

gorenje

BY

Ora-ito

2017

gorenje | ora-ito

ora-ïto

The creative French designer has always been known for pushing the boundaries of design to create something that is timelessly aesthetic and simple.

Ora ïto characterizes his style as Simplicity, i.e. an integration of simplicity and complexity. His concepts are bold, defying the established norms. He has received numerous international awards for his designs.

***“We created something timeless.
If I have to design it again after
10 years I would do the same.”***

- Ora ïto (IFA 2016)



CONCEPT



**MAGICALLY
SIMPLE,
SIMPLY
BEAUTIFUL.**

**DESIGN EVOLUTION
LATEST TECHNOLOGY**

Attractive futuristic look
Minimalistic, contemporary,
elegant design
Perfect fit and finish



[Link to VDO](#)



Product Positioning



PRODUCT



ora-ito
BLACK

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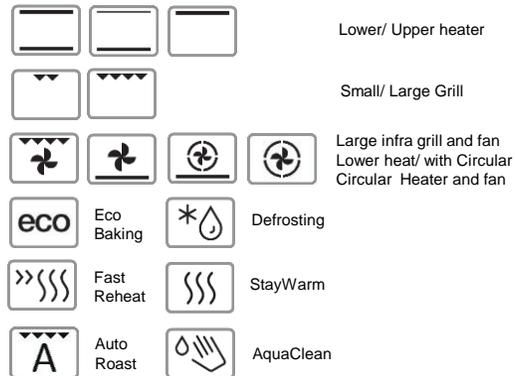




BO6580RAB
Built-in Single Oven



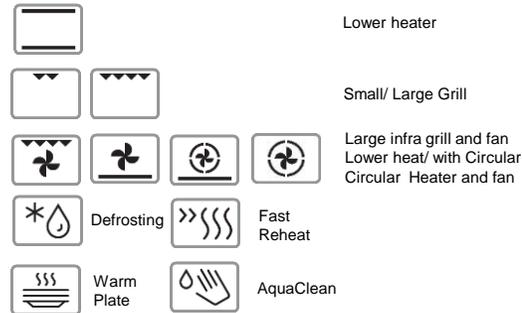
Multisystem oven BigSpace - 67 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
PerfectGrill, GentleClose, SilverMatte
Electronic control, DirecTouch



BO6370RAB
Built-in Single Oven



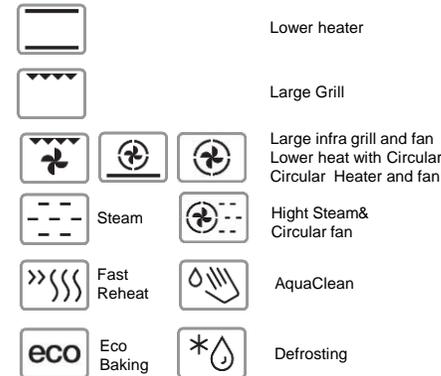
Multisystem oven BigSpace - 67 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
PerfectGrill, IconLed, SilverMatte, GentleClose,
Knob shape: Sinkable knobs
Mechanic temperature control



BCS547ORAB
Built-in
Compact Steam Oven



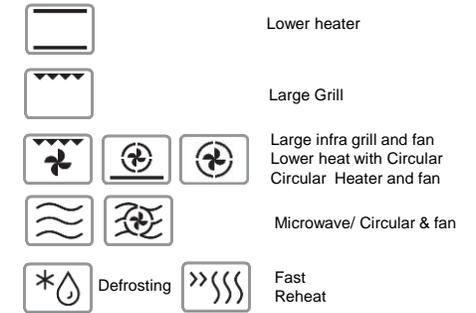
Combined microwave oven – 51 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
MultiSteam 360°, SilverMatte,
Electronic control, Knob shape: Sinkable knobs, IconTouch



BCM547ORAB
Built-in
Compact Microwave Oven



Combined microwave oven – 50 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
Microwave power: 1000 W
Electronic control, Knob shape: Sinkable knobs
IconTouch, SilverMatte, MultiSteam 360°, MultiUse





BM235ORAB Built-in Microwave Oven with Grill

59,5
cm

Combined microwave oven – 50 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
Microwave power: 1000 W
Electronic control, Input type: TouchControl
Type of display: LED display, LogicalChoice
SilverMatte, MultiSteam 360°, MultiUse



Lower heater



Small/ Large infra grill and fan



Lower heat with Circular
Circular Heater and fan



Microwave/ Circular & fan



Defrosting



Fast
Reheat



Eco
Baking



AquaClean



MO23ORAB Freestanding Microwave Oven

30,3
cm

51
cm

Oven volume: 23 L
Microwave power: 900 W
Electronic control, Touch control
LED display
Auto menu
Preinstalled programs: 6



Large grill



Microwave



IT6350RAB Induction Hob

59,5
cm

Soft cut hob edges

Touch control

Timer function

PowerBoost function

BridgeZone

4 induction heating zones

Super silent operation

PowerZone

BoilControl, prevents boil-overs

StopGo function

StayWarm function

FishZone

ChildLock



GV60ORAB Fully Integrated Dishwasher

A⁺⁺
Energy
Class

A
Washing
Efficiency

A
Drying
Efficiency

Control: Touch control

Washing temperature(s): 70, 65, 55, 45, 35 °C

5 programmes: Automatic programme; Intensive programme; Eco programme; Rinsing; Quick programme 20

16 place setting

Total Dry

SpeedWash function

ExtraHygiene

Function 3 in 1

Extreme silent

Total AquaStop

TotalDry – automatic door opening



WHI93430RAB Freestanding Wall Cooker Hood (Vertical)



Maximum extraction rate by extraction operation: 570 m³/h

Number of PowerBoost functions: 2

AdaptTech

Electronic control

Control setting: Touch control

Timer function

Number of speed position: 3

Filter

P.A.S. System



IHGC963ORAB Freestanding Island Cooker Hood (T shape)



Maximum extraction rate by extraction operation: 550 m³/h

Number of PowerBoost functions: 2

AdaptTech

Timer function

Number of speed position: 3

Electronic control

Filter

SmartCurve



BHP643ORAB Built-in Cooker Hood (Telescopic)



Maximum extraction rate by extraction operation: 575 m³/h

Number of PowerBoost functions: 1

AdaptTech

Timer function

Number of speed position: 3

Electronic control

Filter

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WHITE

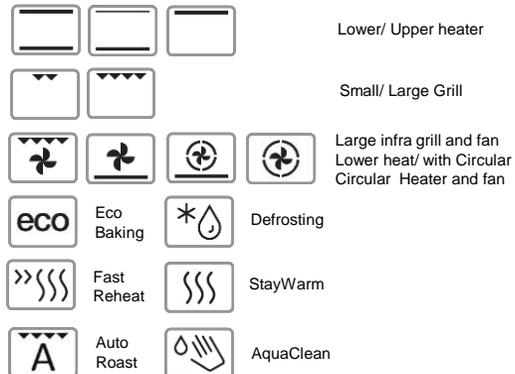




BO6580RAW
Built-in Single Oven



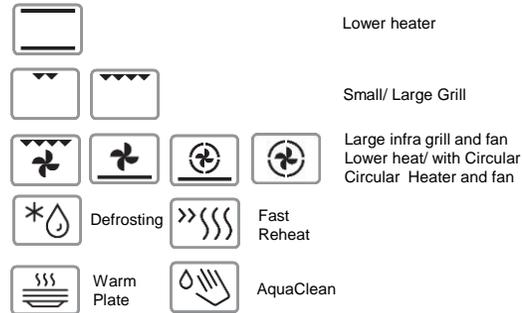
Multisystem oven BigSpace - 67 l
SuperSize baking area
HomeMADE® modelled on traditional wood-fired bread oven
PerfectGrill, GentleClose, SilverMatte
Electronic control, DirecTouch



BO6370RAW
Built-in Single Oven



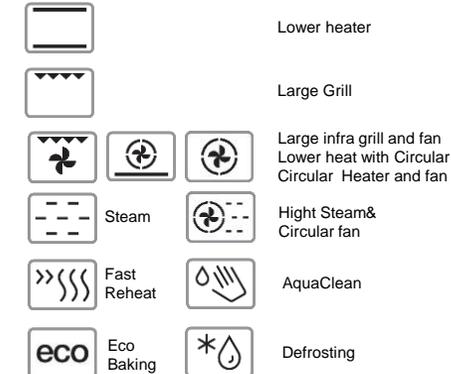
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Mechanic temperature control



BCM547ORAW
Built-in Compact
Microwave Oven



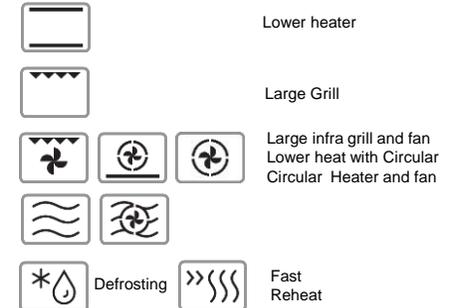
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BCS547ORAW
Built-in Compact Steam Oven



Combined microwave oven – 50 l
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Microwave power: 1000 W
Electronic control, Knob shape: Sinkable knobs
IconTouch, SilverMatte, MultiSteam 360°, MultiUse





IT6350RAW Induction Hob

59,5
cm

- Soft cut hob edges
- Touch control
- Timer function
- PowerBoost function
- BridgeZone
- 4 induction heating zones
- Super silent operation
- PowerZone
- BoilControl, prevents boil-overs
- StopGo function
- StayWarm function
- FishZone
- ChildLock



WHI93430RAW Freestanding Wall Cooker Hood (Vertical)

B
Energy
Class

90
cm

- Maximum extraction rate by extraction operation: 570 m³/h
- Number of PowerBoost functions: 2
- AdaptTech
- Electronic control
- Control setting: Touch control
- Timer function
- Number of speed position: 3
- Filter
- P.A.S. System



GV60ORAW Fully Integrated Dishwasher

A⁺⁺
Energy
Class

A
Washing
Efficiency

A
Drying
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- Control: Touch control
- Washing temperature(s): 70, 65, 55, 45, 35 °C
- 5 programmes: Automatic programme; Intensive programme; Eco programme; Rinsing; Quick programme 20
- 16 place setting
- Total Dry
- SpeedWash function
- ExtraHygiene
- Function 3 in 1
- Extreme silent
- Total AquaStop
- TotalDry – automatic door opening



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Built-in Microwave
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Microwave

MARKETING COMMUNICATION

(offline media)



Print ADS

Single and double page ads, with white ambient or black ambient

gorenje
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**MAGICALLY
SIMPLE.
SIMPLY
BEAUTIFUL.**

THE NEW
COLLECTION.

gorenje.com

Just as a magician produces an illusion by the sleight of his hand, so you can flambé with the greatest of ease. Everything is possible with the new collection of kitchen appliances designed by Ora-ito. They are simple, intuitive and integrate the best that technology has to offer. Feel them. Touch them. Enjoy the timeless perfection of their design.

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Brochure

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4 | The new collection

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INDUCTION HOBS

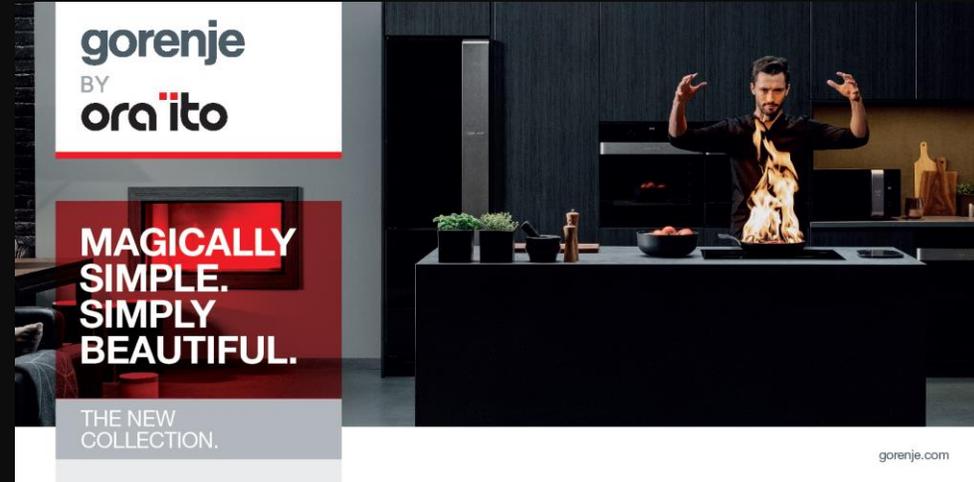
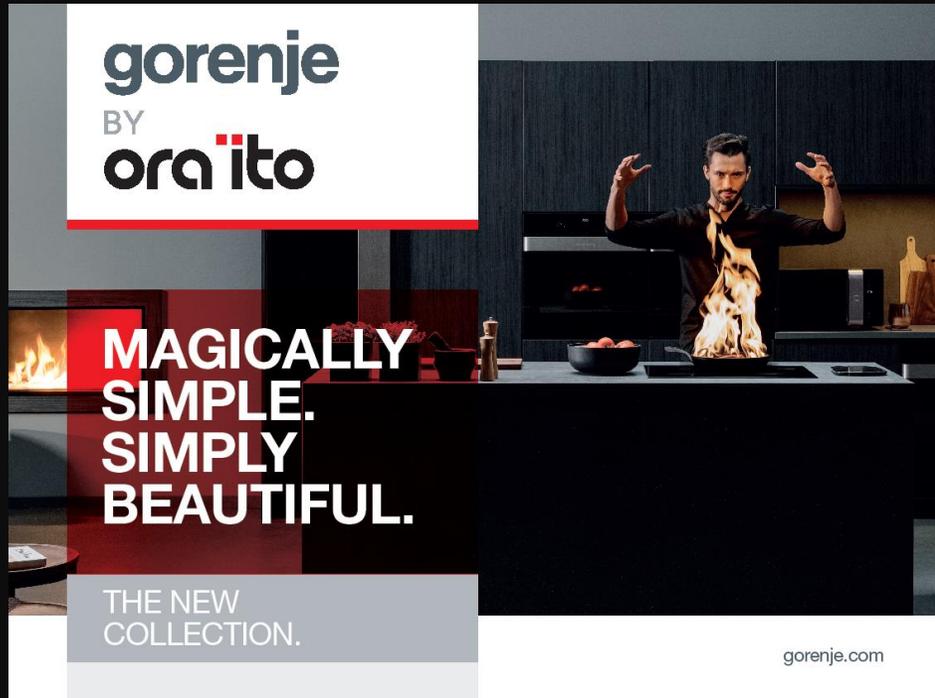
Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat.



gorenje.com

Billboards

400x300 cm, 600x300 cm, 900x300 cm; with white or black ambient



POS materials

Factory stickers and stickers for local application



- TRICK #01**

Just like garden-fresh Vitalight
- TRICK #02**

Just like garden-fresh Smarti-Turkily
- TRICK #03**

Even temperature distribution IonAr



MARKETING COMMUNICATION

(online media)



Online advertising

Image banners, Product banners



Image banners:

White or black, 160x600 px, 300x250 px, 970x250 px

Product banners:

White or black, 160x600 px, 300x250 px, 970x250 px,
filmstrip



Recipe Video



[Link to VDO](#)

“ Feel them.
Touch them.
Enjoy the timeless
perfection of their
design. ”

Just as a *magician* produces an illusion by the sleight of his hand, so you can cook with the greatest of ease.

Everything is possible with the new collection of kitchen appliances designed by ora-ito

**THANK YOU
FOR YOUR
ATTENTION**