



Amica to showcase brand new Platinum range at IFA 2010, Germany 3-8 September

Amica will be showcasing its brand new Platinum built-in range at IFA2010, the World's largest trade fair for consumer electronics and home appliances, taking place in Messe, Berlin, Germany from 3rd to 8th September.

The 50th IFA exhibition promises to attract industry representatives from all over the World, who will visit the show to check out the latest products and innovations on display



by some of the leading electronics and appliances manufacturers.

Amica's brand new Platinum built-in collection - characterised by one coherent design line, modern and stylish based on a combination of black glass, top quality stainless steel and red illumination - will be introduced to the UK in October. The Platinum range provides a choice of ovens - including Amica's first combination steam oven in the UK, as well as chimney hoods, dishwashers and built-in microwaves - also a first in the UK.

Amica's stand (Stand 101, Hall 10.1) at the show has more floor space than any other in the hall for large household appliances, and will also display the popular brand's new and extremely gorgeous



Inari 'open zone' induction hob as well as its superbly received Scandium ovens.

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Note to Editors:

Amica, one of the most dynamic household appliances manufacturers in Europe, is expanding in the UK market with its range of freestanding and built-in appliances. With numerous awards and prizes for its products, including Product of the Year 2007 and 2008, along with The Most Trusted Brand Award for seven years consecutively, chosen by thousands of readers of the Polish edition of Readers Digest magazine, Amica produces high quality, affordable cooking, refrigeration, laundry and dishwashing products, all rated A or above for energy efficiency and all of which come with a full two year parts and labour guarantee.

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