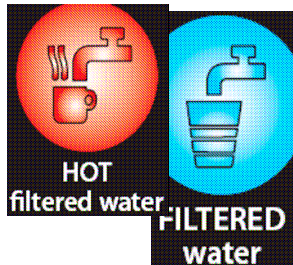


## To keep the key success points



- Direct service in the mug
- Instant hot water in 3 seconds
- QUICK Water filtration System
- 2 Temperatures setting
- Energy saving

N°1 : A better understanding product on the shelves  
with a **more intuitive** product



A prominent tap which clearly stands out the water dispenser dimension.

**Tefal**

N°2 : a **Stainless Steel Finishing** which is really important for appliances which stay on the counter



**Stainless steel kettle represent today  
55% of European sales in value  
39% in volume**

(Source GFK 13 countries jan-dec 07)

N° 3 : **Adjustable tap** to be adapted to each mug



**Tap up**



**Tap Down**



**No SPLASHES**

**Tefal**

N°4 A **drip tray** for a cleaner place



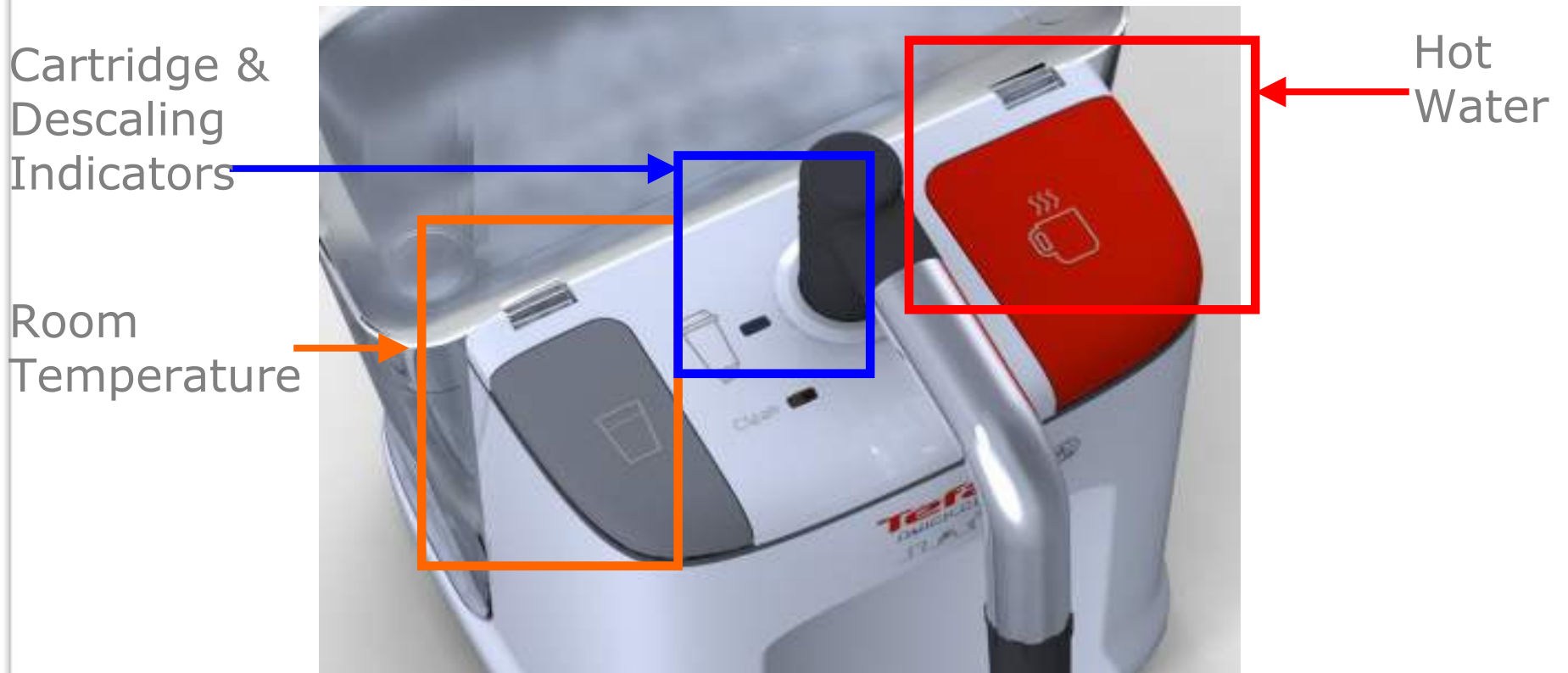
Removable Drip Tray



**Can go to the Dishwasher**



N° 5 : A better emphasis of each function with **3 Distinct zones**



N° 6: An **easier maintenance** with a **dedicated LED** for each indicator

○ A Warning **Orange** indicator blinks each **500 cycles** to indicate to the consumer that he must start the descaling cycle.



**Better maintenance**



**Longer life expectancy**

N° 7: A **better interface** with the user with a dedicated **Blue LED** to change cartridge

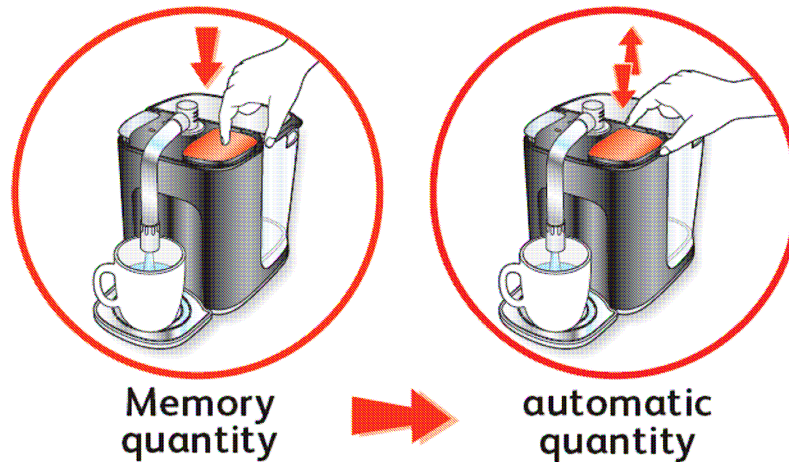
○ A Fixed **Blue** indicator to know when to change cartridge based on consumption .

It is a recommendation,  
it is not mandatory



## N°8: FLOW STOP FUNCTION WITH **EASY** **CUSTOMISATION**

- Automatic delivery of 200ml
- Easy way to modify the capacity  
(program like Essenza Nespresso )



N° 9 A Tank with a **larger capacity :1.7L**

○ Removable



**1.7L**

○ Easy to carry with a comfortable and **movable** handle.

N° 10 : A more ergonomic lid

Hinged Lid



Posable LID



**VS**

**Tefal**

## Tefal Quick Cup BR306

- Hot water in 3 seconds
- Energy Saving up to 65%
- Instant filtered water
- Black plastic finish
- Adjustable tap
- Anti splash spout
- Removable drip tray
- Change cartridge indicator
- Descaling indicator
- Hot water and Room temperature buttons
- Removable water tank 1.7L
- Anti-dust lid





## Tefal Quick Cup BR308

- Hot water in 3 seconds
- Energy Saving up to 65%
- Instant filtered water
- Black and Stainless Steel finish
- Adjustable tap
- Anti splash spout
- Removable drip tray
- Change cartridge indicator
- Descaling indicator
- Hot water and Room temperature buttons
- Removable water tank 1.7L
- Anti-dust lid

