



**aarke**  
It's an upgrade

# Current Portfolio



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## CARBONATOR 3

### Colours

Available in a range of classic finishes to elevate any countertop.



Black Chrome



White



Gold



Steel



Matte Black



Copper



Sand

SRP 210 EUR across the whole range

C3 Edition  
Eggwhite



Launch date: Sept 2023



C3 Edition  
Ultimate Grey



Launch date: Sept 2023





# Introducing Carbonator Pro.



- **Refined User Experience**

One-handed operation, a self-lock function and push down bottle attachment – leaving you with perfect results every time.

- **Dishwasher safe glass bottle**

Glass bottle with a metal cap that easily can be washed in the dishwasher.

- **Highest quality in materials and engineering standards**

A robust machine with stainless-steel enclosure, minimizing the use of plastics and ensuring long life time. Inside the machine, dampers and gas springs generate smooth machine movements, creating a pleasant, seamless experience.

- **Aesthetic design in two timeless colours**

Steel and Matte black

SRPs

Carbonator PRO 300 EUR

Glass Bottle polished steel 24 EUR

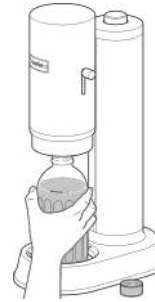


## Carbonator Pro

### How it works



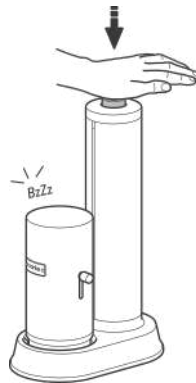
1.  
Fill the bottle up to the filling line.



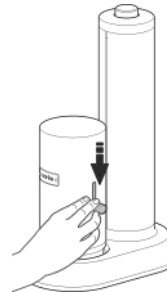
2.  
Place bottle on drip tray.



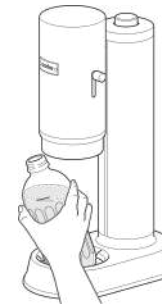
3.  
Push down cover until it clicks.



4.  
Carbonate the water by pressing the Carbonator button until you hear a buzzing sound.



5.  
Push lever to release.



6.  
Enjoy your sparkling water!





Carbonator Pro

## Steel and glass in perfect harmony.

The Carbonator Pro in stainless steel has a bold and industrial design. It features our one-handed Push-To-Lock™ operation, and a sleek glass bottle that will upgrade any dinner table.

- Stainless steel
- Dishwasher safe glass bottle
- Standard CO2 cylinder
- Cordless: No electricity



# Aarke Purifier



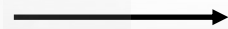
Ergonomic handle in ocean bound plastic



7 cups



Metal bumper



# Purifier L

## Market opportunity

- Large category where we can reinforce position
- Strengthen repeat business

## Product concept & USPs

### NEW

- Larger size (7cups) for more frequent users, family and friends
- Refrigerator friendly, smaller height to purifier original
- Ergonomic handle in ocean bound plastic
- Metal bumper
- A water filter pitcher in glass and stainless steel
- Refillable ReFilter System™ in stainless steel
- No plastic cartridges, no plastic carafe
- 100% dishwasher safe
- A collaboration with BWT, one of the world's leading water technology companies

**RRP** 150 EUR

**Launch:** Q4 2023 (Nov/Dec)





# Filter Granules

## Pure

Pure Filter Refill reduces unwanted substances transforming your tap water into a pure taste experience.



- Taste-disturbing substances (e.g. chlorine)
- Heavy metals (e.g. lead, copper)
- Limescale

## Enriched

Enriched Filter Refill – the perfect health companion.  
Reduces unwanted substances, adds magnesium and converts tap water into alkaline water. Magnesium is also a great flavour-carrier which makes the filtered water perfect for carbonation, as well as for coffee and tea.



- + Increased pH-Value
- + Mineral magnesium
- Taste-disturbing substances (e.g. chlorine)
- Heavy metals (e.g. lead, copper)

# Key Selling Points

## **Center piece on the dinner table**

We have designed a unique and elegant filter pitcher that you proudly can place on your dinner table.

## **High quality materials that last for decades**

Our Purifier is mainly made from high quality glass and stainless steel, making it not only elegant and sophisticated, but also more durable and planet friendly.

## **Durable refill cartridge, quest towards eliminating plastic**

Say goodbye to single-use plastic cartridges. We've developed a refillable steel cartridge that you can use over and over again together with our filter granules.

## **Hygienic and easy to clean**

We want our filter pitcher to be used every day. So, we made it easy to disassemble – and all parts can be cleaned in the dishwasher.

SRPs

Water Purifier 125 EUR

Aarke Filter Refill 3-Pack Pure – 20 EUR

Aarke Filter Refill 3-Pack Enriched – 30 EUR



# Aarke Purifier





# PET Bottles

Our iconic Aarke bottle is now sleeker than ever with an all new refined shape.



1L PET bottle

SRP 19 EUR

450ml PET bottle

SRP 14 EUR



2-pack PET Bottles Stainless steel



Front view  
2x PET Water Bottle Front view  
2x Small PET Water Bottle

SRP 30 EUR



Backside view  
2x PET Water Bottle Front view  
2x Small PET Water Bottle

SRP 20 EUR



# FLAVOUR DROPS

Bring some flavour to your healthy lifestyle. Our Flavour Drops let you enjoy fresh flavours without sugar or artificial sweeteners. Elevating the everyday with the perfect dash of flavor.

- Natural flavours & - Vegan ingredients
- Sugar-free and without artificial sweeteners
- Zero calories
- Great taste of berries and fruits
- Makes 40 liters of flavored water
- More convenient than carrying store-bought flavored water home
- A sustainable extension to the carbonator
- Recyclable glass bottle

## How to use:

Add five drops of our Flavor Drops to a glass (2 dl) of sparkling water to add a hint of flavor.

SRP 13 EUR



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## Aarke Accessories - Glassware





# Nesting Glasses

## Key Selling Points

- Crystal glass  
Our glasses are made of high-quality crystal glass, with the side walls as thin as 1 mm.
- Dishwasher safe  
The glasses are designed to be used every day. Naturally, they are 100% dishwasher safe.
- For nesting – not stacking  
The playful design allows the glasses to be nested rather than stacked, to minimize storage space.
- Four shapes – one size  
The glasses have different diameters and heights while sharing the same 29 cl volume.
- SRP 45 EUR



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# Nesting Carafe

## Key Selling Points

- Made of high-quality crystal glass, as thin as 1,5 mm
- Dishwasher safe
- The top matches the silhouette of the Nesting Glasses
- The neck acts as a natural grip
- Perfect for carbonated water and Aarke Drink Mixers

# Mixing Spoon

## Key Selling Points

- Polished stainless steel
- Slightly cupped end to give it spoon-like qualities
- Great for everyday use
- Perfect for making cocktails and mocktails

- SRP 50 EUR



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Launching Aarke Kettle



# Product Launch

Stainless Steel - launch date September 6<sup>th</sup> 2023

Matte Black - launch date Q4 2023



# Re-inventing the kettle.

Electric kettles are the most widely used and yet the least developed category of household appliances. It is most often made of plastic, kept hidden in a cupboard, and will seldom have a place on the dining table.

So, we decided to do something about it and set out to create the world's most beautiful and functional kettle. And here it is.

The Aarke Kettle – entirely crafted in stainless steel, is a unique combination of elegance and functionality, of design and

engineering. Featuring a seamless stainless steel body with an elegant rounded bottom and a double-wall construction to keep the noise down as well as keeping the water warm for longer. And by the way, a one-button temperature setting control. Just some of many features in which we re-invented the kettle with our Kettle.

Appliances have no place on the dining table. The Aarke Kettle is different.



## Aarke Kettle - What it's all about

Aarke Kettle – an electric kettle in stainless steel with a seamless design. Engineered to heat water in an effortless, sustainable way – every time, every day. Made of durable stainless steel that minimizes the use of plastic. The seamless, elegant design with a perfect round base will look just as good on your kitchen counter as dining table.

The Kettle holds 1.2 litres.

### Key Selling Points

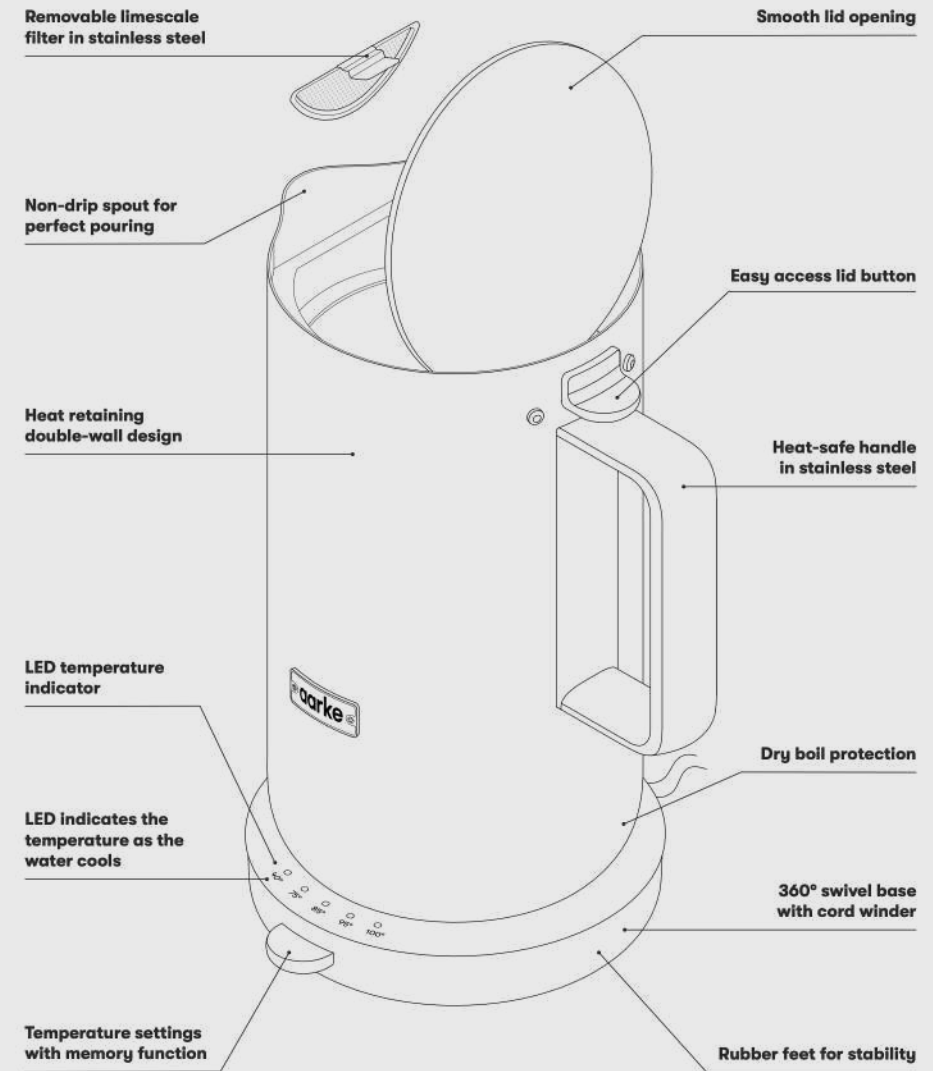
- Crafted in stainless steel
- Multiple temperature settings (40°C-100°C / 104°F-212°F)
- Quiet boiling
- Heat-retaining double wall construction
- Perfect pour with non drip spout
- Easy to clean with a wide opening and seamless stainless steel surfaces
- Smooth rounded bottom shape
- Removable lime scale filter in 100% stainless steel
- Smooth lid opening
- Dry boil protection
- 360° swivel base with cord winder
- Rubber feet for stability

### Dimensions

Width: 190 mm  
Height: 270 mm  
Depth: 140 mm

### Recommended retail price

RRP £200  
RRP €250  
RRP \$250





## Aarke Kettle - How it works

1. Press the power base button to activate it. The default temperature setting is 100°C / 212°F, as indicated by the light.
2. Press the button repeatedly to toggle through the temperature settings and stop when the light is at the desired option.
3. After 2,5 seconds the kettle will start heating the water, this is indicated by the temperature setting light starting to pulsate.
4. As the water heats up, light at set temperature will pulsate until chosen temperature is reached. The heating process can be stopped at any time by pressing the power base button.
5. When water reaches the desired temperature setting, the light will stop pulsating and the unit will make a beeping noise.

### OTHER USER FUNCTIONS:

#### *Cool-down temp indicator*

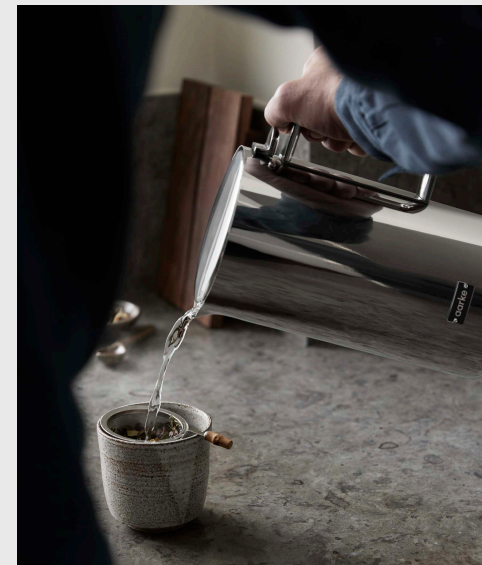
The lights on the base will display the temperature as the water cools and the kettle is placed on the base.

#### *Memory temp*

The kettle will remember your latest temperature setting. If you remove it from the base, it will still remember your latest setting. If you unplug the kettle, the memory temp will reset to 100°C / 212°F.

#### *Sound notification disabling/enabling*

Beeping sound can be disabled or enabled by holding the button down for 8 seconds.





Launch concept

# Aarke Kettle. Warm water has never been hotter.

The concept is guiding the content and communication we create for Aarke Kettle, both visually and in copy tonality.



You probably know us for Aarke Carbonator, our iconic sparkling water maker launched 2013 that took the world by storm and can be found on countertops all over the world.

Now, with the introduction of the Aarke Kettle, we're expanding from cold water to hot. Still keeping true to our uncompromising design approach of creating durable and iconic products in high-quality material such as stainless steel. Products that elevate the everyday experience of water and withstand the test of time, both in terms of quality and design.

Warm water has never been hotter.



## Campaign - Product photos

Product- and detail images of Kettle in a light grey setting or with transparent background.

WIP



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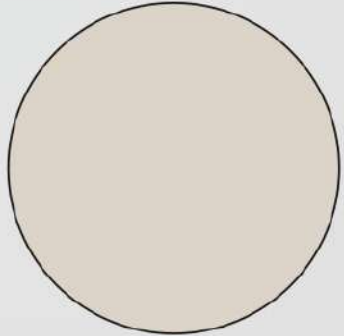


# Materials + Colour Specs



## Ash Wood

Solid or Veneer  
Matte 'untreated' finish



## Aarke Sand

Pantone: 7534U/7534C  
CMYK: 16, 15, 22, 1  
RGB: 220, 212, 200  
#dcd4c8



## Marble Stone

Carrara marble



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A black and white photograph of a hand holding a glass of water with ice cubes. The hand is positioned in the lower left, and the glass is in the center. The background is dark and out of focus.

# Thank you

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