BRAUN

Braun products.

In depth

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Core categories.

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Core categories.



Male power groomingElectric shavers,

beard and hair trimmers



Female hair removal

Silk-épil epilators, lady shavers, bikini styler and IPL hair removal



Hair care appliances

Dryers, curlers, brush, straighteners and airstylers



Male power grooming.

0.35 mm ...is what human hair grows every day

The S 50 (1), whose shaving foil manufacture represented a pioneering achievement of precision engineering, marked the launch in 1950 of this product line, that has remained very successful up to the present day. The sixtant in the 1960s (2) was the first mass-produced article of the Braun design era to be brought onto the market. Since the 1970s, shavers have represented the company's core business. The success of this division is due among other reasons to the continuous sequence of innovations that Braun has introduced. A good example of this is shaving head optimization: in 1990, Braun introduced the Flex control (3), the first shaver on the market with two shaving foils and a pivoting head. The Flex integral in 1994 (4) featured an integrated hair trimmer to help shave longer hairs or hairs that grew sideways. Further shaver developments included the Clean&Charge cleaning system in 1999 (5) and the Series 7 in 2006 (6), featuring a high-frequency linear motor. Many technologies that were first developed for shavers were later introduced in other product categories, such as the hard-soft plastics technology (7), later used for toothbrushes, hand mixers, and hair dryers.

Electric shavers.



S 50 | 1950

Design: Max und Artur Braun



S 60 | 1960

Braun in depth

Design: Gerd Alfred Müller



Sixtant SM 31 | 1962

Design: Gerd Alfred Müller,

Hans Gugelot



Sixtant BN | 1967

Design: Richard Fischer



Intercontinental | 1972

Design: Florian Seiffert



Sixtant 8008 | 1973

Design: Dieter Rams,

Florian Seiffert, Robert Oberheim



Micron | 1976

Design: Roland Ullmann



Micron plus universal | 1982

Design: Roland Ullmann



Micron vario 3 universal L | 1985

Design: Roland Ullmann



Micron vario 3 universal cc | 1988

Design: Roland Ullmann

Electric shavers.



Flex control 4550 universal | 1991 Design: Roland Ullmann



Pocket twist plus 375 | 1999 Design: Roland Ullmann



Flex integral 5550 universal | 1994 Design: Roland Ullmann



Syncro System 7570 CC | 1999 Design: Roland Ullmann



Flex XP 5612 | 2002 Design: Roland Ullmann



FreeGlider 6680 | 2002 Design: Roland Ullmann



Flex XP II 5775 | 2004 Design: Roland Ullmann



cruZer3 2865 | 2004

Design: Roland Ullmann,

Oliver Grabes, David Wykes



Flex XP contour | 2005 Design: Till Winkler, Benjamin Wilson



Smart Control | 2005 Design: Till Winkler

Electric shavers.



Series 7 – Pulsonic 790 | 2006 Design: Roland Ullmann



Series 3 370 | 2008 Design: Roland Ullmann



Series 5 | 2012 Design: Braun Design



CoolTec | 2013

Design: Braun Design



Series 9 | 2014 Design: Braun Design

Beard and hair trimmers.

Braun in depth



Exact universal | 1986 Design: Roland Ullmann



EP 100 | 1999 Design: Björn Kling, Roland Ullmann



HC 50 | 2001 Design: Björn Kling



BodycruZer | 2008

Design: Björn Kling, Benjamin Wilson



cruZer 6 beard&head | 2011 Design: Braun Design



Series 5, hair clipper | 2013

Design: Braun Design

























Female hair removal.

In 1988, Braun acquired the French company Silk-épil and launched its epilator business, today one of the company's core and growth segments. Developments here focused on enhanced efficiency with optimized rollers and a greater number of tweezers, and also on improving comfort with flexible heads and massage elements.

The epilator is Braun's most "feminine" product. The products are characterized by soft, organic forms with user elements often in accent colors, emphasizing their cosmetic aspects, while at the same time conveying value and technical expertise.

Silk-épil epilators.



Silk-épil EE 1 | 1989 Design: Serge Brun



Silk-épil cosmetic | 1993 Design: Peter Schneider, Peter Eckart



Silk-épil select | 1995 Design: Peter Schneider



Silk-épil Xpressive | 2008 Design: Björn Kling



Silk-épil SuperSoft | 2000 Design: Peter Schneider Jürgen Greubel



Silk-épil EverSoft | 2002 Design: Peter Schneider, Jürgen Greubel, Cornelia Seifert



Silk-épil SoftPerfection | 2004 P. Schneider, J. Greubel, Cornelia Seifert, Björn Kling



Silk-épil Xelle | 2005

Design: Björn Kling

Silk-épil 5 | 2012 Design: Braun Design



Silk-épil 7 SkinSpa | 2013 Design: Braun Design



Silk-épil 7 Dual Epilator | 2011 Design: Braun Design



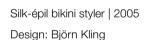
Silk-épil 1 | 2011 Design: Braun Design



Silk-épil 3 | 2012 Design: Braun Design

Bikini styler, IPL hair removal & lady shavers.







Gillette Venus Naked Skin with IPL technology | 2012 Designed by Braun



ladyshaver | 1971

Design: Florian Seiffert



BL 12 | 1972

Design: Florian Seiffert



lady braun elegance 2 | 1985

Design: Roland Ullmann



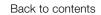
lady braun style | 1988

Design: Roland Ullmann



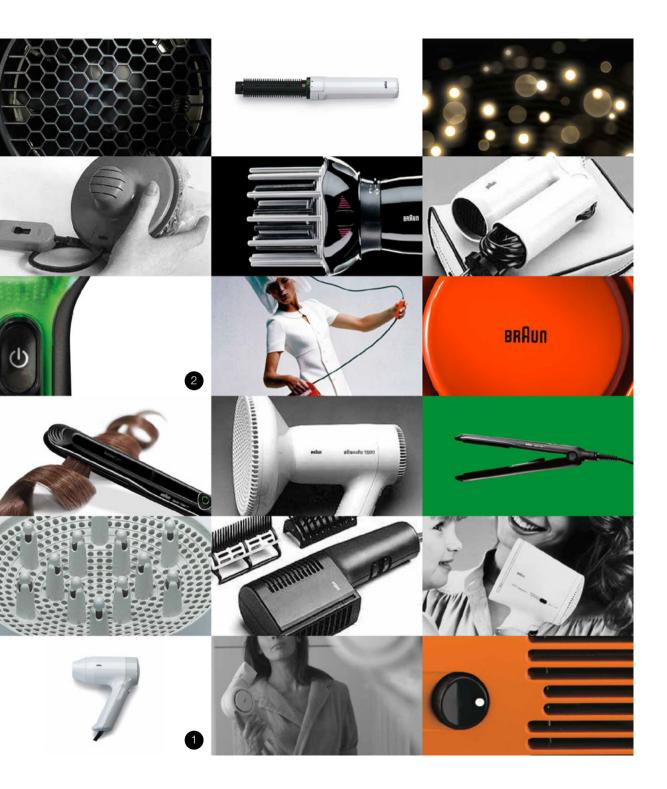
Silk & Soft BodyShave | 2005

Design: Björn Kling





Hair dryers have long been closely associated with the Braun brand. As early as the 1960s, Braun pioneered relevant technology, and 1978, with the PGC 1000 (1), it succeeded in creating a new innovative model: a compact and efficient hair dryer with an angled grip that was suitable for traveling. The hair care division has always maintained close links with the latest trends in hair styling. Accordingly, it has created hair straighteners, curlers, and hair dryer attachments to achieve smoother hair, create greater volume, or form curls. One of the latest hair care innovations is the Satin Hair Brush featuring static-reducing ion technology (2).



Braun in depth

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Hair dryer.



HLD 2 | 1964

Design: Reinhold Weiss



HLD 4 | 1970

Design: Dieter Rams



HLD 6 | 1971

Design: Jürgen Greubel



HLD 5 | 1972

Design: Reinhold Weiss,

Jürgen Greubel



PGC 1000 | 1978

Design: Heinz Ullrich Haase



PGE 1200 | 1978

Design: Heinz Ullrich Haase



PSK 1200 | 1982

Design: Robert Oberheim



BP 1000 | 1983

Design: Robert Oberheim



P 1000 | 1988

Design: Robert Oberheim



C 1500 E/P | 1992

Design: Robert Oberheim



PRSC 1800 | 1998

Design: Björn Kling,

Jürgen Greubel



Pro 2000 | 2002

Design: Dietrich Lubs



Creation 1700 | 2005

Design: Duy Phong Vu



Satin Hair 7 HD710 | 2014

Design: Braun Design

Styler.



DLS 10 | 1975

Design: Heinz Ullrich Haase



RS 60/65 | 1977

Design: Heinz Ullrich Haase



GC 2 | 1982

Design: Robert Oberheim



FZ 10 | 1990

Design: Robert Oberheim



BS 1 | 1998

Design: Cornelia Seifert



AS 1000 | 2000

Design: Robert Oberheim,

Cornelia Seifert



SensoCare Styler | 2012

Design: Braun Design



SB 1 | 2010

Design: Christine Hielscher,

Duy Phong Vu



ES 1 | 2005

Design: Duy Phong Vu



ES 2 | 2006

Design: Duy Phong Vu

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Licensed categories.

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Licensing & partnership categories.



Oral Care

Electric toothbrushes and dental centers, manual toothbrushes



Household (Home Small Appliances) with De'Longhi SpA

Hand blenders, blenders, kitchen machines, juicers, citrus juicers, coffeemaker, kettles, toasters, steam irons, hand mixers, meat mincers and food steamer





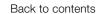
Clocks and watches with Zeon Ltd.

Alarm clocks, projection clocks, clock radios, wall clocks, wristwatches and pocket calculators



Health & Wellness with KAZ Inc.

Infrared ear thermometers, blood pressure monitors





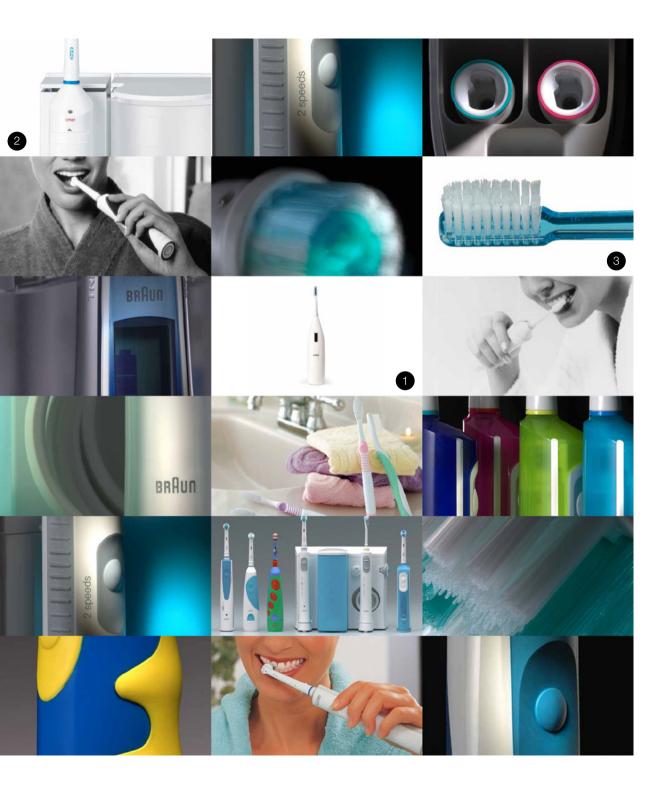
1,651,043,566 replacement brushes were produced by June 30, 2011, Braun and Oral-B

Electric oral care

Braun launched its first oral care product in 1963 with the mayadent (1) electric toothbrush, and from the late 70's steadily expanded the business. The extraordinary commercial success of the division began with the introduction of the D5 Plak Control in 1991 (2). The rotating and oscillating movement of the small round brush head was a revolution, replacing older systems, which still simulated the motions of a manual brush. In terms of engineering, the brush head posed a huge challenge, with early prototypes lasting only a few minutes. It took one year to find a solution to this problem, and suitable materials that would stand up to the aggressive chemistry and the abrasive textures of many toothpastes. Today, both electric toothbrushes and manual toothbrushes are sold under the Oral-B brand name.

Manual toothbrushes

The cooperation between Braun and Oral-B began at the end of the 1980s when the Oral-B Plus manual toothbrush (3) was redesigned by the Braun Design department. The Oral-B Plus is still produced today in a virtually unchanged design, and posts sales of well over one billion units. Almost all Oral-B manual toothbrushes were subsequently designed by Braun. Since 2000, technical development has also been based in Kronberg, Germany.



Electric oral care.



mayadent | 1963 Design: Willi Zimmermann



d 1 | 1978 Design: Robert Oberheim Reinhold Weiss



Design: Robert Oberheim

md 1 | 1979



md 2 | 1980 Design: Robert Oberheim



OC 3 | 1984

Design: Peter Hartwein



D 5 Plak Control | 1991 Design: Peter Hartwein



OC 5545 | 1991 Design: Peter Hartwein



D 7 | 1994

Design: Peter Hartwein



ID 2 | 1996

Design: Peter Hartwein

Electric oral care.



OC 15 | 1999

D 17 | 2001

Oral-B Professional

Design: Duy Phong Vu

Care 3000 | 2009

Design: Björn Kling, Duy Phong Vu

Design: Peter Hartwein



D 10 | 2000

Design: Peter Hartwein, Till Winkler



D 4 | 2001

Design: Björn Kling, Duy Phong Vu



Oral-B Sonic Complete | 2004

Design: Duy Phong Vu



Oral-B Triumph 5000 | 2007

Design: D. Phong Vu, R. McGarry,

A. Thalheim-Martin, R. Ullmann



Oral-B PRO 4000

mit TriZone 1000 | 2012

Design: Braun Design



Oral-B PRO 7000

black edition | 2013

Design: Braun Design

Manual toothbrushes.



Oral-B Plus | 1987 Design: Peter Schneider

Dieter Rams



Oral-B Advantage Next Generation 2003 | Design: Björn Kling



Oral-B Interdental | 1987

Design: Peter Schneider,

Jürgen Greubel, Dieter Rams



Oral-B Cross Action Power | 2003

Design: Till Winkler



Oral-B Advantage | 1994

Design: Peter Schneider,

Jürgen Greubel, Dieter Rams



Oral-B Advantage Artica | 2004

Design: Björn Kling



Oral-B Cross Action | 1996

Design: Peter Schneider,

Jürgen Greubel



Oral-B Pro-Flex | 2011

Design: Braun Design



Oral-B New Indicator | 2002 Design: Till Winkler, Duy Phong Vu



Oral-B Complete 5 Way Clean | 2012

Design: Braun Design

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Household (Home Small Appliances) with De'Longhi SpA.

Procter & Gamble takeover Gillette in 2005 makes Braun one of twenty-four global brands of the largest consumer-product group in the world. P&G transfers the rights to the Braun brand in the area household appliances to De´Longhi S.p.A. in 2012. Along with the corresponding patents and production facilities, De´Longhi acquires a large part of Braun's employees, thereby ensuring that Braun household appliances will continue to offer distinctive design, technological innovation and reliable quality far into the future.

Blenders, kitchen machines and juicers.



Jug blender JB 3060 TributeCollection



Multiquick 1 hand blender
TributeCollection



Food processor FP 3010
TributeCollection



Citrus juicer CJ 3050
TributeCollection



Juicer SJ 3000 TributeCollection

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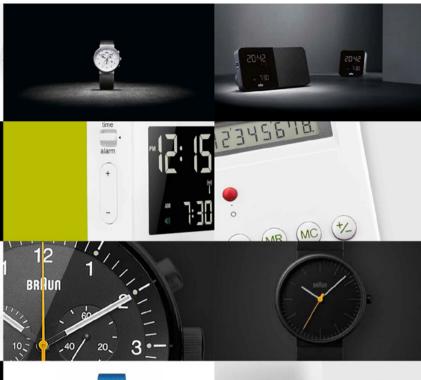






















Clocks and watches with Zeon Ltd.

Zeon is the licensed manufacturer and distributor of Braun watches and clocks. Founded in London in 1979, Zeon offers expertise in innovative design, manufacturing and distribution worldwide. The company is one of the largest watch manufacturers and distributors in the UK and a major force in the international market. Zeon's team of in-house design and production experts ensure that each watch and clock embodies Braun's ethos of highly functional, clean design. Braun Time is designed in line with the Braun aesthetic and products in the range win a number of design awards each year.

Pocket calculators, alarm clocks & watches.



BNC 008/09/10 alarm clocks | 2011 Design: Braun Design



BNC013 weather station | 2013 Design: Braun Design



BNC015-RC projection alarm clock | 2013 Design: Braun Design



BNE001 | 2014 | Braun Design & 1987 | D. Rams, D. Lubs



BNC014 wall clock | 2012 Design: Braun Design & Zeon Ltd.



BN0035 | 2011

Design: Braun Design



BN0117 | 2011

Design: Braun Design



BN0106 | 2011

Design: Braun Design

& Studio Hannes Wettstein



BN0095 | 2012

Design: Braun Design

& Studio Hannes Wettstein



BN0171 | 2014

Design: Braun Design

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A world leader in high quality healthcare and home environment products, Kaz is a state of the art, dynamically-managed, global leader in healthcare devices, home comfort and water filtration products that operates in over 65 countries on six continents with a brand portfolio that includes PUR, Vicks, Honeywell, Braun, SoftHeat, Smart Temp and more.

In 2006, Kaz aquired Braun's thermometer and blood pressure monitoring business to become the worldwide thermometer leader. Braun Health & Wellness products help you quickly and conveniently monitor your health, and that of your family. They are designed to deliver precise, reliable results you can fully trust. The Thermoscan Ear Thermometer is manufactured by Kaz USA, Inc. under a license to the Braun trademark.

Blood pressure monitors & thermometers.



BP4100 VitalScan 5 | 2011 Design: Kaz Design Team



BP 6000 ExactFit 3 | 2013 Design: Kaz Design Team



BP 2000 VitalScan 1 | 2014 Design: Kaz Design Team



Forehead Thermometer | 2013 Design: Kaz Design Team



No touch + forehead | 2014 Design: Kaz Design Team



PRT 2000 | 2014

Design: Kaz Design Team



IRT 6520 | 2014 Design: Kaz Design Team

BRAUN

Historical categories.

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History categories.



Lighters & flashlights



Photography & film

Flash units, Nizo film cameras, film projectors, film accessories, slide projectors, photo cameras, film lights



Entertainment electronics

Tabletop radios, transistor and portable radios, radio-phonograph combinations, compact systems with record players, music cabinets, hifi systems and components, record players, reel-to-reel tape recorders, cassette recorders and CD players, television sets, system cabinets, headphones



Clocks and watches

Desktop and alarm clocks, clock radios, wall clocks, wristwatches and pocket calculators



Infrared ear thermometers

& blood pressure monitors

Household (Home Small Appliances)

hand blenders, kitchen machines, juicers, coffee machines, kettles, toasters, steam irons, handmixer, citrus presses, grills, electric skillets, hotplates, universal slicers, steamers, electric knives, tabletop dishwashers, clothes dryers, freezers, heaters, tabletop heaters, air filters, espresso machines, coffee grinders



Cigarette lighters & pocket flashlights.

In addition to pocket flashlights, the most celebrated of which is undoubtedly the 40-year-old manulux flashlight (1) developed by Max Braun, a range of table, stick, and pocket lighters were also developed. The first innovative product in the range was the TFG 1 permanent table lighter (2) in 1966, its electromagnetic igniter having no parts susceptible to wear and tear. In 1971, Braun introduced its first pocket lighter (3), and acquired Köllisch AG in Nuremberg, the manufacturer of Consul lighters. The lighters were characterized by their clarity of design and their formal reduction to geometric base bodies, making them look anything but trivial. This was helped by the choice of material, surface structures, and, most of all, the details of the form. At the start of the 1980s, Braun discontinued production of lighters.

Cigarette lighters.



Braun in depth

TFG 1 | 1966 Design: Reinhold Weiss



F 1 mactron | 1971 Design: Dieter Rams



mach 2 | 1971 Design: Dieter Rams, Florian Seiffert



weekend | 1974 Design: Dieter Rams



dymatic | 1980 Design: Dieter Rams



T 2 / TFG 2 cylindric | 1968 Design: Dieter Rams



T 3 domino | 1970 Design: Dieter Rams



variabel | 1981 Design: Dieter Rams

Download images



manulux | 1938 Braun factory design



Braun in depth

manulux DT 1 | 1964 Design: Hans Gugelot, Hans Sukopp



manulux NC | 1970 Design: Reinhold Weiss, Dieter Rams

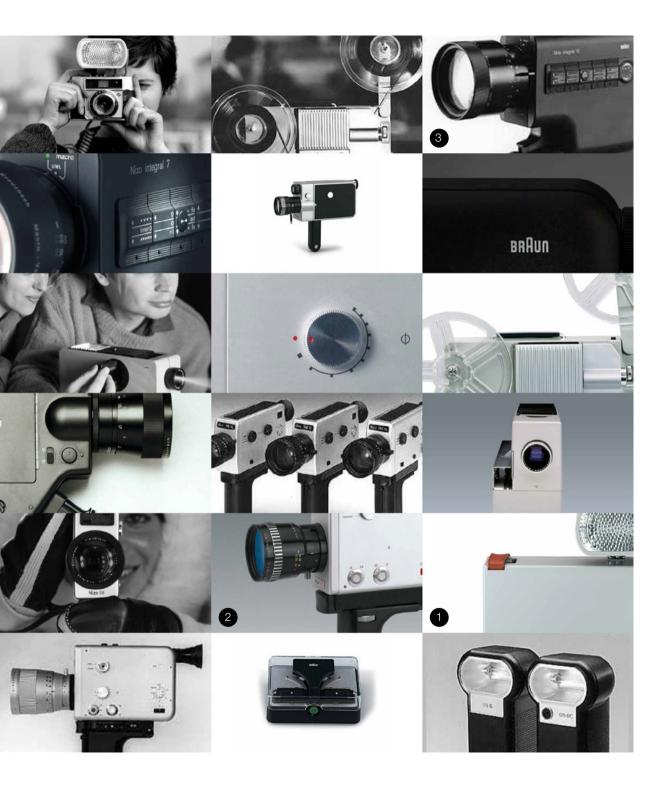


Photo & film technology.

With the development of the handy Hobby Standard electronic flash (1) in the early 1950s, Braun established its highly successful film and photo division. As well as flash units, the product range included film cameras, film and slide projectors, and cameras. In 1963, Braun acquired the Munich based company Niezoldi & Krämer, a manufacturer of high-quality, narrow-gauge film cameras. The Nizo S 8 (2) became the prototype a of the classic modern narrow-gauge film camera. Its basic design remained unchanged right up to the final model, the integral (1981) (3). In 1981, the film and photographic division was sold to Robert Bosch GmbH.

Flash units.



Hobby de Luxe | 1952 Braun factory design



EF 1 hobby standard | 1958 Design: Dieter Rams



F 60 hobby | 1959 Design: Dieter Rams



F 21 hobby | 1962 Design: Dieter Rams



F 100 hobby | 1966 Design: Dieter Rams



F 022 vario computer | 1972 Design: Robert Oberheim



380 BVC vario computer | 1976 Design: Robert Oberheim



F 1000 | 1966 Designer: Dieter Rams

Film & slide projectors.



FP 1 | 1965 Design: Dieter Rams, Robert Oberheim



100 Visacustic stereo | 1976 Design: Peter Hartwein



PA 1 | 1956 Design: Dieter Rams



D 6 | 1963 Design: Dieter Rams



D 25 | 1966 Design: Robert Oberheim



D 300 | 1970 Design: Robert Oberheim



Design: Peter Hartwein

Tandem | 1974

Nizo photo & film cameras.

Braun in depth



Nizo 1000 | 1968 Design: Robert Oberheim



EA 1 | 1964 Design: Dieter Rams, Richard Fischer



S 56 | 1968 Design: Robert Oberheim



2056 sound | 1976

Design: Peter Schneider



Integral 7 | 1979

Design: Peter Schneider



Infrared ear thermometers & blood pressure monitors.

In 1996, Braun acquired the U.S. company ThermoScan, the leading manufacturer of infrared thermometers. This was the start of the personal diagnostic appliances product group. Today, infrared ear thermometers and blood pressure meters are licensed products marketed under the Braun brand name.

Blood pressure monitors & infrared ear thermometers.

Braun in depth



BP 2510 | 2000 Design: Dietrich Lubs



BP 1650 | 2002 Design: Peter Hartwein



BP 3560 | 2005 Design: Peter Hartwein



IRT Pro 3000 | 1999 Design: Björn Kling, Dietrich Lubs, Till Winkler



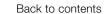
IRT 2000 | 2001 Design: Duy Phong Vu



IRT Pro 4000 | 2004 Design: Jürgen Greubel, Ludwig Littmann

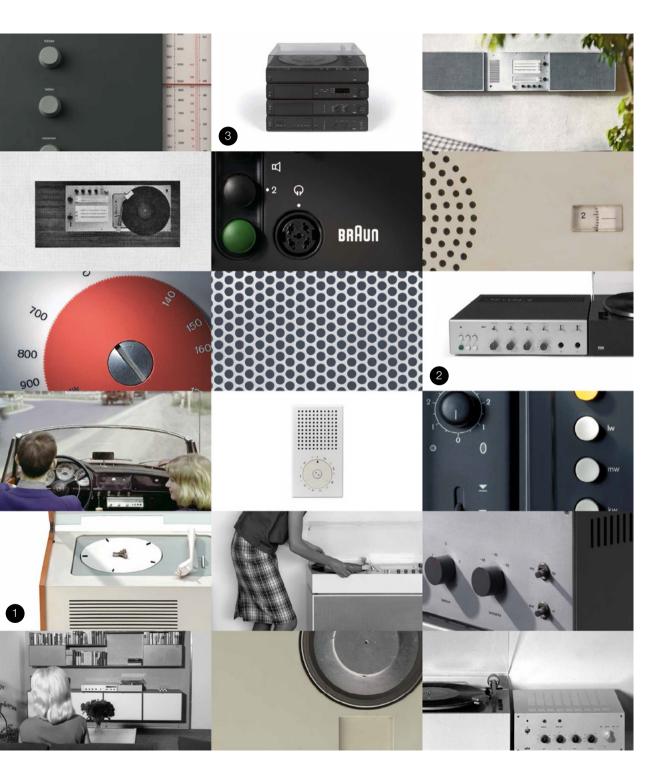


PRT 1000 | 2005 Design: Duy Phong Vu





This product group initially included radio and audio equipment, then later hi-fi equipment, loudspeakers, and TVs. With the SK 4 in 1956 (1), Braun ushered in a revolution in radio design, signaling an end to the previous bulky, furniture-style equipment. Some of the innovative product design principles that would influence future styles included the geometric basic form, and the purist arrangement principles, as well as the system and module concept of later hi-fi equipment. As early as the 1960s, Braun had established itself as a leading brand for entertainment electronics. Thanks to their superior technology and design, Braun audio and hi-fi equipment were among the most sought-after products in this market segment. The price for the studio 1000 system (2) at the time was equivalent to the value of a mid-range automobile. The further development of Braun's product design illustrates how Braun has remained faithful to its functional and esthetically reduced design principles, while at the same time producing modern and futuristic designs. Even thirty years later, the atelier system (3) still looks extremely modern. In 1990, after almost six decades, Braun exited this product segment with its "Last Edition" model.



Entertainment electronics.



Radio-phono-combination | 1930s Braun factory design



BKS 36 | 1936

Portable radio

Braun factory design



Phono-Super 639 | 1937 Braun factory design



Super 560 | 1950 Braun factory design



combi | 1955 Radio-phonograph combi Design: Wilhelm Wagenfeld



G 11 | 1955
Tabletop radio
Design: Hans Gugelot



SK 1 | 1955

Tabletop radio

Design: Artur Braun, Fritz Eichler



Exporter 2 I 1956

Portable radio

Design: HfG Ulm, Dieter Rams



PK-G 4 | 1956 Music cabinet Design: Hans Gugelot



SK 4 | 1956
Radio-phonograph combination
Design: Hans Gugelot, Dieter Rams

Entertainment electronics.



Studio 1 | 1957 Compact system with record player Design: H. Gugelot, H. Lindinger



studio 2 I 1959 CV 11, CE 11, CS 11 Modular system Design: Dieter Rams



G 12 V | 1957 Record player Design: Hans Gugelot, Wilhelm Wagenfeld



TP 1 | 1959 Portable transistor radio-phonograph Design: Dieter Rams



T 3 | 1958

Portable transistor radio

Design: HfG Ulm, Dieter Rams



T 22 | 1960 Portable radio Design: Dieter Rams



PC 3-SV | 1959
Record player
Design: Wilhelm Wagenfeld,
Dieter Rams, Gerd Alfred Müller



Atelier 1 RC81 | 1959

Compact system with record player

Design: Dieter Rams



RCS 9 | 1961 Control unit Design: Dieter Rams



T 52 | 1961 Portable radio Design: Dieter Rams

Entertainment electronics.



RT 20 | 1961 Tabletop radio Design: Dieter Rams



TG 1000 | 1970 Reel-to-reel tape recorder Design: Dieter Rams



PS 2 | 1963 Record player Design: Dieter Rams



audio 308 | 1973 Compact system with record player Design: Dieter Rams



T 1000 | 1963 Portable radio Design: Dieter Rams



integral studio system

1978 | PC 1, RS 1

Design: Dieter Rams, Peter Hartwein



audio 2 | 1964

Compact system

Design: Dieter Rams



atelier

1982 | A 2, C 2, T 2,

1984 | P4

Design: Peter Hartwein



studio 1000 | 1967/68 CSV 500, PS 500, Hi-fi system Design: Dieter Rams

Television sets.



HF 1 | 1958

Design: Herbert Hirche



FS 80 | 1964

Design: Dieter Rams



TV 3/Subwoofer/LS 40 | 1986

Design: Peter Hartwein

Speaker units.



L1 | 1957

Design: Dieter Rams



L2 | 1958

Design: Dieter Rams



L 01 | 1959

Design: Dieter Rams



LE 1 | 1959

Design: Dieter Rams



L 710 | 1969

Design: Dieter Rams



L 810 | 1969

Design: Dieter Rams



L 2000 | 1976

Design: Dieter Rams



LS 150 PA | 1983

Design: Peter Hartwein



L 260 | 1972

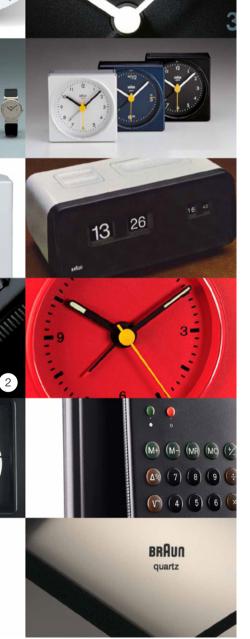
Design: Dieter Rams

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Clocks and watches & pocket calculators.

The clock product line began in 1971 with the phase 1 tabletop alarm clock (1), and later expanded to include alarm clocks, wall clocks, and wristwatches. In 1976, the first pocket calculator, the ET 33 (2), was launched; to this day, it is regarded as a particularly successful product in terms of ergonomics and design. Its convex buttons were a world first. The design of the successor device, the ET 44 (3), inspired Apple 30 years later when it was developing the iPhone. Nowadays, clocks and alarm clocks are licensed products, and are being relaunched with new designs.

Pocket calculators.



ET 11 | 1975

Design: D. Rams, D. Lubs



ET 66 | 1987

Design: D. Rams, D. Lubs



ET 22 | 1976

Design: D. Rams, D. Lubs,





ETS 77 | 1987

Design: D. Rams, D. Lubs,

L. Littmann



ET 33 | 1977

Design: D. Rams, D. Lubs,

L. Littmann

ST 1 | 1987

Design: D. Lubs



ET 44 | 1978

Design: D. Rams, D. Lubs



.......

ET 88 | 1991

Design: D. Lubs

Clock radios, desktop & alarm clocks.



DN 40 | 1976

Design: Dieter Rams,

Dietrich Lubs



DN 50 | 1979 Design: Ludwig Littmann



AB 65 Quadrondo | 2005 Design: Ludwig Littmann



phase 1 | 1971

Design: Dieter Rams,

Dietrich Lubs



functional | 1975 Design: Dietrich Lubs



DB 10 | 1991

Design: Dietrich Lubs



ABR 313 | 1990 Design: Dietrich Lubs



AB 1 | 1987 Design: Dietrich Lubs



AB 312 | 1985 Design: Dietrich Lubs

..........



ABR 21 | 1978

Design: Dieter Rams,

Dietrich Lubs



AB 30 vs | 1984 Design: Dietrich Lubs



AB 20 | 1975

Design: Dieter Rams,

Dietrich Lubs

Wall clocks & wristwatches.



ABW 41 domodisque | 1981 Design: Dietrich Lubs



ABK 30 | 1982 Design: Dietrich Lubs



DW 20 | 1977

Design: Dieter Rams, Dietrich Lubs



DW 30 | 1978

Design: Dieter Rams,

Dietrich Lubs



AW 10 | 1989

Design: Dietrich Lubs



AW 50 | 1992 Design: Dietrich Lubs



AW 60 T | 1995

Design: Dietrich Lubs

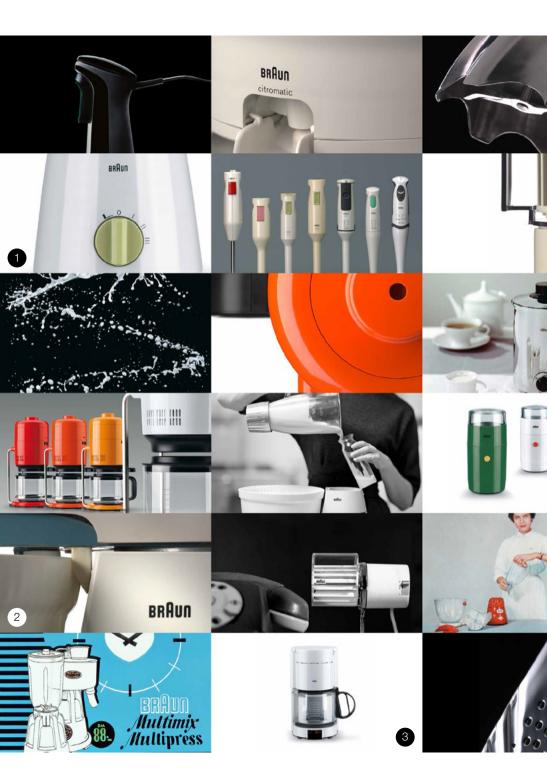


AW 22 | 2003

Design: Peter Hartwein



AW 24 | 2003 Design: Peter Hartwein



Household appliances.

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beating, mixing, grinding, chopping, extracting, toasting, kneading, blending, brewing, boiling, warming, slicing, shredding, grating, ironing ... done!

Braun launched its line of household appliances in 1950 with the Multimix kitchen blender (1), constructed by company founder Max Braun himself. Over the next few decades, the business expanded to include a full range of household appliances such as blenders, coffee machines, irons, juicers, hand blenders, and handheld mixers. From the start, the main focus was on small kitchen appliances. Even today, the KM 3/31 kitchen blender (2) (1957), which was manufactured in a virtually unchanged design until 1993, and was one of the most durable industrial products ever, and the Aromaster KF 40 coffee machine (3), a bestseller from the 1980s, are considered archetypes of their product categories. Over time, the importance of household appliances has shifted from being simply kitchen aids for the housewife to becoming lifestyle products. The core business today includes hand blenders, which allow food to be prepared in small quantities, and also juicers and coffee machines, because they satisfy the need for enjoyable, healthy food.

Kitchen machines, blenders and juicers.



Braun in depth

Multimix | 1950 Braun factory design



M 2 | 1955 Braun factory design



MP 2 | 1955 Braun factory design



KM 3 | 1957 Design: Gerd Alfred Müller



MX 32 | 1962 Design: Gerd Alfred Müller



KM 32 | 1964 Design: Gerd Alfred Müller, Robert Oberheim



MP 32 | 1965

Design: Gerd Alfred Müller



ZK 1 | 1979 Design: Hartwig Kahlcke

Kitchen machines, blenders and juicers.



MP 50 | 1970 Design: Jürgen Greubel



UK 20 | 1984

Design: Hartwig Kahlcke



MPZ 2 | 1972 Design: Dieter Rams, Jürgen Greubel



MP 75 | 1990 Design: Ludwig Littmann



MPZ 4 | 1982 Design: Ludwig Littmann



Multiquick 7 Juicer | 2011

Design: Braun Design

Handmixer and hand blenders.



M 1 | 1960

Design: Gerd Alfred Müller



MR 6 | 1981

Design: Ludwig Littmann



MR 5000 | 2001

Design: Ludwig Littmann



M 12 | 1963

Design: Gerd Alfred Müller,

Reinhold Weiss



MR 300 | 1987

Design: Ludwig Littmann



Multiquick 5, MQ 500 | 2013

Design: Braun Design



M 800 | 1994

Design: Ludwig Littmann



MR 500 | 1995

Design: Ludwig Littmann



Multiquick 7, MQ 700 | 2013

Design: Braun Design

Tabletop blowers, clothes dryers, heaters & steam irons.



H 1 | 1959

Design: Dieter Rams



HL 1 | 1961

Design: Reinhold Weiss



H 200 | 1992

Design: Ludwig Littmann



HL 70 | 1971

Design: Reinhold Weiss,

Jürgen Greubel



WT 10 | 1974

Design: Jürgen Greubel



PV 4 | 1984

Design: Ludwig Littmann



PV 1205 | 1995

Design: Jürgen Greubel

Ludwig Littmann



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SI 6575 | 2001

Design: Ludwig Littmann,

Jürgen Greubel

Coffee machines, espresso machines, coffee grinders.



KF 20 | 1972 Design: Florian Seiffert



KF 40 | 1984 Design: Hartwig Kahlcke



KF 550 | 2002 Design: Björn Kling



E 400 T | 1991

Design: Ludwig Littmann



KMM 1 | 1965 Design: Reinhold Weiss



KSM 1 | 1967 Design: Reinhold Weiss



KMM 2 | 1969 Design: Dieter Rams



KMM 30 | 1994 Design: Ludwig Littmann, Jürgen Greubel

Metal series:

Toasters, water kettles, grills & coffee machines.



HT 2 | 1963

Design: Reinhold Weiss



HE 1 | 1961

Design: Reinhold Weiss



HG 1 | 1962

Design: Reinhold Weiss



HT 600 | 2004

Design: Ludwig Littmann



WK 600 | 2004

Design: Ludwig Littmann,

Jürgen Greubel



KF 600 | 2004

Design: Björn Kling

BRAUN

Thank you.

Hopefully this megabrand toolkit helps to get a better understanding about Braun. All content is usable and can be assumed. If you need any content files or have any questions please contact:

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