

Announcement

BLAUPUNKT Europe to show at IFA, Berlin September 2nd-6th

Leudelange, Luxembourg (August 3rd, 2022)

BLAUPUNKT Eastern and Western Europe Partners to welcome their trade partners and display an extensive range of audio products, wearables, gaming accessories, power tools, home appliances and much more in hall 22 at booth #102.

BLAUPUNKT was one of the first exhibitors at IFA back in 1924. This year BLAUPUNKT plans to return to Berlin, the city where the brand was founded nearly 100 years ago, to open its business center and exhibit at the first major in-person consumer home electronics exhibition in Europe since 2019.

The BLAUPUNKT Brand Partners representing the brand in Eastern and Western Europe will showcase their portfolios to interested B2B partners.

Trade visitors can explore the latest BLAUPUNKT line-up of wearables, gaming accessories, audio, and personal audio products for Western Europe.

For Eastern Europe, B2B visitors can explore an extended portfolio of products. In addition to the extensive portfolio of audio products ranging from home audio to portable audio and even power Audio visitors can also expect to be wowed by the newly developed range of home appliances and E-Mobility products. As a highlight, the competence center for Eastern Europe will present for the first time a wide range of affordable BLAUPUNKT power tools for the home and garden.

The BLAUPUNKT booth at IFA will focus on B2B visitors this year. But, as always, all IFA visitors are invited to discover the newest developments of the BLAUPUNKT brand. Management and representatives from BLAUPUNKT headquarters will also be on-site prepared to discuss ideas on how the BLAUPUNKT brand can be developed in new regions or categories with potential partners who match the brand's identity and ideals.

About Blaupunkt

For almost a century, Blaupunkt and its blue dot symbol have been synonymous with German technology, innovation, and quality. Backed by decades of passion and expansion for consumer electronics, car multimedia, and related consumer lifestyle products, Blaupunkt is trusted for their comprehensive, global brand community program. With more than 40 partners around the world distributing Blaupunkt products, Blaupunkt is committed to serving as a valued partner to its proprietors. For more information, visit blaupunkt.com



GIP Development SARL
Registered office: Leudelange,
Luxembourg
R.C.S. Luxembourg: B255677

Management:
Andrzej Cebrat

Bank: BGL BNP PARIBAS
LU58 0030 2046 6226 0000
SWIFT/BIC: BGLLLULL

VAT.-ID: LU33259704



Global Intellectual Property
Development
GIP Development SARL
2-4, rue du Chateau d'Eau
L-3364 Leudelange
Luxembourg
T: +352 27 76 83 40
F: +352 27 76 83 49

www.gip-development.lu

3 August 2022

Press contact:
Norman Pralow
Official Brand and Marketing Consultant
Order of GIP Development SARL
norman.pralow@Blaupunkt.com
+49 (0) 176 6190 5452

Company contact:
Frank Goergen
GIP Development SARL
2-4, rue du Chateau d'Eau
L-3364 Leudelange – Luxembourg
frank.goergen@Blaupunkt.com



GIP Development SARL
Registered office: Leudelange,
Luxembourg
R.C.S. Luxembourg: B255677

Management:
Andrzej Cebrat

Bank: BGL BNP PARIBAS
LU58 0030 2046 6226 0000
SWIFT/BIC: BGLLLULL

VAT.-ID: LU33259704