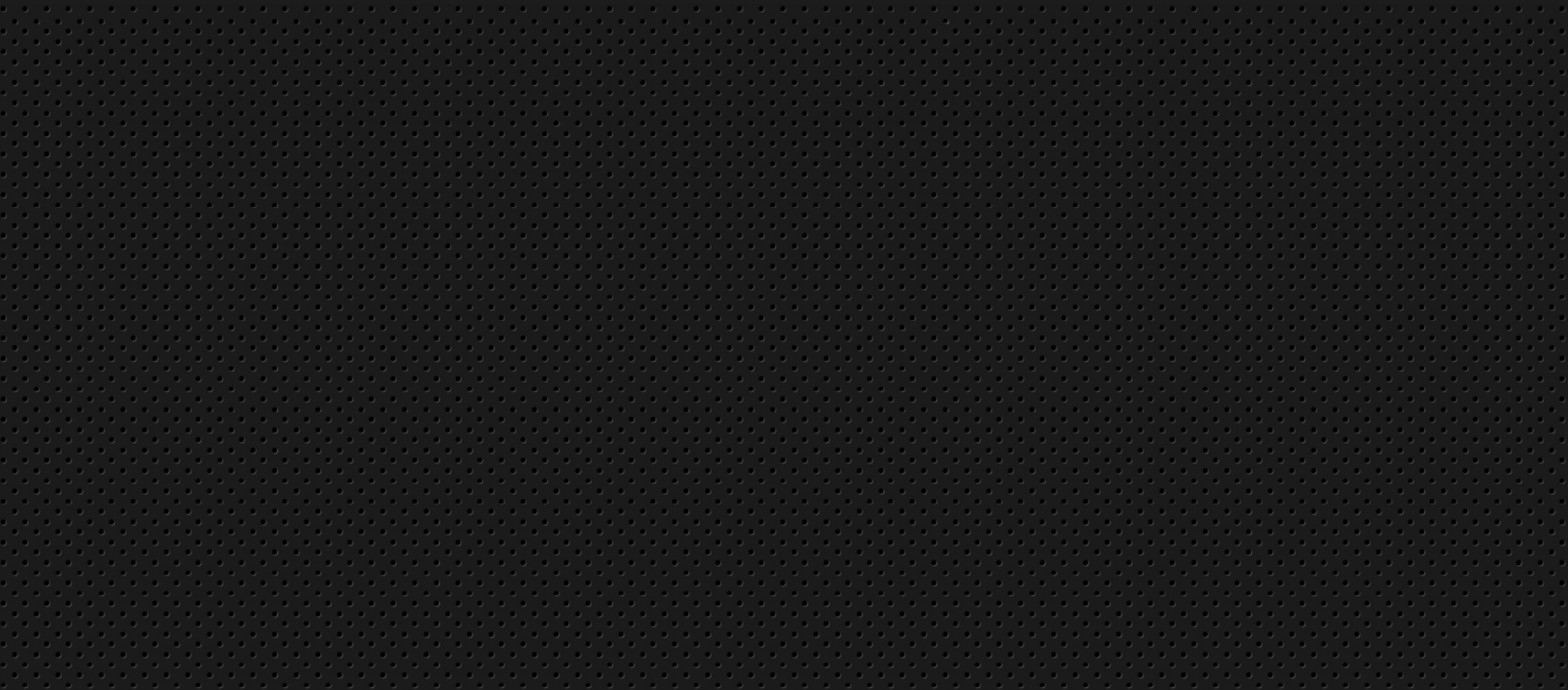


**BRAUN**

**Braun products.**

In depth



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**BRAUN**

Core categories.

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# Core categories.



---

## **Male power grooming**

Electric 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



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# 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



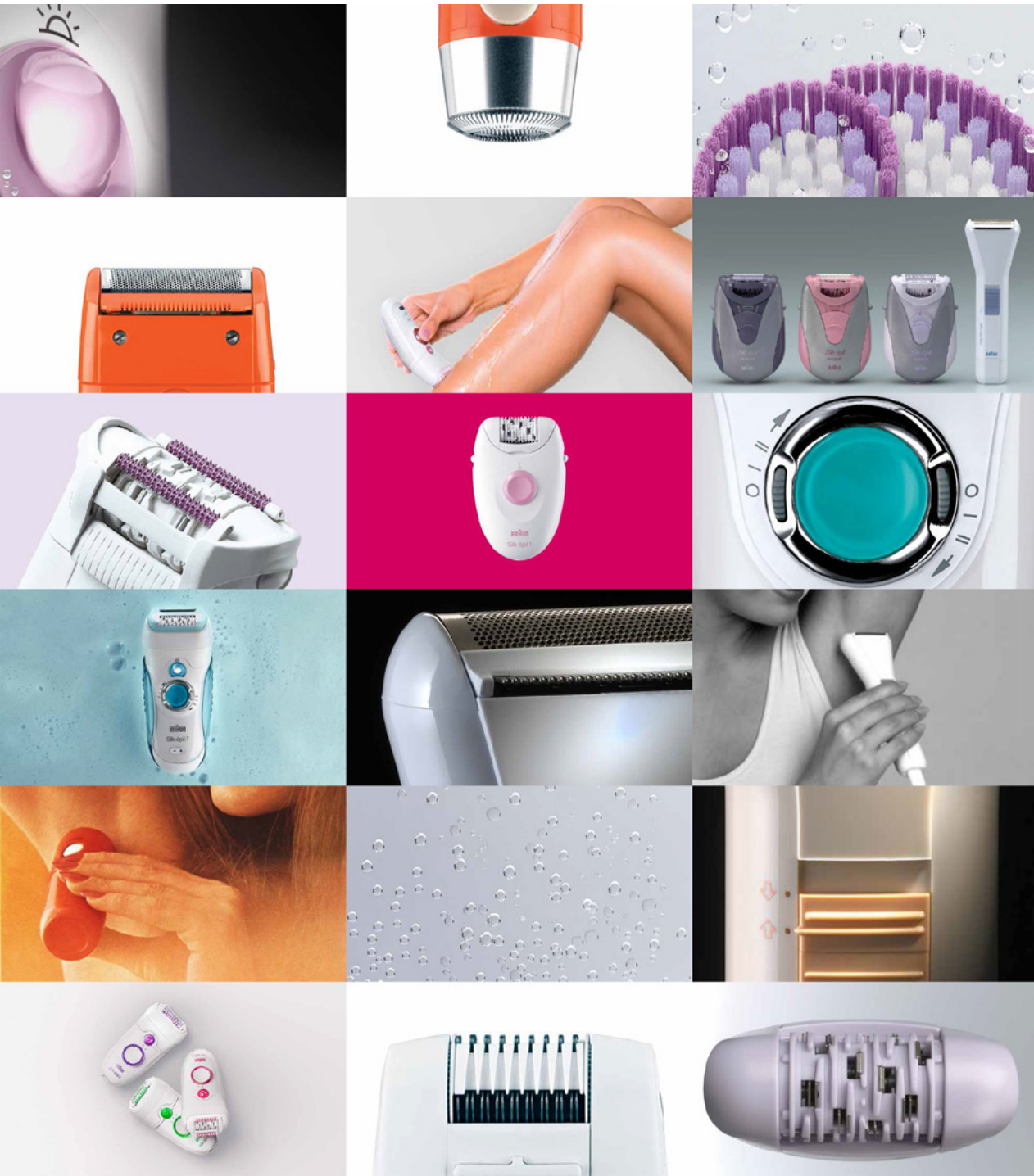
BodycruZer | 2008  
Design: Björn Kling, Benjamin Wilson



cruZer 6 beard&head | 2011  
Design: Braun Design



Series 5, hair clipper | 2013  
Design: Braun Design



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# 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.



.....  
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



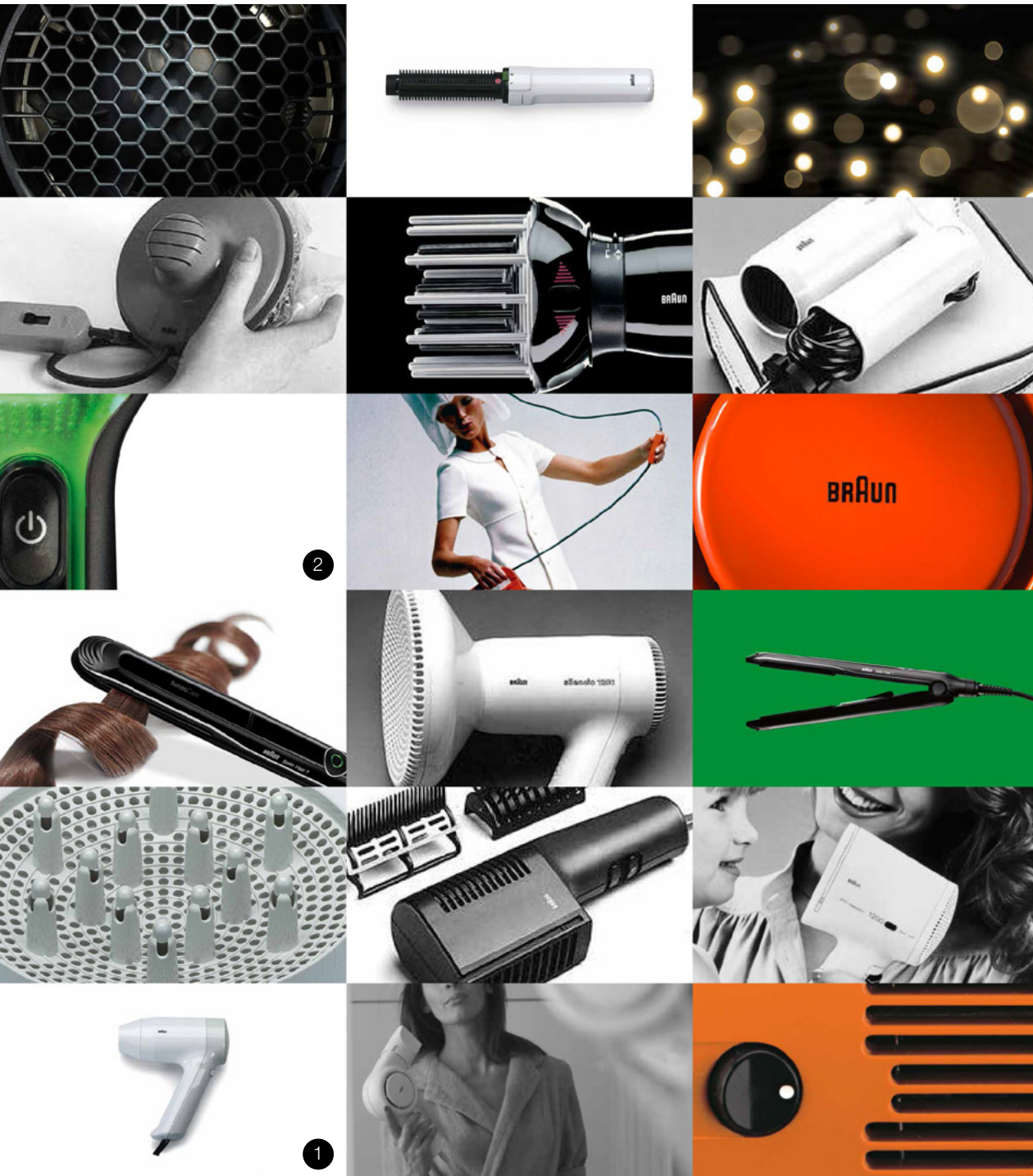
.....  
Silk-épil bikini styler | 2005  
Design: Björn Kling



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



.....  
Silk & Soft BodyShave | 2005  
Design: Björn Kling



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# 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

**BRAUN**

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, wrist-watches and pocket calculators



---

## **Health & Wellness with KAZ Inc.**

Infrared ear thermometers,  
blood pressure monitors



# 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



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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.



.....  
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



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# 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 acquired 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



## 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



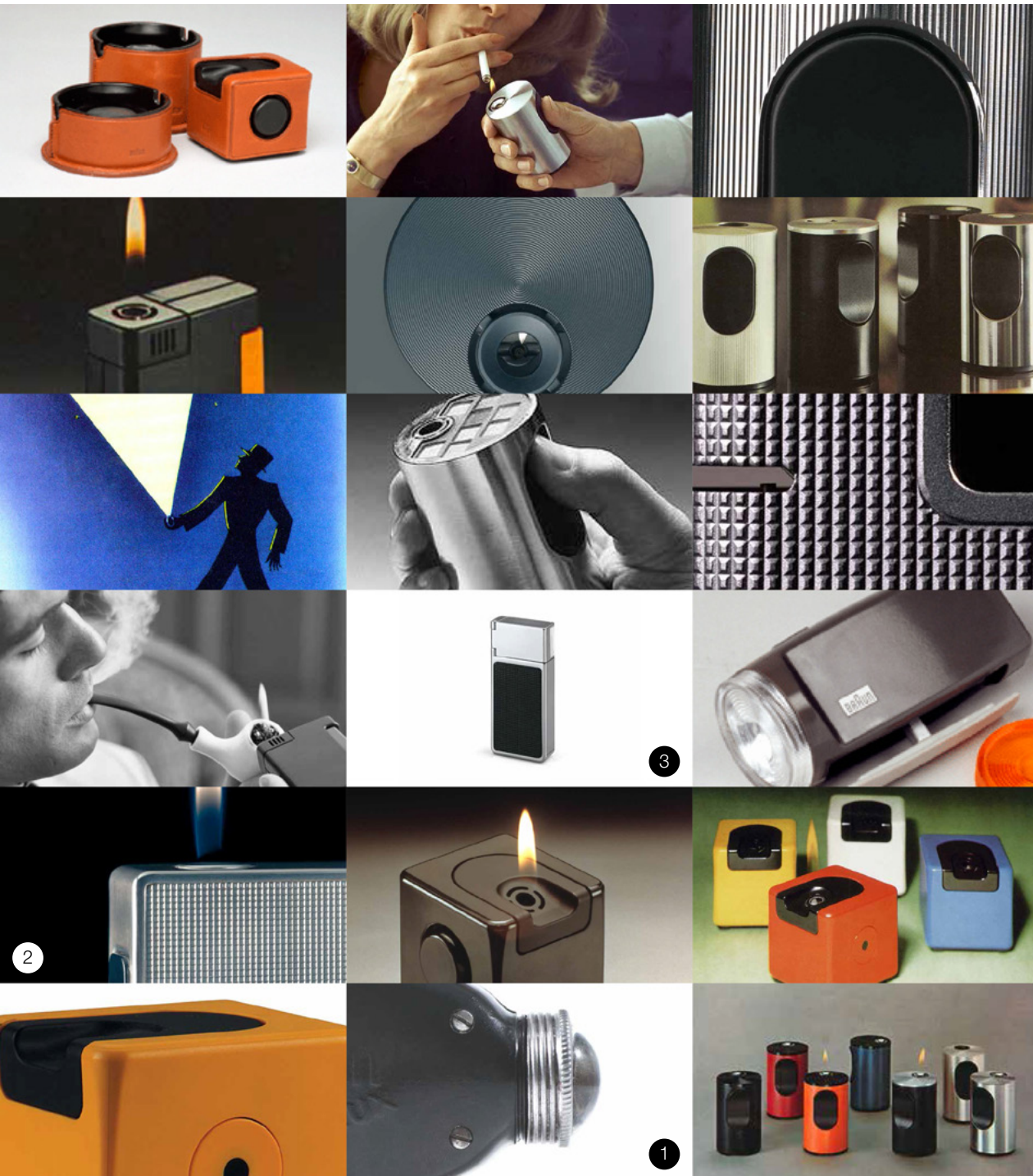
## Clocks and watches

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



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## 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



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# 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 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 Visacoustic 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



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# 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



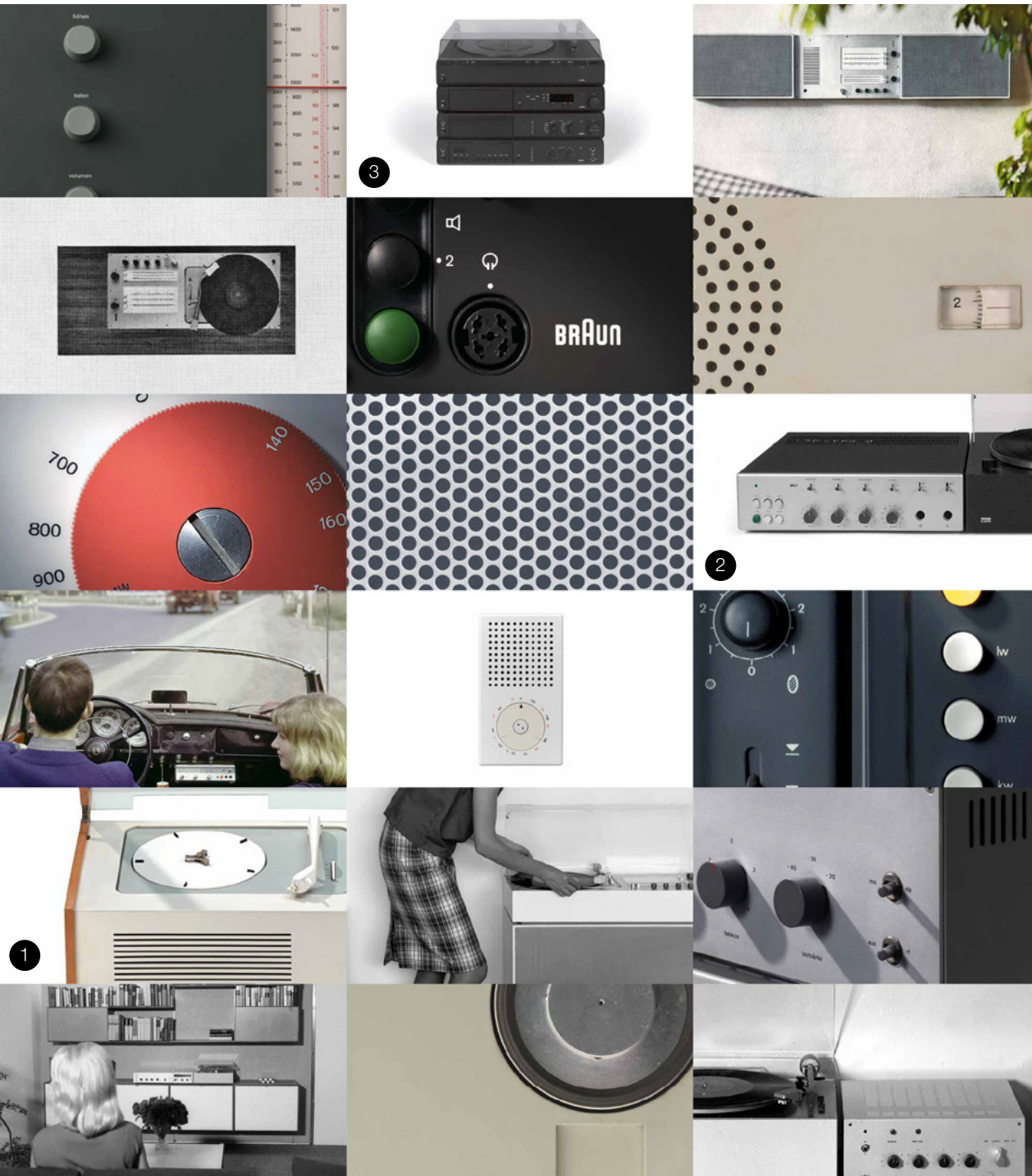
IRT 2000 | 2001  
Design: Duy Phong Vu



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



PRT 1000 | 2005  
Design: Duy Phong Vu



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# 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 | 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 | 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.

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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



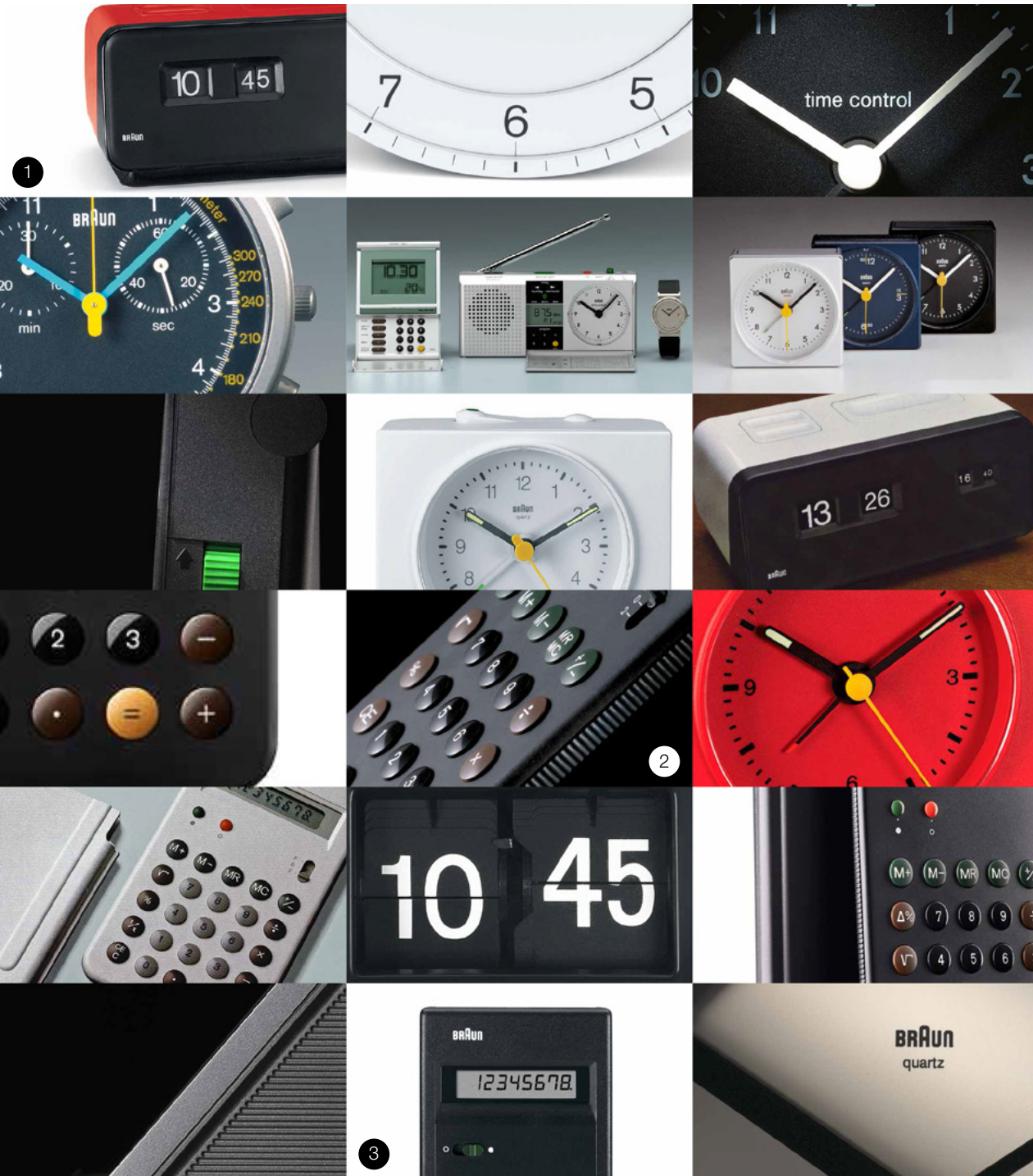
L 2000 | 1976  
Design: Dieter Rams



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 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.



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.

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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



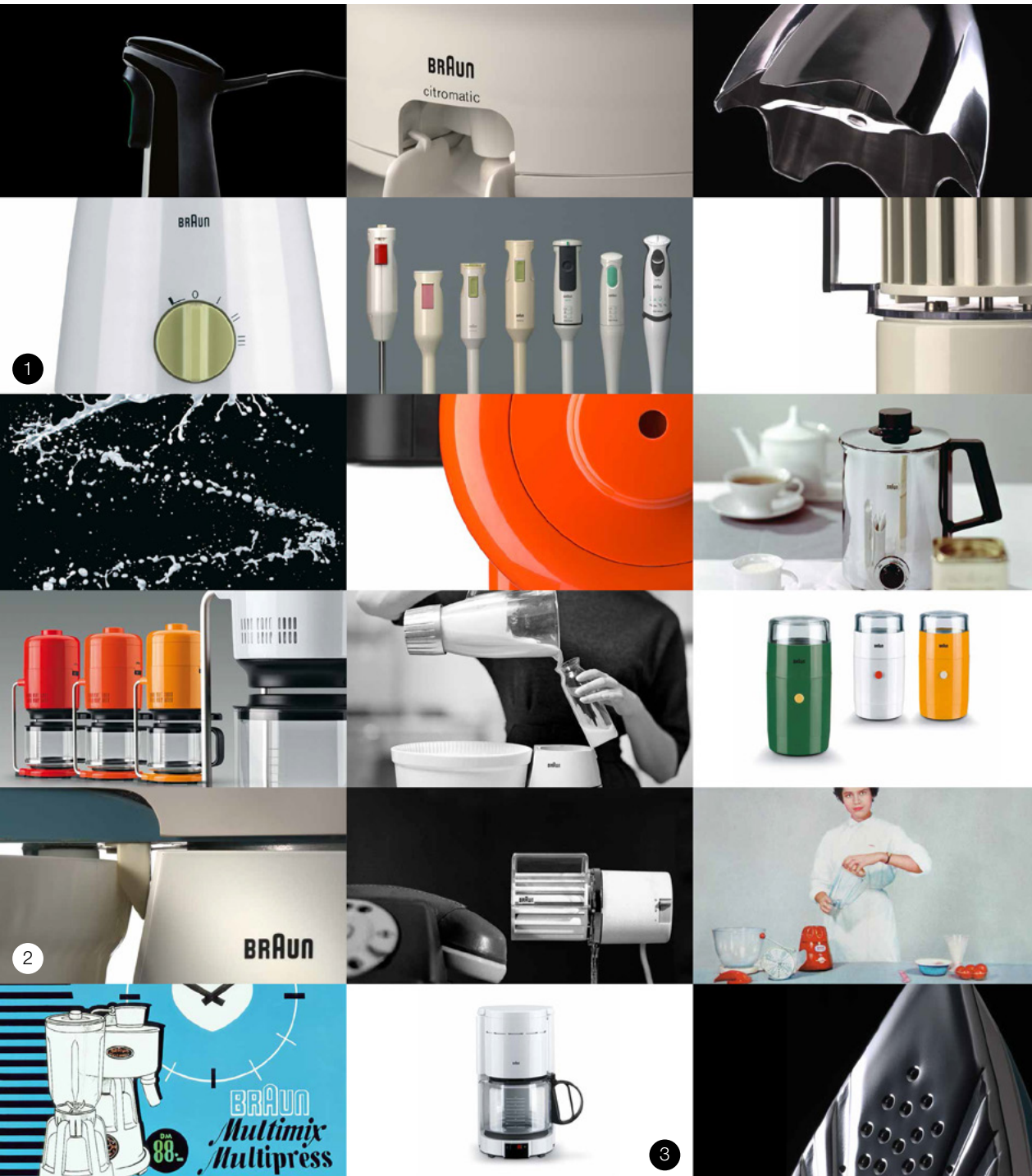
AW 60 T | 1995  
Design: Dietrich Lubs



AW 22 | 2003  
Design: Peter Hartwein



AW 24 | 2003  
Design: Peter Hartwein



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# 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.



Multimax | 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.

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H 1 | 1959

Design: Dieter Rams



PV 4 | 1984

Design: Ludwig Littmann



HL 1 | 1961

Design: Reinhold Weiss



H 200 | 1992

Design: Ludwig Littmann



PV 1205 | 1995

Design: Jürgen Greubel  
Ludwig Littmann



HL 70 | 1971

Design: Reinhold Weiss,  
Jürgen Greubel



WT 10 | 1974

Design: Jürgen Greubel



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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