

Haier gears up for 2019 with the “Puri Cool Series” An innovative hybrid of air conditioner and air purifier



Haier Thailand forecasts the year-end revenue of 3.4 billion baht, the 26% growth compared to last year. To accentuate brand awareness, the company plans to launch new air conditioner line with the Super IFD technology that effectively handles small particles of PM 2.5. Haier is the first and only brand with this technology in the market, gearing up to gain greater share in the premium home appliance market in 2019.

Mr. Zhang Zhenghui, President of Haier Electrical Appliances (Thailand), distributor of Haier products, revealed that Haier expects to reach gross revenue of 3.4 billion baht at the year end, a 26% growth from last year. The satisfactory growth comes from the exceeding development in different product lines. Those include air-conditioners (1.61 billion baht), refrigerators (610 million baht), washing machine (460 million baht), freezers (360 million baht), commercial air-conditioners (185 million baht), and others (175 million baht).

Currently, the most revenue-generating product lines are air-conditioners, refrigerators, and washing machines. Haier has consistently developed brand awareness among consumers and now recognized as one of the trustworthy brands with quality excellence in electrical appliance industry. Haier is the world’s No. 1 leader with top market share in electrical appliance business, ranked by the Euromonitor International Institute for nine consecutive years.

In the first quarter of 2019, Haier aims to continue the enforcement on strategic business plan in its core product lines, including air-conditioners, washing machines, and refrigerators.



For air-conditioner, the company is ready to launch the latest innovation, Puri Cool Series, the first-ever in the market with Super IFD air-filtration technology. This feature will improve air-filtration efficiency of an air-conditioner to be on par with that of an air purifier and can handle small particles of PM 2.5. The Self-Cleaning technology, exclusive to Haier, allows users to clean their air conditioner as many times as they want in only 20 minutes. The BNT technology, meanwhile, helps to keep moderate temperature in the room. As a leader in air-conditioner market in Thailand, Haier expects to elevate the product to hi-end market with advanced technology and innovations.



Regarding washing machine market, Haier’s 525 series washer, a high-end product with premium price, was unexpectedly well-received among customers with impressive sales figures after being launched in the middle of 2018. The front load 525 series features the largest 525mm load with 360 mm cloth compartment that allows for heavy washing with a compact size which can save 20% of functional space for users. In 2018, front load washing machines from Haier can achieve sales of 30 million baht with advanced technologies and functions such as WIFI to make life more convenient in the age of Internet of Things (IoT) in line with the Bigger is Better concept. The company also plans to introduce the washer with the world’s largest cloth compartment (601 mm in diameter).



For refrigerators, the Navicooling model still leads the mid high-end market. The model features snow beverage functions and five adjustable functions of freezer compartment that meet different uses. In addition, elegant design that can match with other home furniture and reasonable price seem to be Haier assets that respond well to customers' requirements. In 2019, the Navicooling+ series will be launched to build on the great success of the company's refrigerator product line.

Haier Thailand President also added: "In terms of business direction for 2019, Haier will continue to create brand awareness for sustainable business development. The Win-Win policy will be adopted to strengthen relations among our stakeholders and ensure them that we will grow together in line with the 'All are Haier owners' concept. In addition, with our restless development on innovations, Haier succeeds in building the "People and Work are One" business model that make Haier employees feel proud of their contributions and value they put into works to serve customers. Dynamic marketing promotions such as business roadshows at Haier network across the country are believed to help create connection with customers and understand their needs. Therefore, we can develop products and services that satisfy customers as much as possible, which is our ultimate goal."

To announce the company's business outlook for next year, the company has staged the "Haier Dealer Conference 2019" under the "Haier New Definition of PREMIUM HOME APPLIANCES" concept to confirm its position as a leader in premium home appliance market. At the event, the company's latest products were first introduced, with the Puri Cool Series air-conditioner as a highlight.

Boy - Pakorn Chatborirak, Haier Thailand Brand Ambassador for two consecutive years, said: "I am very delighted and honored to be Haier Thailand Brand Ambassador for two years. I know that Haier brand has a long-recognized reputation; and it remains No. 1 leader in sales for nine consecutive years. In 2019, there will be more products with excellent quality and advanced technology that will make our life more convenient. I can tell that Haier products always fit my lifestyle due to both various options and great functions to choose from . And, if you think about any quality electric appliance, Haier is one of the best choices."

About Haier Group

Haier is one of the world's leaders in products and innovation with a mission to create home appliances that can answer the ever-changing needs of consumers in more than 100 countries around the world. It also ranks #1 in Global Major Appliances Brand Market Share, according to the world's leading business intelligence firm Euromonitor International, for the last 9 consecutive years (2009 to 2017). In 2017, the company yielded global revenues, amounting to US\$ 36.6 billion and profits of US\$ 4.54 billion.

Currently, Haier Group in Thailand has a global network of ten Regional Air-conditioning Training Centers, 24 industrial estates, 108 factories, and 66 sales offices. On the 2012 world's 50 Most Innovative Companies list published by the Boston Consulting Group, Haier was the only Chinese company ranked in the top 10. In 2015, Mr. Zhang Ruimin, CEO of Haier Group was named one of the World's Best CEOs by the Best Practice Institute (BPI). Haier is also listed in the 2017 World's 50 Most Brand Influential Brands by World Brand Lab.

Haier Electronics Group Co., Ltd. is listed on the Hong Kong Stock Exchange (HK: 1169) and Qingdao Haier is listed on the Shanghai Stock Exchange (SHA: 600690).

Haier started to study Thai market in 2002. Then in 2007, Haier took over Sanyo Universal Electric

Public Company Limited and renamed into Haier Electric (Thailand) Public Company Limited. Then Haier Electrical Appliances (Thailand) Company Limited had been established as an own trading company. As a result, Haier had R&D, manufacturing base and trading company in Thailand followed 3 in 1 localization strategy.

Haier Group in Thailand has opened the Regional Air-conditioning Training Center within the vicinity of the air-conditioner factory. Haier products in Thailand include refrigerator, washing machine, air-conditioner, freezer, TV and water heater.