

## PRESS RELEASE

Stadler Form Aktiengesellschaft

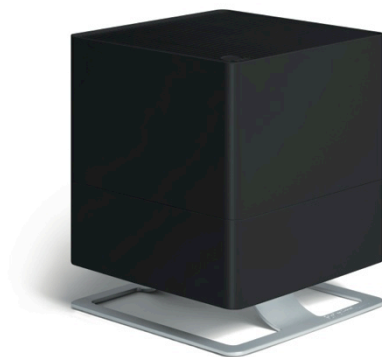
### Oskar – the Economist!

**Stadler Form is launching a new humidifier – cult status is guaranteed!**

*Zug Switzerland, September 2016*, Oskar is a new humidifier created jointly by Stadler Form and designer Matti Walker, and there is little doubt that it will soon reach cult status, just like older brother Fred! A compact, stylish cube, available in plain white, elegant black or trendy seasonal colors, Oskar complements any room. Oskar is also economical, using only 6 to 18 watt to humidify rooms of up to 50 m<sup>2</sup> in size. Plus, an automatic shut-off prevents unnecessary power consumption when the water tank is empty. Now that's hard to beat! Oskar also features an integrated hygostat to achieve maximum energy efficiency and guarantee a healthful, relaxing sleep, even when the heat is turned on. In bedrooms, Oskar works virtually unnoticed, because the control LEDs can be muted with the night dimmer and the fragrance dispenser ensures optimal well-being.

Stadler Form markets its products around the globe via selected department stores and specialist retailer: recommended retail price for Oskar € 159.- / USD 169.- / CHF 179.- | [www.stadlerform.com](http://www.stadlerform.com)

(184 words; 1'156 characters)



#### Technical Data

- Rated power: 6 – 18 Watt
- Humidification output: max. 370 g/h
- Room size: up to 50 m<sup>2</sup> / 125 m<sup>3</sup>
- Dimensions: 246 x 290 x 246 mm
- Water tank: 3.5 L
- Weight: 3.1 kg
- Ecological filter-material made from plant- and textile-fibre
- Integrated hygostat for controlling the desired humidity level
- With fragrance dispenser
- Night mode with dimmable LEDs
- Window for visual check of water level
- Filter change reminder
- 2 output levels

## ABOUT STADLER FORM AKTIENGESELLSCHAFT

Stadler Form Aktiengesellschaft was founded in Zug in September 1998. The company specializes in the development, manufacture and sale of household appliances with a focus on improving indoor air quality (air purifiers, humidifiers, fans, heaters, dehumidifiers, aroma diffusers). The product development emphasis is on timeless design in combination with high-end technology. The initiator and founder of the company is Martin Stadler, who attracted a lot of attention and achieved great success in 1998 with the first product, "FRED the humidifier". Stadler Form designs and develops the appliances in Switzerland in collaboration with Swiss Designers, such as Mathias Walker (Matti), Carlo Borer, Kurt Zimmerli, Fabian Zimmerli and Bernhard I Burkard. Stadler Form products have already been internationally recognized with several design awards. The company exports its products to more than 48 countries around the world and has become a leading supplier in the field of air treatment.

## PRODUCTS TO DATE

FRED	The air humidifier	1999
MAX	The fan heater	2000
HUGO	The water bubbling system	2002
LISA	The filter pitcher	2003
KURT	The kettle	2004
OTTO	The wooden fan	2005
GINA	The espresso maker	2005
CHARLY	The metal fan	2006
	Table and free-standing version	2007
SEPP	The fondue set	2007
ELSA	The raclette grill	2007
HENRY	The air purifier	2007
LILLY	The fan	2008
MONA	The fondue chinoise	2008
	The table grill	2008
Q	The fan	2009
OSKAR	The air humidifier	2009
VIKTOR	The air purifier	2009
ANTON	The air humidifier	2010
ANNA & ANNA little	The fan heater	2011
JASMINE	The aroma diffuser	2011
OSKAR big	The air humidifier	2012
ALBERT & ALBERT little	The dehumidifier	2012
SELINA	The hygrometer lady	2013
ROBERT	The air washer	2013
CHARLY NEW	The metal fan	2014
LEA	The aroma diffuser	2014
PAUL	The fan heater	2015
MIA	The aroma diffuser	2016
JULIA	The aroma diffuser	2016
EVA	The air humidifier	2016

## AWARDS

1999	"Complimenti" Ornaris Bern	FRED the humidifier
1999	"Prix des Découvertes" Maison et Objets Paris	FRED the humidifier
2002	"Accent on Design Award" International Gift Show New York	MAX the heater
2004	"Complimenti" Ornaris Zürich	LISA the filter pitcher
2008	Best in Category Housewares Design Awards Chicago Other Finalists	MAX the heater FRED the humidifier and HENRY the purifier
2011	ECARF-Qualitätssiegel, Europäischen Stiftung für Allergieforschung	VIKTOR the purifier
2012	Best of Best Gold Medal and Best in Category, Housewares Design Awards Chicago	ANNA the heater
2012	observeur du design APCI, Paris	JASMINE aroma diffuser
2013	Best of Best Bronze Medal and Best in Category Housewares Design Awards Chicago	JASMINE aroma diffuser
2013	red dot design award	ALBERT the humidifier OSKAR big the humidifier ANNA the heater
2014	iF product design award	ROBERT the air washer
2014	red dot design award	ROBERT the air washer
2014	good design award	OSKAR big the humidifier JASMINE aroma diffuser
2015	german design award	OSKAR the humidifier
2016	german design award	ROBERT the air washer
2016	iF product design award	CHARLY the fan
2017	german design award nominee	ANTON the humidifier PAUL the fan heater

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