Softlogic introduces two innovative products with Candy

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(L-R): Massimo Poma, Export Area Manager–South East Asia, Candy Asia Pacific; Desiree Karunarathne, Group Marketing Director, Softlogic; Nasser Majeed, CEO, Softlogic Retail; Joan Wong, Trade Marketing Manager, Candy Asia Pacific and P Nirmalan, Commercial Director–Softlogic Retail at the product launch

Softlogic together with Candy introduced two smart household appliances to the Sri Lankan market; Candy ‘Watch and Touch oven’ and the Candy ‘Bianca’ washing machine.

The Candy Simply-Fi series, namely the Bianca washing machine and the Watch and Touch oven are designed for today’s homes, especially for the fast-paced lifestyle.

The in-built ‘Talking Bianca’ function of the washing machine allows users to give voice commands as it understands the individual needs and helps users in choosing the right programme and provides precious 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.

Speaking 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 intelligence

and intuitive appliances ever”.

“Softlogic is immensely pleased to launch the most innovative products from Candy to the Sri Lankan customers”, mentioned Nasser Majeed, Chief Executive Officer, Softlogic Retail.