

# Asimotion BV in Consumer Appliances (Netherlands)

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## Abstracts

Asimotion is a distributor of innovative consumer appliances. The company focuses on robotic vacuum cleaners and actively supports its sales through professional marketing activities, which has led to a growing network of retailers. These are all high-value appliances and Asimotion's flagship product, the iRobot Roomba, is expected to be sold only in retail locations which focus on the customer experience and high-quality appliances.

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