PRESS RELEASE

Tips, smart device control and practical functions on a common platform

Kärcher Home & Garden app – the smart cleaning expert

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Winnenden, January 2025 – Whether dirt should be removed from the bike, the patio cleaned or the bathroom and floors cleaned – the new Kärcher Home & Garden app provides support in numerous cleaning tasks in the indoor and outside area. It impresses with a significantly extended range of functions compared to the predecessor version – from device control through to the shopping function. The app becomes a versatile information and service platform for cleaning solutions and Kärcher products – not only for existing users, but also for prospective buyers. With the new features, the app, as an "expert in miniature format" brings all key information on cleaning directly to the smartphone.

Smart control and enhanced device management

For owners of smart Kärcher devices, such as the pressure washers in the Smart Control range or the FC 8 Smart Signature Line floor cleaner, the app includes different functions for the configuration and control. For instance, the water pressure of the pressure washer recommended for special cleaning tasks can be easily transferred from the smartphone to the device. With the FC 8 floor cleaner, the water volume and roller speed can be individually adapted via the app and floor profiles can be created for different living areas. This enables users to deliver customer-fit and efficient cleaning. It also shows statistics on the cleaning processes, in particular the time and water savings compared to conventional methods. In addition to the smart functions, the app provides step-by-step support for the initial startup of new devices.

Practical tips in the new "Discover" area

The "Discover" area contains instructions for almost every cleaning problem and many tips grouped by topic on how Kärcher devices can be used effectively and comfortably. In addition, expertise beyond the application of individual products is also shared with seasonal information and care tips. The app also grants

access to many other service offers, such as a comprehensive FAQ for pressure washers as well as options for making direct contact.

Warranty extension and exclusive offers

The option to register all Kärcher devices directly in the app is simple and convenient. In addition to an automatic extension of the warranty period on selected devices, the registration offers several other advantages such as personalised application tips and suggestions for suitable accessories in order to make using the products simpler and more intuitive. The integrated online shop allows the direct purchase of accessory parts via the app, gives suitable product recommendations and also provides exclusive offers and campaigns.

The notification function is also useful and reminds users of important maintenance tasks in good time – for example, the filter change for the water filter jug or the frost-resistant storage of battery-powered devices and pressure washers in winter.

Kärcher turns 90

Kärcher celebrates its 90th anniversary in 2025. Founded in 1935 by Alfred Kärcher as a tinkerer's workshop for heating technology in Stuttgart, the family business developed into a world-renowned brand for cleaning technology. Early on, the products were characterised by technical innovation – a characteristic that continues to shape the company's DNA to this day.

The company entered the cleaning market in 1950 with the first European hot water high-pressure cleaner KW 350. After Alfred Kärcher's death in 1959, his wife Irene took over the management and drove internationalisation forward. In 1974, she strategically focused the company on high-pressure cleaning and established the Kärcher yellow we know today. Under her leadership, Kärcher developed into the world market leader. Another milestone followed in 1984: the HD 555, the world's first portable high-pressure cleaner for private households.

In addition to innovation and a broad portfolio with over 3,000 cleaning and care products, sustainability plays a central role. Kärcher is committed to reducing emissions, conserving resources, avoiding waste and recycling management with numerous measures and has received several awards for this.

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The Kärcher Home & Garden app is a versatile information and service platform for cleaning solutions and corresponding products.