Braun products.

In depth

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Core categories.

Core categories.

Male power grooming

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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

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.

Exact universal | 1986

Design: Roland Ullmann

EP 100 | 1999

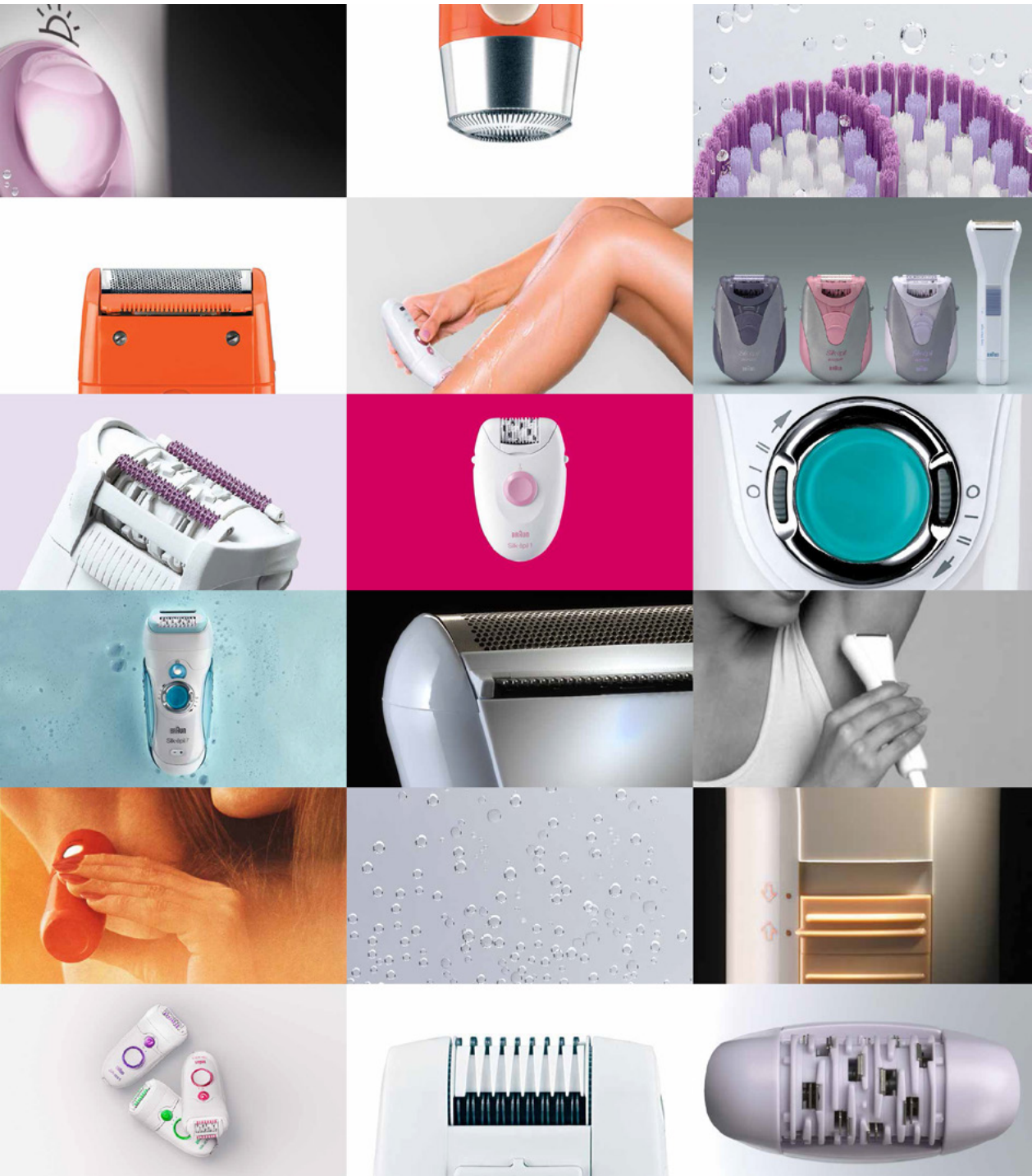Design: Björn Kling, Roland Ullmann

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 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 Xpressive | 2008

Design: Björn Kling

Silk-épil 7 Dual Epilator | 2011

Design: Braun Design

Silk-épil 1 | 2011

Design: Braun Design

Silk-épil 3 | 2012

Design: Braun Design

Silk-épil 5 | 2012

Design: Braun Design

Silk-épil 7 SkinSpa | 2013

Design: Braun Design

Bikini styler,
IPL hair removal
& lady shavers.

....

Silk-épil bikini styler | 2005

Design: Björn Kling

....

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
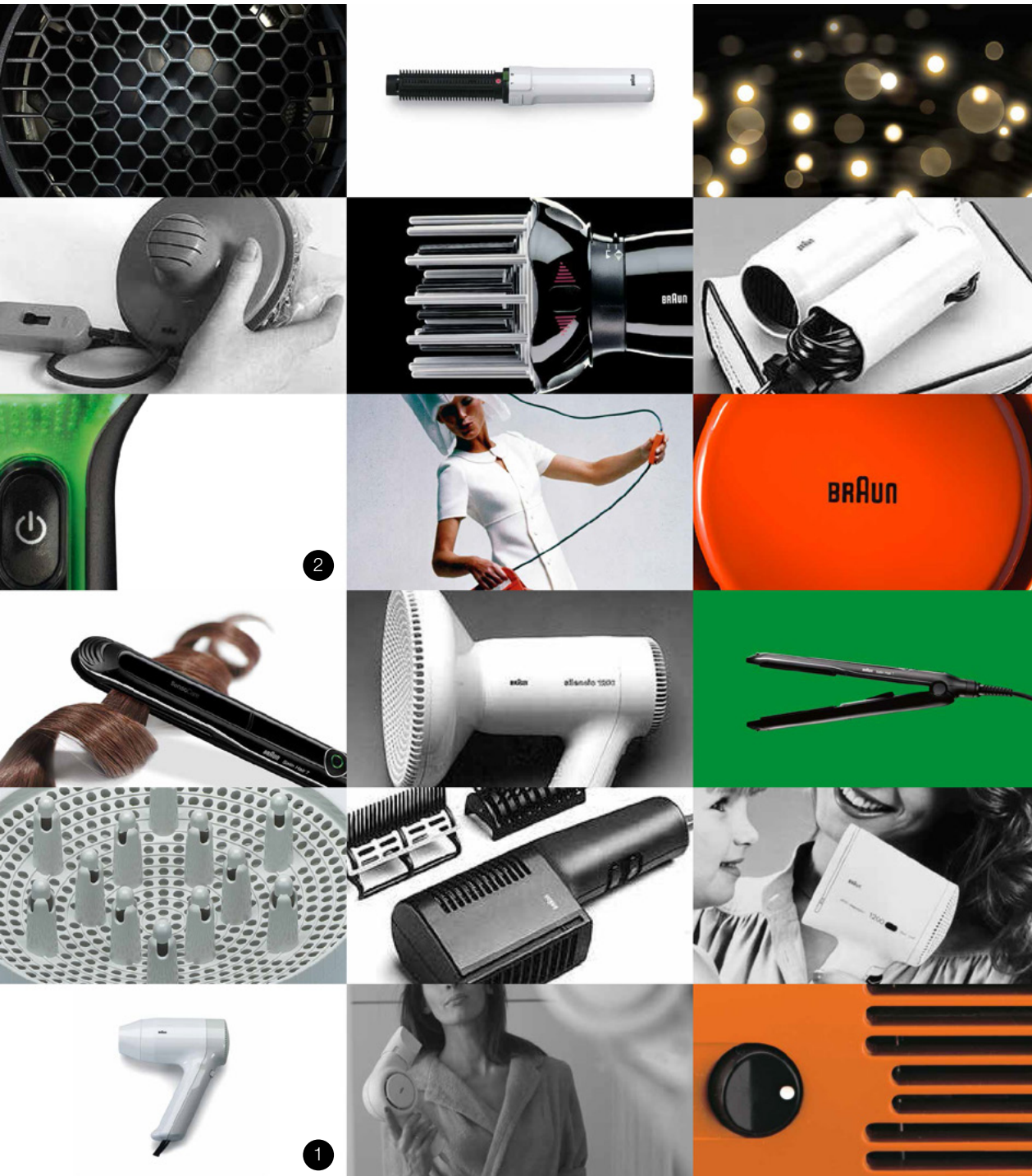
Hair care.

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).

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

SB 1 | 2010

Design: Christine Hielscher,

Duy Phong Vu

ES 1 | 2005

Design: Duy Phong Vu

ES 2 | 2006

Design: Duy Phong Vu

SensoCare Styler | 2012

Design: Braun Design

Licensed categories.

Licensing & partnership categories.

Oral Care

Electric toothbrushes
and dental centers,
manual toothbrushes

**Household (Home Small Appli-
ances) 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, wrist-
watches and pocket calculators

**Health & Wellness
with KAZ Inc.**

Infrared ear thermometers,
blood pressure monitors

Oral Care.

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

md 1 | 1979

Design: Robert Oberheim

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

Design: Peter Hartwein

D 10 | 2000

Design: Peter Hartwein, Till Winkler

D 4 | 2001

Design: Björn Kling, Duy Phong Vu

D 17 | 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 Professional Care 3000 | 2009

Design: Duy Phong Vu

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 Interdental | 1987
Design: Peter Schneider,
Jürgen Greubel, Dieter Rams

Oral-B Advantage | 1994
Design: Peter Schneider,
Jürgen Greubel, Dieter Rams

Oral-B Cross Action | 1996
Design: Peter Schneider,
Jürgen Greubel

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

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

Oral-B Cross Action Power | 2003
Design: Till Winkler

Oral-B Advantage Artica | 2004
Design: Björn Kling

Oral-B Pro-Flex | 2011
Design: Braun Design

Oral-B Complete 5 Way Clean | 2012
Design: Braun Design

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

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.

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

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

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

Health & Wellness with KAZ Inc.

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

Historical categories.

History categories.

Lighters & flashlights

Photography & film

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

Infrared ear thermometers & blood pressure monitors

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

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
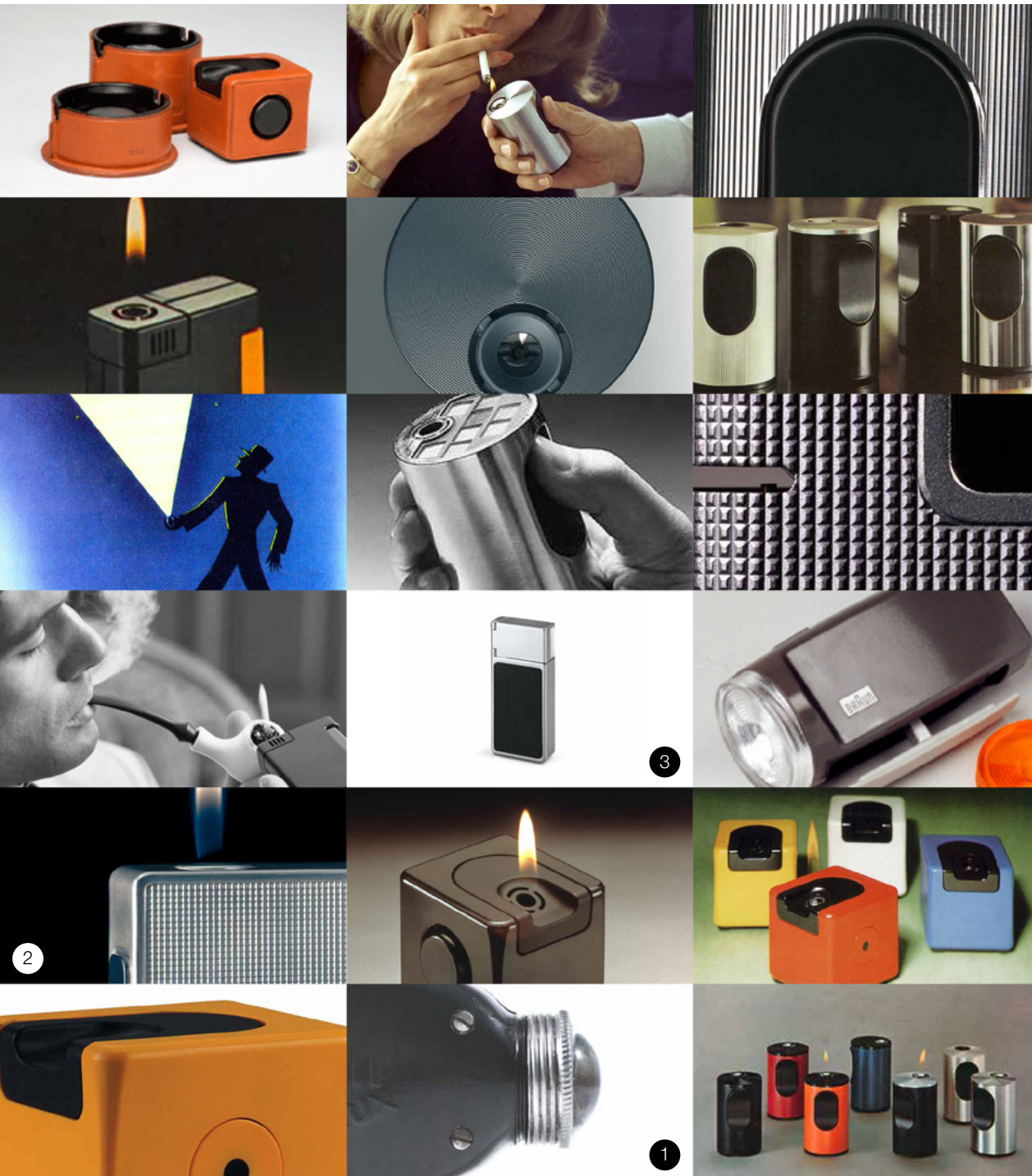
Cigarette lighters & pocket flashlights.

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.

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

Pocket flashlights.

manulux | 1938

Braun factory design

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

Tandem | 1974

Design: Peter Hartwein

Nizo photo & film cameras.

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.

....

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

Entertainment electronics.

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.
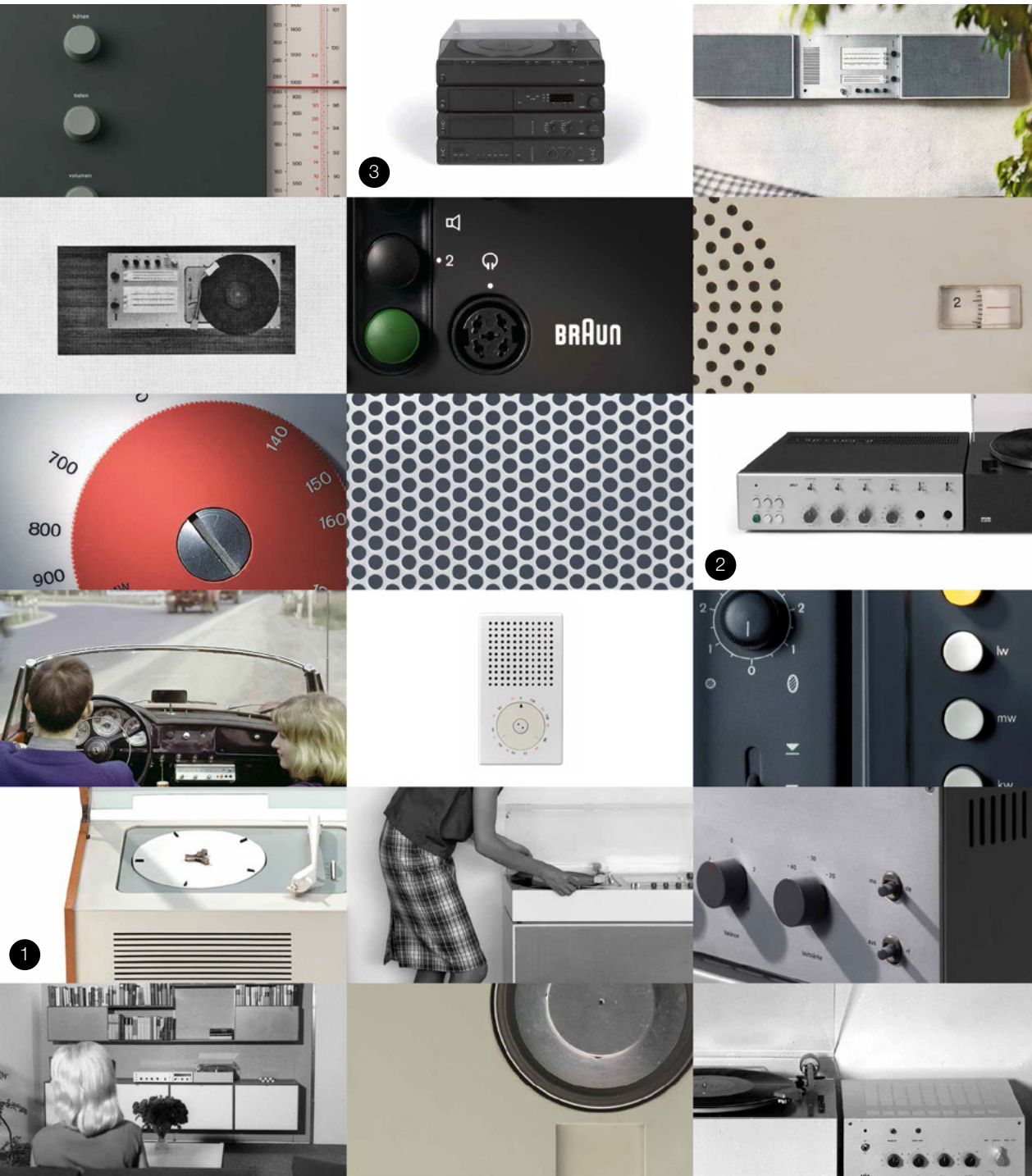
Entertainment electronics.

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

G 12 V | 1957

Record player

Design: Hans Gugelot,
Wilhelm Wagenfeld

T 3 | 1958

Portable transistor radio

Design: HfG Ulm, 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

studio 2 l 1959

CV 11, CE 11, CS 11

Modular system

Design: Dieter Rams

TP 1 | 1959

Portable transistor radio-phonograph

Design: Dieter Rams

T 22 | 1960

Portable radio

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

PS 2 | 1963

Record player

Design: Dieter Rams

T 1000 | 1963

Portable radio

Design: Dieter Rams

audio 2 | 1964

Compact system

Design: Dieter Rams

studio 1000 | 1967/68

CSV 500, PS 500, Hi-fi system

Design: Dieter Rams

TG 1000 | 1970

Reel-to-reel tape recorder

Design: Dieter Rams

audio 308 | 1973

Compact system with record player

Design: Dieter Rams

integral studio system

1978 | PC 1, RS 1

Design: Dieter Rams, Peter Hartwein

atelier

1982 | A 2, C 2, T 2,

1984 | P4

Design: Peter Hartwein

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
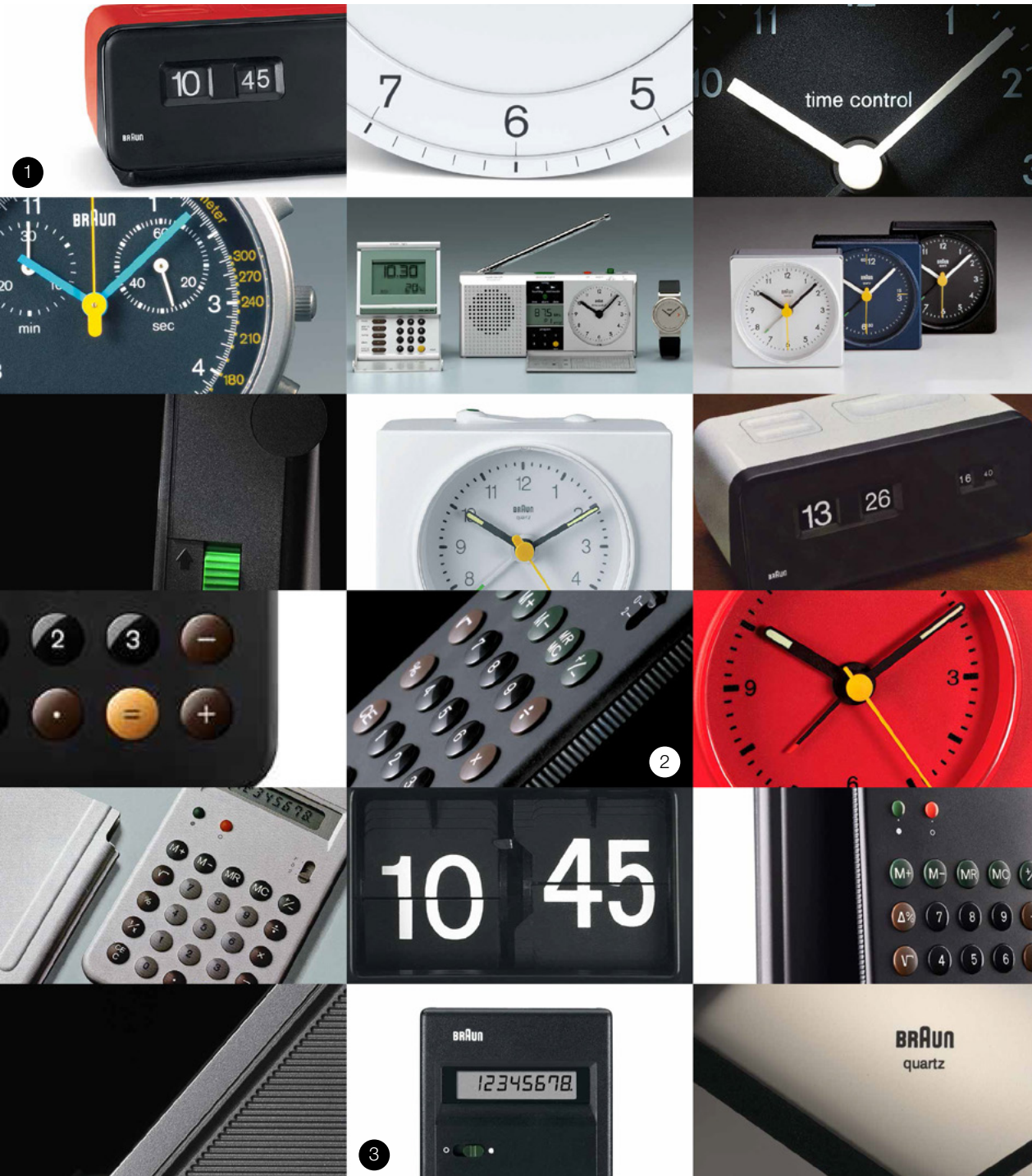

L 2000 | 1976

Design: Dieter Rams

LS 150 PA | 1983

Design: Peter Hartwein

L 260 | 1972

Design: Dieter Rams

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 22 | 1976

Design: D. Rams, D. Lubs,

L. Littmann

ET 33 | 1977

Design: D. Rams, D. Lubs,

L. Littmann

ET 44 | 1978

Design: D. Rams, D. Lubs

ET 66 | 1987

Design: D. Rams, D. Lubs

ETS 77 | 1987

Design: D. Rams, D. Lubs,

L. Littmann

ST 1 | 1987

Design: D. Lubs

ET 88 | 1991

Design: D. Lubs

Clock radios,
desktop & alarm clocks.

phase 1 | 1971
Design: Dieter Rams,
Dietrich Lubs

functional | 1975
Design: Dietrich Lubs

DN 40 | 1976
Design: Dieter Rams,
Dietrich Lubs

DN 50 | 1979
Design: Ludwig Littmann

AB 65 Quadrondo | 2005
Design: Ludwig Littmann

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

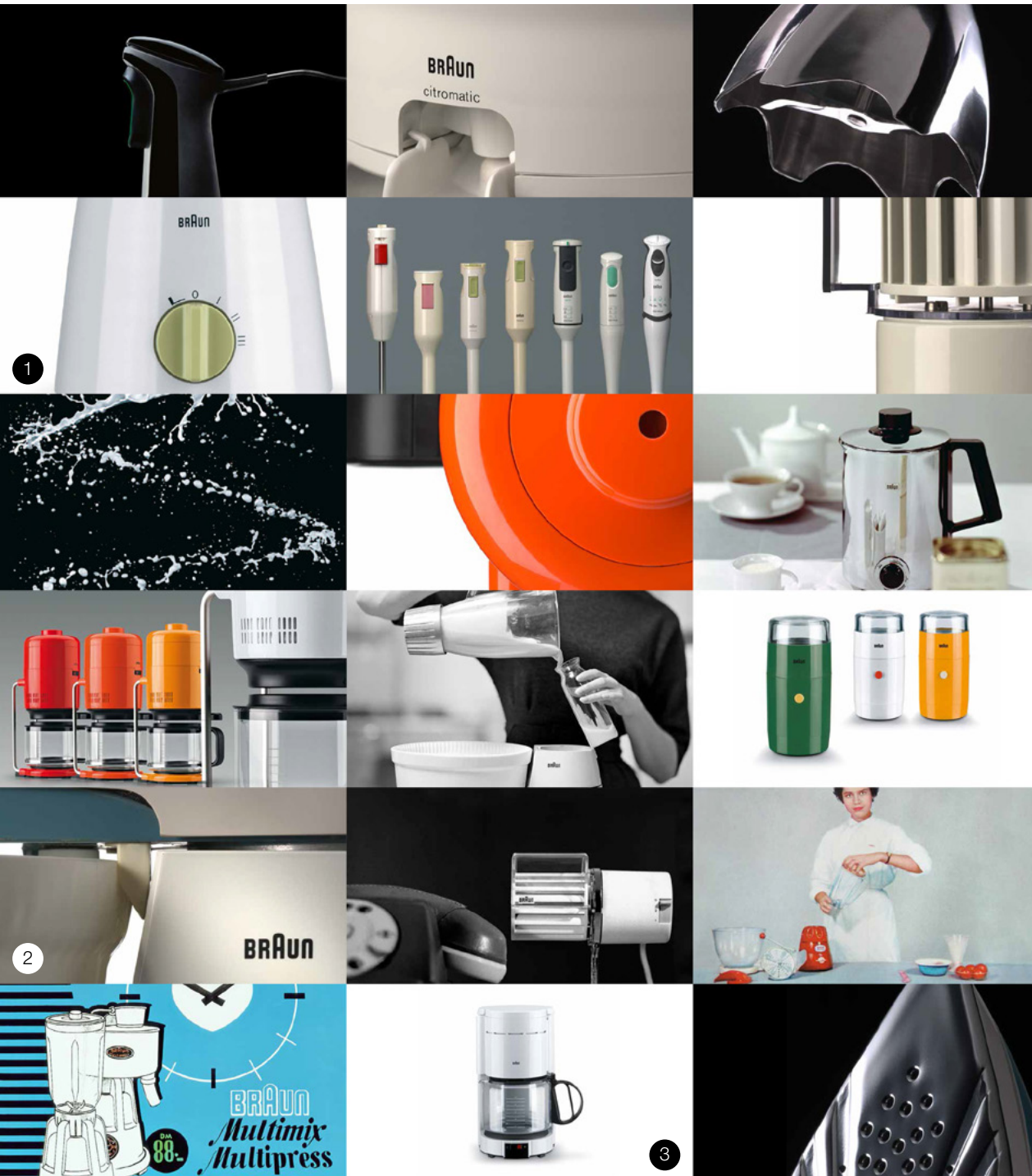Design: Dietrich Lubs

AW 60 T | 1995

Design: Dietrich Lubs

AW 22 | 2003

Design: Peter Hartwein

AW 24 | 2003

Design: Peter Hartwein

Household appliances.

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.

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

MPZ 2 | 1972

Design: Dieter Rams,

Jürgen Greubel

MPZ 4 | 1982

Design: Ludwig Littmann

UK 20 | 1984

Design: Hartwig Kahlcke

MP 75 | 1990

Design: Ludwig Littmann

Multiquick 7 Juicer | 2011

Design: Braun Design

Handmixer and hand blenders.

M 1 | 1960

Design: Gerd Alfred Müller

M 12 | 1963

Design: Gerd Alfred Müller,
Reinhold Weiss

M 800 | 1994

Design: Ludwig Littmann

MR 6 | 1981

Design: Ludwig Littmann

MR 300 | 1987

Design: Ludwig Littmann

MR 500 | 1995

Design: Ludwig Littmann

MR 5000 | 2001

Design: Ludwig Littmann

Multiquick 5, MQ 500 | 2013

Design: Braun Design

Multiquick 7, MQ 700 | 2013

Design: Braun Design

Tabletop blowers, clothes dryers, heaters & steam irons.

HL 1 | 1961

Design: Reinhold Weiss

HL 70 | 1971

Design: Reinhold Weiss,
Jürgen Greubel

H 1 | 1959

Design: Dieter Rams

H 200 | 1992

Design: Ludwig Littmann

WT 10 | 1974

Design: Jürgen Greubel

PV 4 | 1984

Design: Ludwig Littmann

PV 1205 | 1995

Design: Jürgen Greubel
Ludwig Littmann

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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