

Stadler Form Aktiengesellschaft

### **Paul – the world's first fan heater with Adaptive Heat™ technology!**

**Stadler Form is introducing a world première as part of IFA 2015 – international patent application pending**

*Zug Switzerland, August 2016, Paul, the fan heater, is equipped with Adaptive Heat™ technology for which there is an international patent pending. He is a high performance heater, yet sensitive like no other! He maintains the desired degree of heat in auto mode thanks to automatic adjustment of the heat output – no irritating on and off as the temperature is maintained gently and quietly (in a similar way to air conditioning in a car). Paul is also useful on hot summer days: thanks to his interior design, he has a powerful presence as a fan when heating mode is switched off – swing function included. Operation is extremely easy and precise: The strength of the heat output can be set very finely (8 levels) by means of a touch panel or remote control.*

Stadler Form's products are characterised by an exceptional design coupled with premium quality and innovative technology. More than fifteen national and international awards attest to this.

Paul, the fan heater, is available around the globe via selected department stores and specialist retailers at a recommended retail price of CHF 329 / € 299 / USD 329  
[www.stadlerform.com/#storefinder](http://www.stadlerform.com/#storefinder)

(215 words; 1'322 characters)



#### **Technical data**

- Power consumption: 800 – 2'000 W
- Room size: up to 30 m<sup>2</sup> / 75 m<sup>3</sup>
- Dimensions: 177 x 536 x 189 mm (LxHxD)
- Weight: 5.0 kg
- IP21 classified (suitable for bathroom)
- Adaptive Heat™ technology (int. patent pending), adjustable heat output, swing mode, auto mode, cooling mode, touch panel, remote control, washable air filter, extremely quiet operation

## 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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