

BUSINESS CASE

HOME APPLIANCES

B/S/H/
BSH BOSCH UND SIEMENS HAUSGERÄTE GMBH

THE CHALLENGE

With the new niche market of wireless home appliances, B/S/H needed a partner that could develop and later produce operating control system for new market segment blenders. It was important for B/S/H to launch on the market a product that will differentiate from the competition.

THE SOLUTION

ATech has developed and integrated into a product the motor control, Li-ION battery management and safety functions, enabling the final customer to have the maximum user experience and satisfaction.

OUR PARTNERSHIP

This solution confirmed B/S/H dominance in the premium segment of the hand blenders market, strengthening its leadership position as a premium home appliances producer and premium brand.



YOUR PARTNER FOR THE FUTURE

