

Kitchen Appliances

Philips Domestic Appliances

Challenges and demands from the industry

Jan Vaupot, Frans Starmans

Philips Domestic Appliances Austria GmbH

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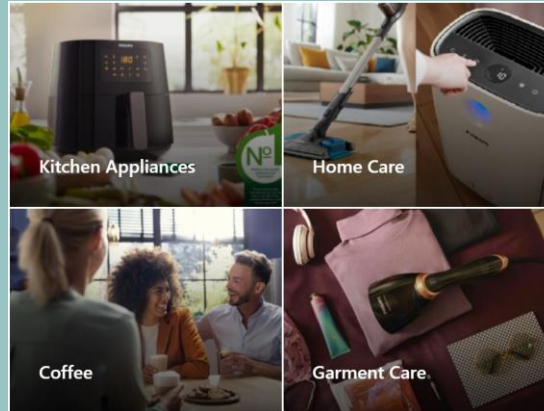


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Domestic Appliances

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- The Hillhouse Capital Group acquired the Domestic Appliances business of Philips in August 2021



- More than 45 product lines across 5 DA categories (with #1 or #2 position in each category)
- Global reach with sales in ~130 countries, 55 of which are direct sales with one leading brand
- Strong local and product-specific brands:



Kitchen Appliances

- Business Kitchen Appliances (KA) will improve the lives of more than 300M consumers by helping them step up their personal healthier eating no matter where they are on their journey.
- Our belief is simple; food and drinks are building blocks of a healthy life: When you eat healthily, it impacts on your body; your metabolism; your skin, your heart; your teeth; your sleep.
- Whatever our individual needs, we can tailor our eating habits to provide the nutrients and fuel we need to live a healthy lifestyle
- We believe in the power of homemade food to nourish you, and your loved ones, like nothing else.

<i>Champion</i>	<i>Core Categories</i>				
Airfryer	Blenders	Food Preparation (Food Processor, Hand Blender, Mixer & Juicer)	Breakfast (Kettle, Toaster, Drip Filter)	Cookers (Rice Cooker, All in one Cooker, Induction Cooker, Steamer)	Others (Pasta maker, Chopper, Citrus Press, Soup maker, Perfect Draft)
					
 					

Philips Domestic Appliances Austria GmbH

- Global Key Technology Center for Kitchen Appliances with focus on Front-End Development, Product Architecture, Nutrition and Digital



Jan Vaupot

Technical Expert with focus on Healthy Cooking



Frans Starmans

Technical Expert with focus on New Value Spaces

Areas of interest

- Cooking process observation
 - by measuring food surface changes during cooking e.g., baking
 - by analyzing cooking fumes
- Nutrient measurement for various food types
 - via non-intrusive means
 - in form via non-intrusive means
- Food spoilage measurement
- Liquid food properties measurement
- Photonic means for cleaning
 - disinfecting appliances, surfaces, parts
- Photonic food processing
 - What would be possible treatments?

- Solutions' scope of measurement or treatment
 - device integration
 - stand-alone application
 - laboratory



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