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Versuni is a new member of APPLiA

Brussels, Belgium - APPLiA welcomes on board its newest member, Versuni. Formerly known as Philips Domestic Appliances, the company became independent in September 2021 and globally unveiled its new brand identity in 2023. As a licensee of Royal Philips, Versuni will keep the Philips consumer brand, as well as Saeco, Gaggia and Philips Walita, on its products and services. Other brands including Preethi, L'OR Barista and Senseo will also remain available for consumers.

New name, same mission: *turning houses into homes*. A motto that was also of inspiration to the new company name, putting a new spin to the word *Universe*, reflecting the true meaning of the home for many. With a portfolio ranging from kitchen appliances to coffee, climate, garment and floor care, Versuni is active in more than 100 countries and boasts 900 patents on its name. As a company manufacturing for the people, "we are committed to deliver top notch products and solutions improving daily lives, while caring for the environment," said Henk S. de Jong, CEO of Versuni. Sustainability is the key driver for innovation, and "a core pillar of our business model," he continued. This translates into products which are easier to repair, refurbish, recycle, and help reduce waste. Themes that are also most central to the work of APPLiA, in advising the policy making process in this direction.

In its representative role of the industry in Europe, "APPLiA is the perfect vehicle to promote the values and contributions of the sector to the consumers, the economy and the environment alike, creating the conditions for a prosperous, future-proof development," said de Jong when asked about what created an interest in joining the Association.

Counting on a consolidated network of leading home appliance manufacturers in Europe and globally, "we are extremely pleased to welcome on board Versuni, bringing in a forward-looking vision and expertise that will be crucial catalysts to a successful advocacy strategy enshrining the diversified heritages of all members," commented Paolo Falcioni, APPLiA Director General.

Discover more at www.versuni.com

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 53 billion, investing over EUR 1.6 billion in R&D activities and creating nearly 1 million jobs.

