

PRESS RELEASE

KIRA B 50 wins iF Design Award

Kärcher is a winner of the renowned iF Design Award 2024

Winnenden, March 2024 – Modern technology combined with a timeless design: The autonomous KIRA B 50 scrubber dryer from Kärcher impressed the international expert jury of the iF Design Award. The cleaning robot was recognised for its product design in the Industry category.

Press Contact
Julie Gorjup
Pressreferentin
Alfred Kärcher SE & Co. KG
Alfred-Kärcher-Str. 28-40
71364 Winnenden Germany

+49 (7195) 14 - 3923
julie.gorjup@karcher.com

The iF Design Award is one of the biggest and most widely recognised design awards in the world and is considered a reliable seal of excellent design. The jury members selected this year's prize winners from almost 11,000 entries from 72 countries. Each product is subject to a strict two-stage selection process. The Kärcher scrubber dryer was praised for a particularly innovative design as well as well-thought-out functionality.

"The KIRA B 50 is a superb team performance, of which we can all be proud", says Denis Dammköehler, Director of Design Professional Products. "Fully autonomous cleaning is the technology of the future especially in the Professional area on larger areas. With the KIRA B 50 we have combined Kärcher cleaning know-how with the latest technology from robotics in an extremely compact machine that is intuitive to use", adds Denis Dammköehler.

As a fully autonomous scrubber dryer, the KIRA B 50 cleans up to 2,300 square metres per hour without human assistance. The compact design enables applications not only on medium-sized and large areas, but also in confined spaces. Pre-sweeping, scrubbing, drying and edge cleaning are carried out in a single step and with consistent quality so that manual reworking for the cleaners is reduced to a minimum.

Thanks to a unique and intuitive operating concept on a large touch display, the cleaning machine can also be set up without specialist knowledge. The water volume, detergent dosing unit and cleaning speed can be preset. The docking

KÄRCHER

PRESS RELEASE

station enables the KIRA B 50 to be charged independently and automatically make itself ready for use.

With the aid of its high-tech sensors, the reliable navigation, as well as the obstacle avoidance, the KIRA B 50 is safety-certified and suitable for use in high-traffic areas.

About the iF Design Award

The iF Design Award is one of the most important design competitions in the world. It has been organised from Germany since 1954 and has established itself as a symbol of excellent design on the international stage. Independent design experts from all over the world gather annually to select award-winning designs.



Winner of the iF Design Award 2024: the autonomous KIRA B 50 scrubber dryer.

PRESS RELEASE



Pictures and clear instructions on the large touch display enable simple operation.



Transport industry, retail sector, health sector or public buildings: The KIRA B 50 scrubber dryer is suitable for applications on medium-sized and large areas as well as in tight spaces.

KÄRCHER