

# HOMA

M A R K E T I N G   S U P P O R T   B T L



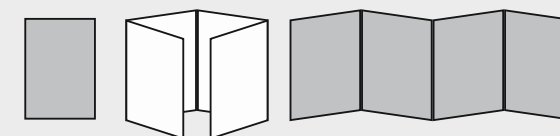
## **FOREWORD: HOMA's ORIGINAL MARKETING ACADEMY**

TOGETHER WITH LONGSTANDING PARTNER STUDIO VOLPI, A GLOBAL SPECIALIST IN COMMUNICATION AND BRANDING, HOMA HAS TAKEN TO SYSTEMATICALLY DEVELOP PERSONALISED BTL STORYTELLING AND CONTENT TO SUPPORT CLIENTS IN MARKETING ITS APPLIANCES.

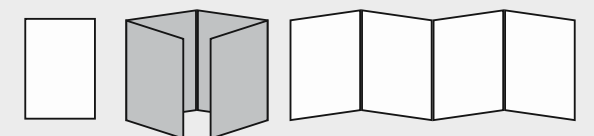
SALES ARGUMENTATION, USPS, PRODUCT BENEFITS AND KEY VISUALS ARE DECLINED OVER A VARIETY OF MEANS, FROM FLYERS TO STICKERS, TO POP MATERIALS AND SOCIAL MEDIA CONTENT.

A STRATEGIC APPROACH TO THE STORYTELLING OF HOMA'S PRODUCTS IS ALSO PART OF THE ACADEMY'S STANDARD SERVICES AND IS DEVELOPED FOR EACH INDIVIDUAL CLIENT, WITH GREAT ATTENTION BEING PAID TO THE CLIENTS' BRAND IDENTITY AND STYLE





SIDE BY SIDE MULTI CLIMATE - BROCHURE PROPOSAL





# THE COOL LIVING MACHINE

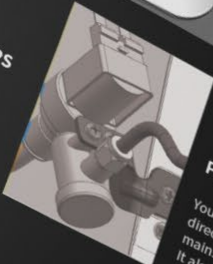
## Enjoy food preservation at its best

With the best possible ice-maker in its category, you can have your friends over for a cool out, or quietly enjoy the snug privacy of your home with an ice-cool drink. With its stainless steel components, the FF2 "Ice Maker" is fast, reliable, easy to clean and can produce up to 1 kg of ice, crushed or cubed, in a day.



### COOL AT YOUR FINGERTIPS

The large, complete control display is integrated in the dispenser front panel. A stylish solution for total and intuitive control of this ultimate cool machine.



### PLUG & PLAY WATER

Your FF2 Side by Side connects directly and easily to the water mains, fitting all configurations. It also features a single master valve to avoid any risk of leakage.



### SENSING FREQUENCY

Up to 12 sensors and constantly monitoring by Side, ensuring you get what you want when you want it. From cavity temperature, alerts, to air flow and humidity, the perfect temperature of your ice cubes, FF2 takes no chances when it comes to the perfect preservation of your food, so that you find as fresh as it senses it.



### HUMAN INSIDE ARTIFICIAL INTELLIGENCE

Homa's proprietary CPU manages and controls 18 different parameters for the most natural food preservation and ease of use. Programmed by humans, to tend to the machine, but let the machine serve you. Because only humans really know the true meaning of "on the rocks!"

**Homa**  
ORIGINAL MARKETING ACADEMY



## FF2 "COLD STEEL" 690IM

### The Ice Maker

- Ma...
- Ice make...
- Water dispenser...
- Water outlet heat...
- Ice maker machine...
- Ice maker heater...
- Dispenser heater...
- Crushed ice machine...
- Ice outlet heater...



# THE COOL LIVING MACHINE

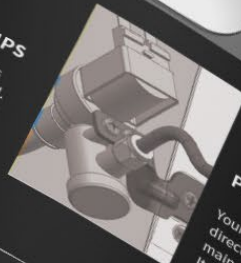
## Enjoy food preservation at its best

With the best possible ice-maker in its category, you can have your friends over for a cool out, or quietly enjoy the snug privacy of your home with an ice-cool drink. With its stainless steel components, the FF2 "ice maker" is fast, reliable, easy to clean and can produce up to 1 kg of ice, crushed or cubed in a day.



### COOL AT YOUR FINGERTIPS

The large, complete control display is integrated in the dispenser front panel. A stylish solution for total and intuitive control of this ultimate cool machine.



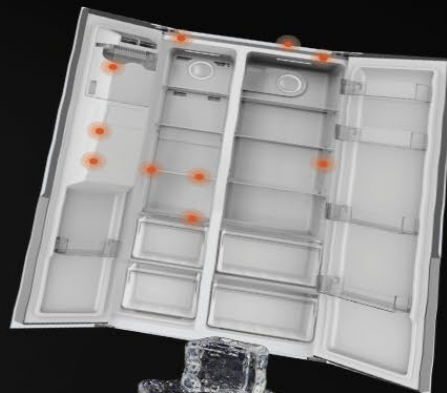
### PLUG & PLAY WATER

Your FF2 Side by Side connects directly and easily to the water mains, fitting all configurations. It also features a single master valve to avoid any risk of leakage.



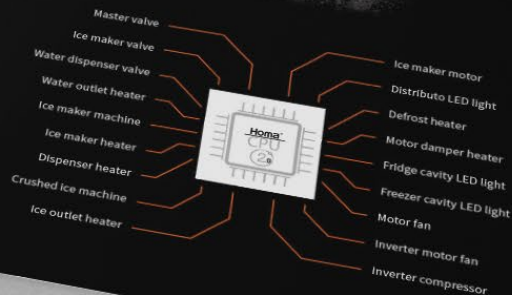
### SENSING FRESHNESS

Up to 12 sensors and switches constantly monitor your FF2 Side by Side, ensuring you always get what you want when you need it. From cavity temperature, to door alerts, to air flow and humidity, to the perfect temperature of your ice cubes, FF2 takes no chances when it comes to the perfect preservation of your food, so that you find as fresh as it senses it.



### HUMAN INSIDE ARTIFICIAL INTELLIGENCE

Homa's proprietary CPU manages and controls 18 different parameters for the most natural food preservation and ease of use. Programmed by humans, for humans, so you'll never have to tend to the machine, but let the machine serve you. Because only humans really know the true meaning of "on the rocks"!



T H A N K   Y O U