

Ukrainian Small Domestic Appliance Brand AENO Makes Waves at Konyhakiállítás 2023 in Budapest



Budapest, Hungary Mar 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - [AENO](https://www.aeno.com), a Ukrainian small domestic appliance brand, showcased its latest range of products at the KONYHAKIÁLLÍTÁS 2023 held at the LASZLO PAPP ARENA in Budapest from March 3-5, 2023. The event, which drew visitors from all over Hungary, proved to be an excellent platform for AENO to showcase its products to end-users, retailers, and B2B partners.

Visitors to the AENO booth learned about the brand's smart kitchen appliances, which are designed to make cooking more enjoyable. The brand showcased a variety of its portfolio products, including blenders & soup makers, kettles, electric grills, ovens and vacuum sealers. Furthermore, the brand displayed a variety of products that could be used both inside and outside of the kitchen, such as heaters, robot vacuum cleaners, steam mops, and others.

Throughout the event, AENO organized continuous tastings of soups and smoothies and treated visitors to coffee, ensuring they were fully immersed in the brand's products and their functionalities. The booth was manned by knowledgeable AENO representatives who were available to answer visitors' questions.

Furthermore, visitors to the exhibition could make purchases at the AENO booth. The sales performance of the brand was impressive, with some product categories selling out on the first day. AENO, on the other hand, was able to provide coupons to interested customers, offering discounts on

these products at their contracted partners.

The success of AENO at the event did not go unnoticed, as several potential partners expressed interest in the brand's products. Over the three days, the exhibition drew 20,000 to 25,000 visitors, allowing AENO to engage with a diverse audience.

«AENO's participation in KONYHAKILLTS 2023 was a resounding success, with the brand showcasing its products to a diverse audience, generating significant interest, and securing several potential partnerships. The brand's success at the exhibition demonstrates the growing popularity of smart home appliances, and AENO is thrilled to be at the forefront of this exciting trend,» said Mark Szabo, Product line sales manager AENO in Hungary.

Leading retail chains, including EURONICS and Media Markt, as well as B2B partners such as interior design firms, engineering firms, and software 3D design firms, among others, attended the event. «AENO is pleased to announce that they have been invited to EURONICS headquarters to discuss the specifics of their offline presence in their stores. The brand sees this as an excellent opportunity to broaden its reach and provide customers with even greater access to its high-quality products,» says Zoltan Czako, Sales Team Lead AENO in Hungary, «With our ongoing commitment to excellence, AENO is poised to become a leading brand in Hungary's home appliance industry».

About AENO:

AENO is dedicated to revolutionising the home appliance industry by developing high-quality, environmentally friendly, and technologically advanced products. The ultimate goal of the brand is to make smart technologies more accessible, taking on an everyday routine and lessening the burden of housework. That enables a more fulfilling life, freeing time for family and friends, self-development, and creativity.

A strong commitment to sustainability is at the heart of the brand's ethos. The brand's contribution to the preservation of the planet for future generations can be seen in 100% eco-friendly packaging, energy-efficient products, and reducing the use of paper.

Customer service is also regarded as a valuable business asset. The brand's unwavering commitment to providing excellent customer service is evident in all aspects of operations.

AENO is determined to establish itself as one of Europe's premier home appliance brands as it expands. To achieve this goal, AENO will continue to be committed to sustainability and customer service. These values are critical in differentiating AENO from its competitors and are likely to play a significant role in the company's long-term success.

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