**Blomberg Launches Its New Product Line in Tel Aviv**

*Blomberg, an Arçelik A.Ş. brand, held a launch event in Tel Aviv and introduced its new fridge, cooker and washing machine product lines, which are going to be offered for sale in 2016-2017.*

Blomberg held a launch event in Tel Aviv, Israel and introduced its cooker & washing machine product line that is going to be offered to the consumers in 2016-2017. Murat Büyükerk, Arçelik A.Ş. Regional Director for Africa, the Middle East and the Near East; Neslim Hancılar, Arçelik A.Ş. Marketing Manager for The Middle East and the Gulf Region; Selim Dumani, Arçelik A.Ş. Country Officer for Israel and Baraz Uran, Arçelik A.Ş. Marketing Officer for the Middle East attended the event at Logo Venu on Monday, July 11.

800 guests attended the event which started with an exclusive 3D video mapping show. The brand's introductory film that was projected on all the walls at the event venue with the support of 360-degree light and sound effects attracted great attention.

The guests showed great interest in the 4-door refrigerators supported by the Blue Light Technology in the fridge product line, the next-generation washing machines with Optima Inverter feature whose motors are covered by a 10-year warranty, the new dishwashers that stand out with their modern designs and the new air conditioner line with a self-cleaning feature.

At the end of the launching event, Murat Büyükerk, Arçelik A.Ş. Regional Director for Africa, the Middle East and the Near East, pointed out the consistent growth of Blomberg in Israel and presented a plaque to Yaron Ruziak, the Chairman of the Board at Blomberg distributor Ralco Agencies, for this success.