



SENCOR launches on the US market

SENCOR designed in Europe

European producer of consumer electronics Sencor whose products are available in more than thirty countries in Europe and Asia, announced its intention to enter the US market. The brand is going to be introduced to first costumers at New Product Showcase international exhibition in Chicago's McCormick Place in March, where the brand will present the latest product trends and design home accessories in one spot. Sencor's representatives plan to fully develop its representation for the US market within two years and to triple company's global turnover in five years time.

Sencor whose history goes back to 1969 produces a wide range of home appliances including consumer electronics and recently mobile phones for European and Asian markets. Since 2002, when a European company purchased it, its sales have grown year after year. Nowadays the brand comprises more than 1000 products and is among the most dynamic brands on the consumer electronics market. Among the most desired and best-selling Sencor products are traditionally those for meal preparation (stationary and immersion blenders, kitchen robots), vacuum cleaners, cooking products (electric kettles, toasters, rice cookers, grills), followed by personal weight scales, digital pressure gauges, induction cookers, but also entertainment electronics products (TVs, radios, multimedia devices) and accessories.

Sencor is among very popular brands of home appliances and not only in the Czech Republic, where its HQ is located. It's the No. 1 brand in terms of sales in the small home appliances category outrunning Philips last year (according to GFK 01-10/2013). It has gained its dominant position in home appliances and electronics category not only for its various product portfolio offer fulfilling customer's needs, but also especially for quality, friendly prices and innovative design. Compared to competitor brands Sencor is exceptionable with variety of rich colors on selected appliances that attribute to underlining a complete design concept of your kitchen and home. Product offer for the US market will be based on these strong attributes too.

"We're ready to invest in production of new products designed especially for the US market. Our intention is to combine needs of the US market with innovative spirit of our brand where we keep on coming with new products inspired by our clients' needs. These customers and their demands are our engine and power in the competition field always considering the environment where we run our business," says Robert Šiml, the Chief Commercial Officer International.



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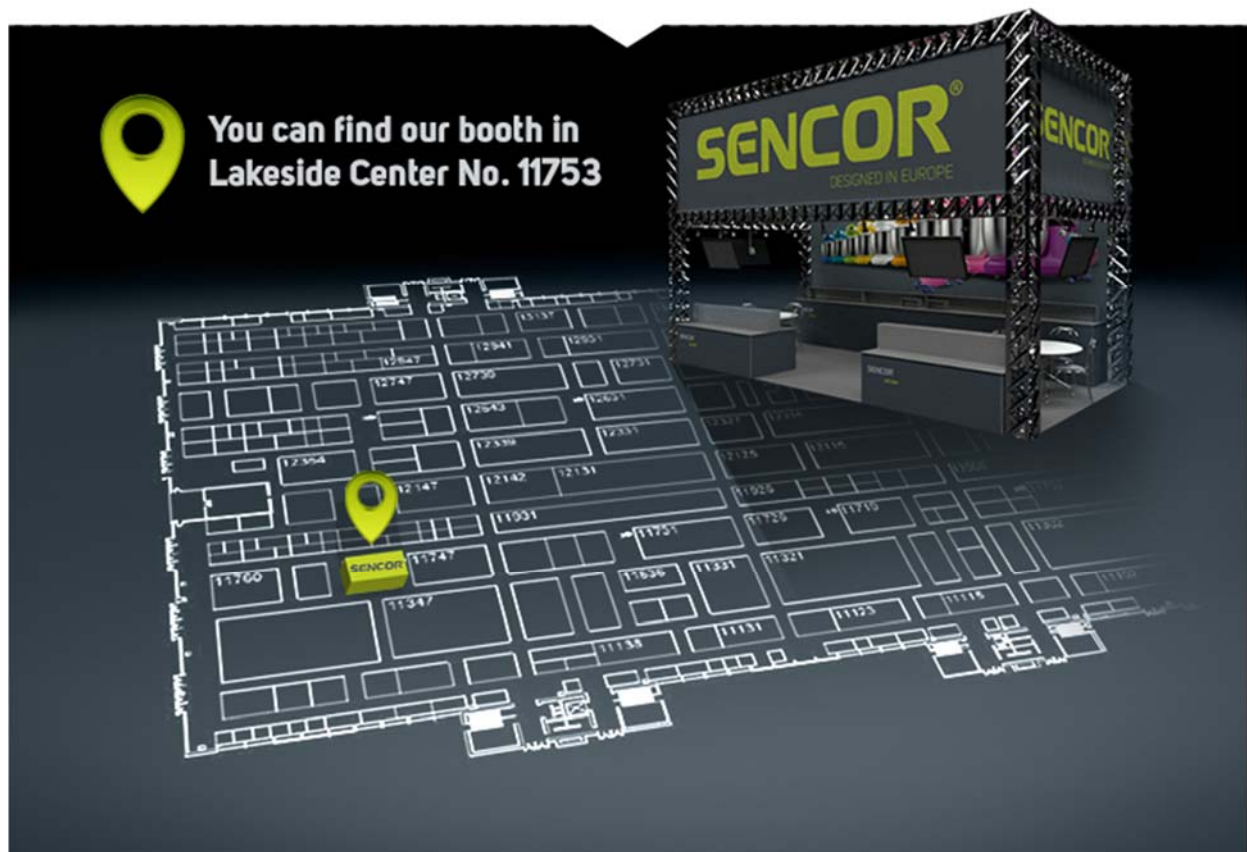
Innovation, design and 6-year engine warranty on selected models

Sencor has always built its success on sophisticated design, wide range product portfolio and quality of home appliances and electronics. It proves the quality of its key models of vacuum cleaners and hand blenders by giving 6-year engine warranty. Among its competition Sencor excels in design too, where many of the home appliances are made in 9 rich and original colors.



Amongst the flagship products launched on the US market will be hand blenders, table blenders, electric kettles, vacuum cleaners, kitchen and personal weight scales but also digital pressure gauges and induction cookers.

Key product innovations entering the market worldwide is the series of multifunctional table mixers in 9 colors, a series of smart electric kettles with temperature regulation SWK 1274RD. These products compete for the prestigious Innovation Award at New Product Showcase exhibition mentioned before.



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