



Terraillon®
LE BIEN-ÊTRE PRÉCISEMENT



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Terraillon®
Connecting you to **great health.**

Terraillon UK Collaborates with Argos on First Ever Digital Campaign

As Terraillon, a leading innovative houseware brand continues to invest in connected wellbeing; the company collaborates with Argos to launch its first ever digital campaign 'Let's get connected with Terraillon. Starting this month in the UK, the campaign promotes healthy living through Terraillon's easy-to-use, innovative and complete range of connected products with an ongoing promotion on Argos' [website](#). The campaign runs across both Terraillon's and Argos' digital and social media channels till July 2017. Featuring the Web Coach Prime (a connected body composition analyser), the Prime Fit kit (comprising both Activi-T band and Web Coach Prime) and the NutriTab (a connected nutritional kitchen scale); this promotion is aimed at fitness enthusiasts, new mums and dieters aged between 25 and 55.

Commenting on this initiative, Terraillon's recently appointed Marketing Manager Linda Phoutthasak said: "We're excited about this campaign as Argos shares our goal of digital brand building and appealing to consumers across different groups and spectrums across society. A fresh approach for Terraillon, we will continue to reach out to people who are looking to improve their overall health and wellbeing through our vision of connected health. This is critical as health consciousness and digitization continue to be on the rise in the UK."

As part of the campaign, Terraillon has worked with Argos and their Tester Community programme to develop three panels of testers to review the Prime Fit Kit, NutriTab and Web Coach Prime based on user interests. Generally, the feedback has been positive.

"This is a great help to keep me on track with my weight loss with the connection to the Activi-T band. It is easy to use and to set up, I would recommend this to anyone that likes to keep track of their exercise and even if you just need help motivating yourself," said user James 81, currently in his mid-30s, who tested Terraillon's Prime Fit Kit.

"The scales are sleek and slim in design so they fit easily in kitchen cupboards. Fairly easy to use, it has quite a bit of healthy eating options. A beautiful design. I would definitely recommend it to my friends" said user Kizzy, in her early 40s, who reviewed the NutriTab.

"Really love these scales. Very stylish. Once I got the app up and running I was surprised how easy they are to use. Proving popular with my adult kids too" said user Caztax, in her late 40s, who tested the Web Coach Prime.

Featured on Argos till July 2017 :

WEBCOACH PRIME



ACTIVI-T Band



Prime Fit Kit, a complete pack for first-timers & enthusiasts

The Prime kit consists of the Web Coach Prime scale, a body composition analyser; and the Activi-T band, a connected wellness activity tracker.

The Web Coach Prime calculates weight, BMI, body fat, body water, muscle mass and bone mass. All data is gathered and automatically synchronized on the Wellness Coach application for a simple understanding of results and progress. The scale has a large glass platform and a large LCD display for maximum readability. The scale also offers 8 users memories that can be connected simultaneously via Bluetooth to up to 8 smartphones and/or tablets.

The Activi-T Band allows users to monitor and receive data on daily activities (e.g. steps, distance, calories burned as well as sleep patterns). It has a built-in alarm and sleep quality detection functionalities.

An ideal pack for first time dieters and fitness enthusiasts, the Terraillon Web Coach Prime Fit Kit is currently available at Argos and retails at [**£99.99**](#)

The Web Coach Prime scale is also sold separately at Argos and retails at [**£74.99**](#)

The NutriTab, a connected nutritional kitchen scale

NUTRITab



Winner of the bronze medal at the "Grand Prix de l'Innovation" at the Paris trade fair in 2015, NutriTab is a connected, nutritional kitchen scale which enables a clear and precise monitoring of your daily energy intake. The NutriTab calculates the nutritional value of every food item you weigh (calories, carbohydrates, lipids, proteins, fibres and sodium). It also features a 'Scan' function which reads the nutritional information of ready-made meals; this is especially handy for those on diet. The NutriTab is currently available at Argos and retails at [**£79.99**](#)

Embodying innovative designs, the Terraillon Web Coach Prime Fit kit and NutriTab connect seamlessly via Bluetooth to the [Wellness Coach](#) smart phone application - offering users a unique and comprehensive view of their fitness and lifestyle (nutrition, weight, heart, activity and sleep).



The Wellness Coach Application*

The Wellness Coach, Terraillon's unique application, gathers personal health and fitness data on your smartphone for simple, detailed progress monitoring. While allowing users to set daily targets and monitor their progress, the Wellness Coach also provides free scientifically validated health tips weekly. Users can share their results with friends and family via Facebook and Twitter, putting their fitness accomplishments in the spotlight.

****Application available for free on the Apple App Store and Google Play Store.***

About Terraillon

Founded in 1908, Terraillon, a leading innovative houseware brand, designs and manufactures appliances which exceed consumer expectations in health and well-being. Taking advantage of the latest technologies, Terraillon creates cutting-edge smart and connected health-focused devices; ranging from bathroom, medical and kitchen scales to activity trackers and blood pressure monitors. Besides offering precision and comfort, these devices provide real benefits to users through Terraillon's "Wellness Coach" mobile app for smartphones. Winner of multiple international awards ("Grand Prix de l'Innovation", "Red Dot Design Award" etc.), Terraillon's innovative designs have been exhibited at the Museum of Modern Art in New York. Today, Terraillon is a European leader in the kitchen and bathroom scale markets and exports to over 80 countries in 5 continents. The company sells over 3 million devices worldwide annually. Headquartered in Croissy sur Seine in France, Terraillon has an international team collaborating across different research and development units across the globe. The company also has offices in London, England, Hong Kong and China. For more information, please visit: <http://www.terraillon.com/en>

Press Contact

**Nessa Payet
(UK PR Consultant)
+33 (0) 1 55 02 1467
n.payet@open2europe.com**

**Open2Europe
www.open2europe.com**