

Flow S1

Cordless vacuum concept book

A market-informed, evidence-bounded concept direction for Israel-first evaluation. It separates an original design proposal from verified product facts.



CONCEPT VISUALIZATION - NOT FINAL PRODUCT

Working name: KOVA CLEAN Flow S1 / KOVA CLEAN Flow S1 wireless vacuum. This naming and exterior are concept proposals pending trademark, engineering, sample, and launch approval.

Decision frame

Recommended direction: a mid-premium dry stick-vacuum concept for Israel-first evaluation, positioned for everyday floors and compact storage. The commercial corridor referenced by the research track is ILS 1,399-1,599; live local price checks are still required immediately before price setting.

Market sequence

Now	Israel first: validate local offer, Hebrew + English support, service and spare-parts readiness, and import requirements for the exact final model.
Next	UAE / Saudi: assess adaptation after Israel evidence and local requirements.
Pilot	Chile / Colombia: market pilots only after service and compliance work is scoped.
Separate	North America: a distinct route, not an automatic extension of the launch package.

Why this direction

It offers a coherent first platform for the KOVA CLEAN category: a dry-stick form factor with storage, local support, and honest claims treated as design requirements. It does not assert that the concept already beats any named competitor or has passed testing.

Product concept

The Flow S1 exterior is defined by a quiet, narrow upright profile: Deep Ink main body, a restrained Signal Mint cue, a detachable-battery geometry, and a wall-storage composition. The supplied render is an original creative visualization only; it is not a manufacturing drawing, CAD file, or proof of final parts.

Development acceptance targets

Pending production-sample validation - these are internal targets, not product facts or customer claims.

Suction	At least 180 AW	No advertised result before sample validation.
Standard-mode runtime	At least 45 minutes	Mode, battery, and test method must be disclosed if claimed.
Weight	No more than 3.2 kg	Define included configuration before any statement.
Bin capacity	At least 0.6 L	Final component drawing controls.

Value stack to validate

Anti-tangle floorhead; illumination floorhead; removable battery; verifiable whole-machine filtration; attachment set; wall charging / storage; Hebrew + English manual; local service and spares. Each item remains a launch gate until the exact product, in-box set, and proof are approved.

Brand system

KOVA uses Deep Ink #10212B as its anchoring technical tone, Signal Mint #9AE6C4 as a precise active cue, Sand #F3F0E8 as a warm base, and Mist #E7EEF0 as a neutral system surface.

Voice	Calm, specific, and evidence-bounded. Use “designed for” only after engineering confirmation; do not use unsupported superlatives.
Logo	Geometry-only aperture / flow mark plus wordmark. Editable SVG included separately.
Layout	Generous margins, orderly grids, short technical statements, and a distinct legal/verification zone.
Images	Use real production photography only for launch. Label pre-production visuals as concept.

Company narrative - internal use

The company reports a 30-person in-house operations team, two directly operated factories, and twelve partner factories. Its mission is to become the world’s best smart-home brand manufacturer. Its stated market path is Middle East first, then South America and North America. These are company-provided statements and have not been independently audited.

The internal operating standard: distinguish sample from proof, a goal from a result, and a concept from an approved launch claim.

Launch gates and sources

No certification is claimed in this book. Israel import confirmation is needed for the exact final model. Product performance, weight, capacity, filtration, runtime, included accessories, service terms, and warranty must be locked through production-sample validation and final commercial review.

Research sources - verify live before use

The following market-source entry points are included for traceability. They may change; use the exact product page, stock state, price, and configuration observed at the time of decision. This concept book deliberately does not reproduce performance numbers from competitor listings.

Dyson Israel

<https://www.dyson.co.il/>

KSP Israel - vacuum category

<https://ksp.co.il/web/cat/550..1100>

LastPrice Israel - vacuum category

<https://www.lastprice.co.il/cat/72/>

Zap Israel price comparison - vacuum category

<https://www.zap.co.il/models.aspx?sog=e-vacuumcleaner>

Israel Standards Institute

<https://www.sii.org.il/>

Package contents: original concept render; editable SVG; VI guide; CG storyboard and asset manifest; internal culture narrative. All are working materials, not a production release.