



## Christmas gift guide 2016

### Clean up this Christmas with Vorwerk

#### **-Brand behind cult Thermomix kitchen aid reveals the speedy cleaning gadgets that should be on every home-lover's Christmas list-**

Featuring a robot cleaner that memorises your house, a vacuum that mops and sucks up dirt simultaneously and an almost-waterless window cleaner, Vorwerk's garage of gadgets deliver a tidy home with a techy twist.



#### **Kobold VR200 Robot vacuum cleaner - £749**

Equally at home in uber modern city pads and country cottages, the VR200 uses 60-degree laser navigation to scan the room 1,800 times per second, creates a precise map and memorise it.

A handy schedule function means you can set the VR200 to clean your home while you're out at work, and the neat climb assist feature makes it easy to overcome obstacles of up to 2cm.

A 90 minute battery life means it can clean up to 120sqm on a single charge.

#### **Kobold VC100 Handheld Vacuum Cleaner - £149**

Slim, sleek and elegant, the VC100 and its accompanying charging station not only deliver a powerful performance but look good too.

Made from a high quality, durable white gloss thermoformed plastic and weighing only 750g – the rough equivalent of two cans of Coke – the VC100 is the must-have alternative to the traditional dust pan and brush.

Two variable suction levels, mean it can clean everything from delicate laptop keys through dried in mud in your car.





### **Kobold VG100 window cleaner**



The perfect solution for those of us that want shiny windows without the strain, the VG100 lets you clean your glass using just one hand.

Simply add water and cleaning fluid, power up the motor and glide the VG100 over up to 20sqm of glass on one 30 minute charge.

A microfibre towel removes the dirt from your window, and the motor will suck away the dirty water in an instant leaving you with perfectly clean, streak free windows.

Then, simply chuck the cloth in the washing machine and charge the battery for next time!

### **Kobold VK200 Ultimate Homecare System – from £749**

Dubbed the ‘Rolls-Royce’ of vacuum cleaners thanks to its class leading ability to deep clean almost any surface in your home, the Kobold VK200 is Vorwerk’s piece de resistance.



The icing on the cake is Vorwerk’s SP530 DuoClean – a world first cleaning head that will mop and vacuum hard floors at the same time, saving you precious time (and effort!). Ideal



for cleaning up muddy paw prints from the kitchen or wine stains on the laminate, the DuoClean glides across the floor making the mop and bucket somewhat redundant.

The standard Automatic Electric Brush uses ultrasonic sensors that detect the floor type and activate the optimum performance power and floor setting automatically, and the VF200 Carpet Freshner applies a dry cleaning agent to carpets that is then vacuumed away to leave a deep cleaned carpet pile.

### **Purchasing information**

The Vorwerk VR200 Robot Vacuum, VC100 hand-held vacuum and VG100 window cleaner can all be purchased online at <https://kobold.vorwerk.co.uk/home/>

The Vorwerk Kobold VK200 vacuum cleaner can be purchased online from September 2016 or via a private in-home demonstration booked online [here](#).

**-ENDS-**

**For more information about the Vorwerk Kobold VK200 vacuum cleaner, go to <https://kobold.vorwerk.co.uk/home/>**

**To download hi-res images, go to <https://vorwerk-uk.prezly.com/media>**

**For media enquiries or interviews with the Vorwerk UK team, please email [alex@faith-pr.co.uk](mailto:alex@faith-pr.co.uk)/[stefanie@faith-pr.co.uk](mailto:stefanie@faith-pr.co.uk) or call 01484 599 886**

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### **The history of Vorwerk**

Vorwerk & Co. KG was founded in Wuppertal in 1883. During the course of its 130-year history, the company, originally a carpet factory, has grown into a highly diversified, global corporate group. Vorwerk nevertheless remains a family enterprise to this day.

Since 1930, Vorwerk's core business has been the direct selling of high-quality products. The Vorwerk product range includes household appliances (the Kobold vacuum cleaner and the Thermomix kitchen appliance) and the first-class JAFRA cosmetics. The akf banking group, the Vorwerk carpet factories and the HECTAS Group as an associate company all belong to the Vorwerk entrepreneurial family. Superior products and a special customer approach are something all divisions have in common, and what makes Vorwerk so special.



Vorwerk provides jobs for 622,000 people worldwide, of whom 40,000 work as sales advisers and representatives in the household appliances segment, 570,000 as JAFRA Cosmetics consultants, and 12,545 as employees. Vorwerk generated a business volume totaling more than 3,1 billion euros in 2013 and operates in 70 countries.

Vorwerk products have been available in the UK market during the last 30 years.