

# KitchenAid is a new member of APPLiA

**APPLiA, the European association representing the home appliance industry, is thrilled to announce KitchenAid as its newest member.**

KitchenAid joins a prestigious group of leading manufacturers committed to innovation, sustainability, and improving the lives of consumers, everywhere.

*"On behalf of APPLiA, I am delighted to welcome KitchenAid to our growing family," said Paolo Falcioni, Director General of APPLiA. "KitchenAid's renowned reputation for quality and design perfectly complements our membership. Together, we can raise the profile of the home appliance industry and showcase its vital role in shaping a more sustainable and convenient future for European society."*

KitchenAid shares APPLiA's commitment to a sustainable future. *"We are excited to join APPLiA and collaborate with industry leaders to drive meaningful change towards a more sustainable future,"* said Jan Siegfried Reichenberger, General Manager KitchenAid EMEA. *"At KitchenAid, we are constantly innovating to develop products that are not only beautiful and functional but also environmentally responsible."*

## **About APPLiA**

APPLiA brings together national associations from 25 European countries and over 25 manufacturers active worldwide. The association plays a crucial role in advocating for the industry, promoting innovation and sustainability, and ensuring a level playing field for its members. KitchenAid's addition strengthens APPLiA's voice and its ability to represent the diverse interests of the home appliance sector in Europe. For more information, please visit <https://applia-europe.eu/>.

## **About KitchenAid**

Since the legendary stand mixer helped revolutionize food preparation in 1919, KitchenAid has been a leading innovator in designing and manufacturing premium, high-performance kitchen appliances. Today, the KitchenAid brand offers a wide variety of innovative culinary tools, including Espresso machines, stand mixers, blenders and more. For more information, please visit [KitchenAid.eu](https://KitchenAid.eu)

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