

established.inc incorporated

**Contact Information:**

Norman Pralow

Norman@established.inc

**FOR IMMEDIATE RELEASE**

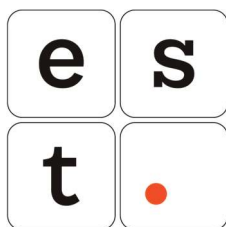
**Schneider Expands Presence in Switzerland with Ohmex Partnership**

PARIS, April 8<sup>th</sup>, 2025 – Schneider, a heritage brand owned by established.inc, is set to strengthen its footprint in Switzerland through a new licensing agreement with Ohmex Switzerland. This partnership grants Ohmex Switzerland the rights to manufacture and distribute Schneider-branded small household appliances and microwaves, expanding the brand's presence in the Swiss market. After three years of negotiations, this collaboration will introduce high-quality, innovative products designed to meet Swiss consumers' evolving needs.

The partnership will kick off with the presentation of six new Schneider products at the Zurich Home Fair in late April, alongside Schneider's advanced smart cooking robots, which are already available. These multifunctional kitchen appliances feature Wi-Fi connectivity, guided cooking with step-by-step recipes, a built-in scale, and a wide range of automated cooking functions—from kneading and steaming to sautéing and emulsifying. The full product lineup will expand this summer, offering Swiss retailers and online platforms a diverse selection of cutting-edge appliances.

"Ohmex has become one of Switzerland's leading small appliance brands in less than 10 years. Our success is driven by our responsiveness and commitment to listening to our customers," said Pascal Fougeray, CEO at Ohmex Switzerland.

"Schneider will complement our range with connected products or, at a minimum, products featuring touchscreens—further enhancing our innovative offering."



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TALISMAN BRANDS (Luxembourg) S.A.R.L.

R.C.S. Luxembourg: B277838

6B, Route de Trèves.

L-2633 Senningerberg,  
Luxembourg

VAT ID: LU 35046168

IBAN: LU58 7780 0000 1093 9014

SWIFT: BOFALULL

Management:

Michael Purcell

Frank Goergen

Claire Villeneuve

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With a strong presence across both retail and online channels, this partnership marks a significant step in Schneider's European expansion, reinforcing its commitment to smart, stylish, and user-friendly home appliances. Stay tuned for more updates as we approach launch!

#### **About Schneider**

Founded in 1934, Schneider is a French brand offering inspired and inspiring collections of home appliances, televisions, audio products, computers and power tools. Its ambition: to elevate everyday life by providing elegantly designed devices that incorporate cutting-edge technology and are built for intuitive, eco-friendly use.

<https://www.schneiderconsumer.com>

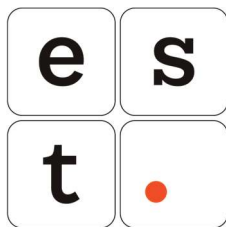
#### **About Ohmex Switzerland**

Founded in 2015, Ohmex Switzerland is a Swiss company (with the brand itself established in 2002). We are a leading name in small home appliances in Switzerland. In addition to our own brand, we distribute several well-known names in the Swiss market, including Ariete, SteamOne, and Bialetti.

In 2024, we began developing a new Ohmex product range for France, in collaboration with a major French partner.

#### **About established.inc**

established.inc is a premier brand licensing company, connecting heritage brands with leading manufacturers and retailers worldwide. Our portfolio includes 12 globally recognized brands, such as RCA, Blaupunkt, Thomson, Nordmende, Schneider, and more, spanning consumer electronics, home appliances, smart homes, e-mobility, and green energy.



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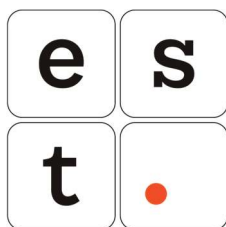
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Ranked #37 among global licensors and #1 in the pure electronics and appliances industry, our 100+ licensees generate over \$1 billion in annual retail turnover. With a strong presence across the USA, Europe, the Middle East, and Asia, our licensing model drives business growth, product innovation, and retail success.

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