



## **PRESS RELEASE**

**ambiente**

HALL 9.2

STAND E69

**3. – 7. 2. 2023**

**Frankfurt am Main**





 **33** sites de production



**15 392** collaborateurs

With a turnover of 5.5 billion worldwide, including 83.5 million in Europe, Iris is a major player in solutions for everyday life. A large majority of our storage range is produced in Europe in our factories based in Tilburg (Netherlands) or in Lieusaint (France).

Around the world, Iris has 33 production sites allowing the import of different products not "made in France" such as small household appliances or furniture "made in Iris", that is to say from our own factories.



## 60 YEARS OF KNOW-HOW AND EXPERTISE

Day after day, Iris Ohyama gains the trust of millions of consumers, especially on Marketplaces, and we intend to keep it.

Through each of our ever-expanding ranges, we offer reliable and quality products that meet interior needs: storage, home appliances, furniture for adults and children, accessories for animals, hygiene products, accessories for the organization of kitchen, bathroom, garage, garden... There's everything for the house!

**#IRISATHOME**



20% recycled plastic used in 2022



100% of waste from production processes is recycled



Our production is European



We manufacture reusable and durable products



Our products made of wood are FSC® certified, encouraging conservation and ecological management of forests



65 000 m<sup>2</sup>



27 000 m<sup>2</sup>



The Japanese giant IRIS offers 26,000 product references over the world. In Europe, IRIS has been actively working on the reindustrialization of few products in Europe with 2 factories located in Netherland and France.

Developing practical and useful solutions to make everyday life easier is at the heart of IRIS' concerns. The brand's European catalog consists of nearly 630 products including references for storage, animal accessories, fans and surgical masks made in Europe.





DISCOVER OUR

*General*

CATALOGUE



DISCOVER OUR

*Home Appliances*

CATALOGUE





“Our strategy is to expand our European product lines of everyday products and seasonal products to offer more flexibility to our customers. We are proud to help Europe gain industrial sovereignty,” explains Masaki Mizutani, Managing Director of IRIS France.

“We strive to provide solutions for every need, in every season. Our products are designed to offer ideal comfort while combining efficiency, performance, ease of use and respect for the environment. Our state-of-the-art knowledge and experience in the design and manufacture of quality products are guarantees that we wish to offer to the European market with local, responsible and responsive production”.





*Iris Ohyama, the Japanese group which reindustrializes  
in Europe products manufactured in Asia  
such as the one and only fan manufactured in France*





# WOOZOO®

by Ohyama



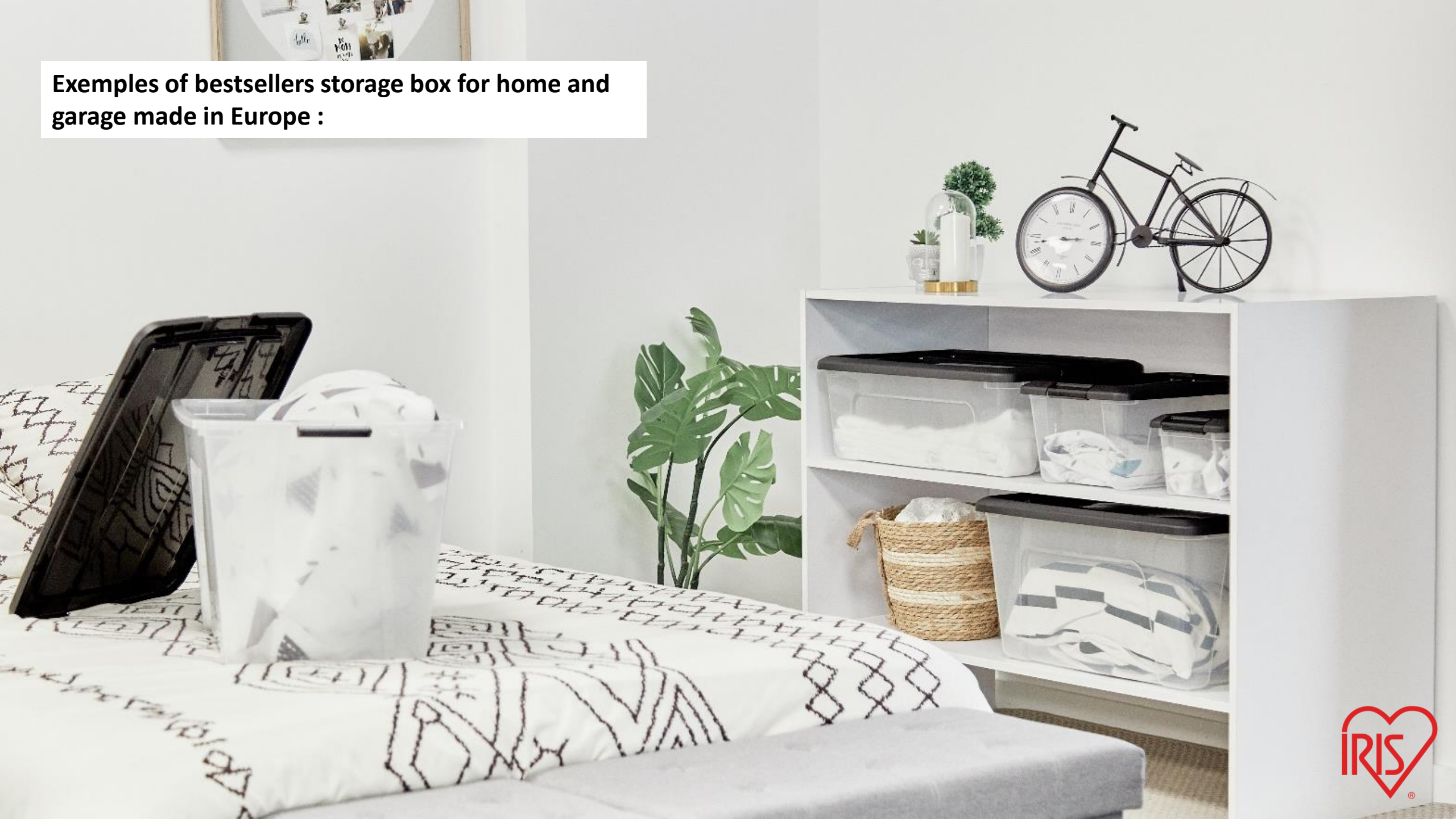
Exemples of bestsellers storage box for home and garage made in Europe :



**Exemples of bestsellers storage box for home and garage made in Europe :**



**Exemples of bestsellers storage box for home and garage made in Europe :**



**Exemples of bestsellers storage box for home and garage made in Europe :**



**Bestsellers of Iris Ohyama Pet Accessories Range  
made in Europe :**



**Bestsellers of Iris Ohyama Pet Accessories Range  
made in Europe :**



**Bestsellers of Iris Ohyama Pet Accessories Range  
made in Europe :**





**Bestsellers of Iris Ohyama Pet Accessories Range  
made in Europe :**



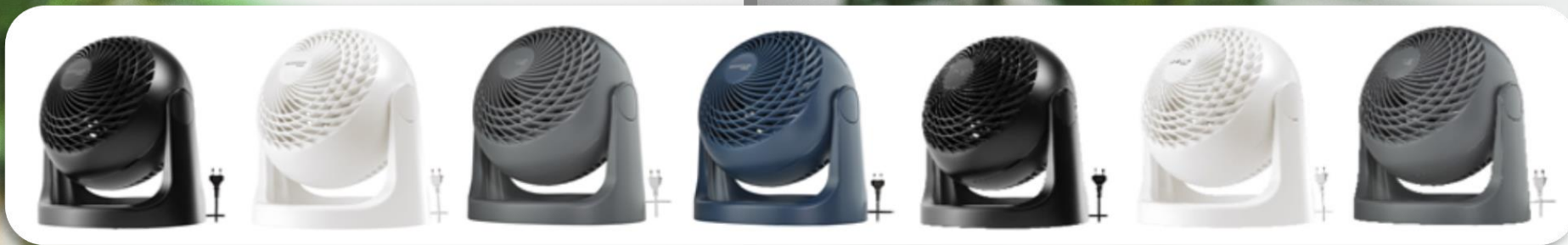
**Bestsellers of Iris Ohyama Pet Accessories Range  
made in Europe :**





*FOCUS ON THE ONLY ONE MADE IN FRANCE FAN*







*TAKE THE FRENCH AIR*



It is under the WOOZOO BY OHYAMA brand that IRIS launches its first PCF HE18 fan "Made in LIEUSAIN", in Seine-et-Marne in its 65,000m2 factory.

The new production line in place is already working on the production of the one and only "Made in France" fan to meet the demands of major players in small household appliances for next season.





The PCF HE18 fan is a brand's bestseller in Japan, awarded in 2020 by the "International Design Awards" known for celebrating and promoting design visionaries and discovering emerging talents in the fields of architecture, interior , products, graphics and fashion. It is therefore this best-selling product with a Japanese design, compact and refined, which was chosen by the IRIS Ohyama group to be manufactured on French territory.



## **Already sold 15 million copies worldwide!**

The PCF HE18 fan has been designed using technology to concentrate the airflow for faster cooling. The combination of the design of the blades with the circular shape of the device and the spiral shape of the grille generates a concentrated air flow that differentiates our product from conventional fans on the market. Qualitative, silent and powerful, for day and night use, it quickly and evenly refreshes the air in a room up to 23m<sup>2</sup>. Thanks to its patented 3D propellers and its 360° rotation, the PCF HE 18 diffuses a jet of air in the shape of a spiral favoring a better distribution of fresh air in the room.





**VISIT US**

		65 000 m <sup>2</sup>			27 000 m <sup>2</sup>
---	---	-----------------------	---	---	-----------------------

*COME VISITE OUR NETHERLAND & FRANCE FACTORIES*



## **PRESS CONTACT :**

Donia FERRER

*Marketing & communication Manager*

[d.ferrer@iriseurope.fr](mailto:d.ferrer@iriseurope.fr)

+33 7 85 80 23 78

