

After 60 years of history and technological revolution, the home appliance sector in Europe will be represented by the fully modernised association, now called APPLiA. The major change was celebrated by more than 200 policy makers, manufacturers, NGOs and other stakeholders on 7<sup>th</sup> March at the beVUE museum in Brussels.

“When going through a transformation, you have to make sure you preserve the assets and let the imperfections go”, said Reinhard Zinkann, a President of the new APPLiA and CEO of Miele. “Some of the greatest advantages of the association are definitely the knowledge of the members, the competent, motivated team, the based-on-facts approach to every subject – this we will keep. Deciding to walk with the same pace of the modern, developing sector that we represent, we will waive to other parts of the European Committee of Domestic Equipment manufacturers or as we all call it, CECED”, he further added.

After the result of the nearly one-year-long rebranding process was revealed, APPLiA’s Director-General, Paolo Falcioni explained that the new brand image is only a logical consequence of an analysis of what the organisation is and how “an

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 44 billion, investing over EUR 1.4 billion in R&D activities and creating nearly 1 million jobs.

## Bye, bye CECED Hello APPLiA

APPLiA is the new name of the Brussels-based association representing the home appliance manufacturers in Europe.

innovative, sustainable and forward-looking industry deserves to be represented”.

“And it is not only the so-called packaging that has become more modern and appealing”, Falcioni noted. APPLiA will be aiming at completing an ambitious mission: to represent the sector, to unify its diverse members into a single, dynamic, political actor, to shape European policy and to empower policy makers by providing them with the knowledge they need to make informed decisions.

The new image will further boost the pillars of the association’s long-term vision “Home appliance 2025”, launched back in April, 2015. All efforts of the team and the membership will be concentrated on the advancing of sustainable lifestyles, making Europeans live the connected home and last, but not least further accelerating Europe’s growth.

In the future ahead, APPLiA’s goals for the future will be led by its slogan: “By us, by you for better lifestyles in Europe”.

