordance with this, further models are to follow", says Scott Taylor, Director of Sales & Marketing at Fakir. Not only the vacuum cleaners themselves, but also the injection-moulded parts and the decisive nozzles for the Air Wave® series will be produced in Germany from now on.

### **Recommended retail price**

Air Wave® prestige 2000	EUR 229.00
Air Wave® prestige 2400	EUR 279.00

### About Fakir Hausgeräte GmbH

Fakir Hausgeräte GmbH was founded by Wilhelm Kicherer in 1933 and has been a leading provider of home appliances (floor cleaning and floor care appliances, small kitchen gadgets, heating units, fans and air conditioners, steam cleaners) in Germany for 85 years. Focussing on "Quality from Germany", Fakir develops and manufactures high quality products at the development and production site in Vaihingen an der Enz. nilco Reinigungsmaschinen GmbH, a company that was affiliated in 1961, covers the commercial cleaning machines sector. Fakir has a nationwide network of sales representatives and 80 authorized workshops in Germany. 60 representatives worldwide ensure a comprehensive customer service.