

aarke [a:rke] [Southern Sami]
1. everyday

aarke



We make countertop couture.

AARKE means “everyday” in Southern Sami language, a language spoken by only 500 people in the north of Sweden. The company was founded by two industrial designers, Jonas Groth and Carl Ljungh, with the goal of designing, producing and selling everyday products, hence the name.

In December 2016, we launched the first product, the Aarke Sparkling water maker. The consumer reaction was exactly what we aimed for: “Finally a good looking soda machine”. It is a big success on the market and we have gained “best in test” reviews and above all, big sales and world wide distribution in just one year. We are now present in many markets, from US to Scandinavia and Western Europe. In many big retailers, we are the only alternative to Sodastream. In 2018 we will enter even more markets. UK, Australia, Japan, Korea, Middle East and South Africa will join in second half of 2018.

The big idea of AARKE, beyond the sparkling water maker, is to redefine the perception of home appliances from plasticky appliances to beautiful and desirable design objects crafted in the finest materials at a reasonable price point.

Luckily, there are really no innovative companies working in the field of home appliances. There are no Apples, there are no Bang and Olufsens, there are no HAYs. Yet this is one of the biggest consumer product areas, a multi- billion USD market. And people care about their kitchen design like never before.

With a world wide distribution built up already and big demand from both end consumers and distributors to continue innovating in this area, we see a bright future where we could broaden the product portfolio to include many types of kitchen and home appliances. We see a whole field of products that are suffering from the same problem as the sparkling water makers and we aim to use the same recipe of how to fix it. We will redesign them from the inside and out, with simplified shapes, simplified function, and premium materials.



■ VISION & BUSINESS IDEA

BUSINESS IDEA To design, develop, manufacturer and sell high quality home appliances to the global market.

VISION To establish Aarke as a well known design brand in the home appliance market. To become “the only true design brand for home appliances”

MISSION To transform the perception of home appliances from plasticky commodities to beautiful and desirable design objects.



■ THE BRAND JOURNEY 2016-2022

Since we are not launching a collection of products from start, the brand will slowly evolve over the coming years.

2016-2017 | Home Carbonation. Refined. *“Finally a beautiful sparkling water maker”*

2017-2018 | Home Carbonation. Refined. *“It’s not just a product, It’s a whole concept around home carbonation”*

2018-2019 | Aarke Water Concept. *“Aarke is a design brand around water and beverage”*

2019-2020 | Countertop couture *“A true design brand for your kitchen countertop”*

2021 and onwards | A design phenomena. *“The only true design brand for home appliances”*

■ Home Carbonation.
Refined.

Aarke Carbonator II



CARBONATOR II - USPs

BEST IN TEST

The machine got 5/5 and “best in test” in the latest big review carried out by the Swedish state owned news agency TT.

STAINLESS STEEL ENCLOSURE

This is the world’s first sparkling water maker designed with a complete stainless steel enclosure. Forget the plasticky soda makers of the past. This machine will look beautiful for years to come on your kitchen counter.

SLIMMEST DESIGN ON THE MARKET

We have designed the Aarke sparkling water maker from the inside and out to become extremely compact. This is one of the secrets behind its good looks. Despite its compact design, the Aarke machine features a unique safety system consisting of 3 independent safety valves.

JUST PUSH THE LEVER

The lever both carbonates the water and automatically releases the pressure in the bottle. Just push the lever and hold it until you hear a buzz, then release it and unscrew the bottle from the machine. It couldn’t be more easy!

COMPATIBLE WITH SODASTREAM & THE OTHERS

There is already an established standard for gas exchange. Sodastream exchanges gas in around 70.000 stores worldwide.

ENGINEERING + DESIGN

The Aarke Sparkling Water Maker has been engineered and designed with passion to the smallest detail to achieve the most compact, aesthetic and premium product on the market. We constantly work with improvements and updates on the inside of the product. In mid 2018 we have changed more or less all parts on the inside of the machine to make it better in every sense.

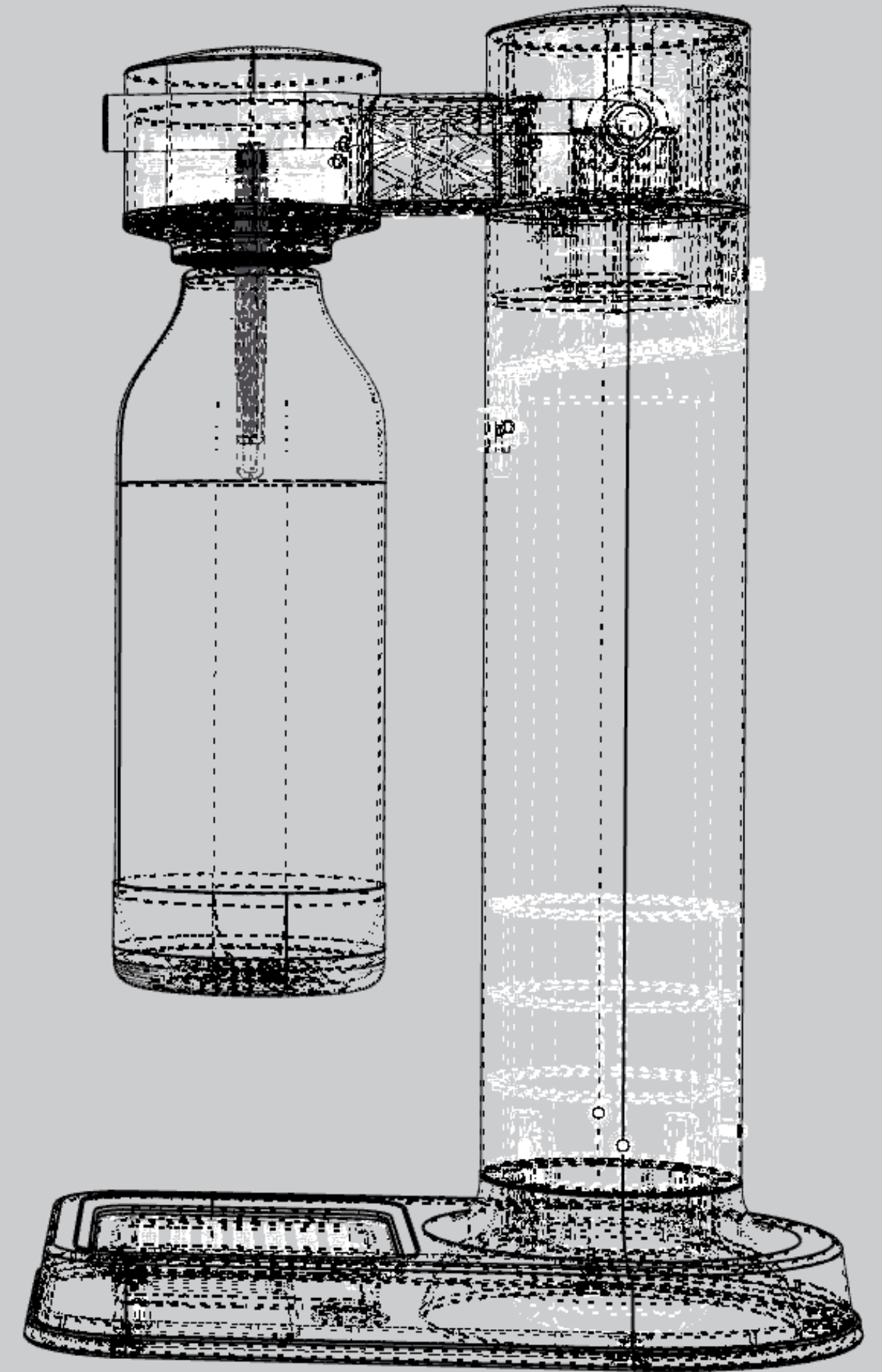
CARBONATOR II

IT IS ALL ABOUT THE INSIDE

From late 2017 to summer 2018 we have fine tuned, tested, listened and reengineered the whole internal mechanism of the Sparkling Water Maker. Actually every little part of the machine have ben updated. But it looks practically the same.

We believe we have created a design classic, so why change the look when the product is already so appreciated.

The new version will be launched in August 2018 under the name, Carbonator II.



CARBONATOR II

CORE RANGE



Aarke PET Bottle
Order Code: 152636
Polished Steele

RRP	AUS	\$19.95
RRP	NZ	\$24.99

Matte Black



Aarke Sparkling Water Maker
Order Code: 155301
Matte Black

RRP	AUS	\$249.95
RRP	NZ	\$279.95

Polished Steel



Aarke Sparkling Water Maker
Order Code: 155298
Polished Steele

RRP	AUS	\$249.95
RRP	NZ	\$279.95

Porcelain White



Aarke Sparkling Water Maker
Order Code: 155302
Porcelain White

RRP	AUS	\$249.95
RRP	NZ	\$279.95

CARBONATOR II

NEW PACKAGING

Although the Carbonator II is more or less identical to the previous version from the look of it, we have taken the opportunity to redesign the packaging solution.

The box comes in color print and have a more robust pulp inner protection.



CARBONATOR II

SPECIAL EDITION

In autumn 2018 we introduce more colors for the Carbonator II. In addition to the Steel and black version there will also be a brass color, copper color and white color.

Available in selected stores only.

Aarke Sparkling Water Maker

Order Code: 155301

Copper

RRP AUS \$279.95

RRP NZ \$299.99

Aarke Sparkling Water Maker

Order Code: 155301

Brass

RRP AUS \$279.95

RRP NZ \$299.99

Copper



Brass



■ ORGANIC TONIC MIXER

In spring 2017 Aarke launches syrups to be used with sparkling water.

The collection of organic tonic mixer syrups is developed in collaboration with the Swedish micro brewery Ekobryggeriet. The syrups can be used to mix with sparkling water and could be enjoyed straight or be used in drinks, such as gin & tonic.

The syrup is 100% organic and contains natural flavors with a nordic twist. The bitterness of the tonic is derived from the quassia tree instead of the more commonly used quinine. The bark of the quassia tree contains quassin, a substance 50 times more bitter than quinine. In fact, it's the bitterest naturally-occurring chemical known to exist.

The collections consist of three different flavors; Bitter, Spruce shoots and Rhubarb.



Aarke Organic Tonic Mix

Order Code: 155315

Rhubarb

RRP AUS \$12.99

RRP NZ \$14.99

Aarke Organic Tonic Mix

Order Code: 155314

Bitter

RRP AUS \$12.99

RRP NZ \$14.99

Aarke Organic Tonic Mix

Order Code: 155316

Spruce Shoots

RRP AUS \$12.99

RRP NZ \$14.99



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