Softlogic Introduces Two Innovative Products With Candy



Softlogic unveiled Candy Watch and Touch Oven and Bianca Washing Machine.

Softlogic together with Candy introduced two modern smart household appliances to the Sri Lankan market. The Candy Simply-Fi series, namely the Bianca washing machine and the Watch and Touch oven are designed for today’s homes and fast-paced lifestyle.

The in-built ‘Talking Bianca’ function of the washing machine allows users to give voice commands as it understands individual needs and helps users in choosing the right programme and provides washing tips. The Watch and Touch oven features an all-touch total control screen door, an integral HD video camera, exclusive video

recipes and four different cooking options.

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Addressing the gathering at the product launch, Massimo Poma, Export Area Manager-South East Asia, Candy Asia Pacific stated, "At Candy we believe in Smart innovation, but only when it is really useful, that's why we have created the smartest, most intelligent and intuitive appliances ever".

"Softlogic is immensely pleased to launch the latest and most innovative products from Candy to our Sri Lankan customers", commented Nasser Majeed, CEO, Softlogic Retail.

Sharing her opinions, Joan Wong, Trade Marketing Manager, Candy Asia Pacific stated, "With a strong focus on technology and innovation, the Italian based Candy Group is the only household appliance company in the world with an entire range of fully-connected next-generation products".




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