

BUSINESS CASE

HOME APPLIANCES



THE CHALLENGE

HYLA wanted to present on a market a high end vacuum cleaner that could solve the problem of allergens in the air. The cleaner that would be at the same time efficient and silent and that could give to the end-user more features in order to increase user's experience and differentiate Hyla from the competition.

THE SOLUTION

Atech developed an intelligent motor controll with Radio Frequency (RF) remote control. New electronic controll system enabled Hyla's vacuum cleaner to operate with maximum efficiency on only 850W motor power with additional functions such as soft start, intelligent brush and safety&logic functions. The RF remote control enabled end-user to switch the vacuum cleaner ON from a distance and let it function as an air cleaner. This additional feature gave to the end user maximum user experience and increased value of the vacuum cleaner.

OUR PARTNERSHIP

The combination of Atech's innovative electronics solution and Hyla's vacuum cleaner working principles resulted in a completely new product – a vacuum cleaner that cleans not only the room but also the air. Hyla has placed itself as a room and air cleaner which opened a completely new niche market where Hyla has the premium position. New electronic controll enabled Hyla to add new capabilities to its vacuum cleaner which placed Hyla as a high-end producer with bigger margins and increased sales.



YOUR PARTNER FOR THE FUTURE