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## **APPLiA welcomes iRobot Corporation on board**

APPLiA is happy to welcome its new and 22nd direct member, [iRobot Corporation](#), a leader in consumer robots. iRobot designs and builds robots that empower people to do more both inside and outside of the home.

iRobot's product line, including the Roomba® robot vacuum and the Braava® family of robot mops, feature proprietary technologies and advanced concepts in cleaning, mapping and navigation. The company is committed to building an ecosystem of robots and technologies to enable the smart home.

"For over 30 years, iRobot has pushed the boundaries of what is possible in robotics to deliver great products that delight our European customers. At the same time, we continue to take important steps forward to positively impact the environment and our consumers," said Jean-Jacques Blanc, Chief Commercial Officer of iRobot. "We're delighted to join APPLiA to help strengthen this important objective and to be represented in the European market as part of APPLiA's network of leading home appliance companies."

With each company bringing its wealth of knowledge and know-how, APPLiA continues to stand at the forefront of the policy debate that dominates the EU political arena.

"We are pleased to welcome iRobot on board and look forward to establishing a meaningful and forward-looking dialogue on the policy subjects of interest," said APPLiA Director General, Mr Falcioni. "We trust each member with its own vision and expertise can bring a great added value to the joint work of the Association."

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.

