Philips Viva Collection
Mixer

400 W
5 speeds + turbo
Deep purple

HR3740/11



Strong, efficient mixing for smooth cakes

Up to 25% faster* with powerful 400W motor

The Philips mixer helps you create delicious fluffy cakes, and breads for your family. Air conic mixing allows shorter whipping time and smoother cake batter. Its powerful 400 W motor will make light work of the toughest of doughs.

Powerful whipping and mixing
- 5 speed settings for better control
- Conic shaped beater for maximum air incorporation
- Turbo function
- 400W motor power for even the toughests of doughs

Efficient mixing experience
- Easy beater assembly
- Easy beater ejection button
- Smooth underside for fast cleaning

Quick and easy storage
- Keeping your cables tidy is easy with the cord clip

PHILIPS

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Highlights

Conic shaped beater



The unique conic shaped beater allows maximum incorporation of air that contributes fluffy texture and smooth cake batter

5 speed settings



The wide range of speed gives you the best control in mixing.

Turbo function



Turbo function allows extra bursts of power just when you need them.

Easy beater assembly



Beaters have been designed with a different pattern on one end to be intuitively assembled for a quick setup.

Easy ejection button



With one simple touch you can release the beaters or dough hooks.

Smooth underside

Smooth underside for fast cleaning

Cord clip

The cord storage clip helps you keep your kitchen tidy.

400W motor



The powerful 400W motor will make light work of the toughest of doughs.

Specifications

Country of origin
- Made in: China

Accessories
- Included: Double balloon beater, Kneading tool

Technical specifications
- Power: 400 W
- Cord length: 1.2 m
- Frequency: 50/60 Hz

Design
- Color: White
- Color of control panel: Cashmere Grey

General specifications
- Product features: Cord storage, On/off switch, Turbo function
- Number of speed settings: 5 + turbo

Finishing
- Material of main body: ABS plastic
- Material accessories: Stainless Steel

Service
- 2-year worldwide guarantee

Sustainability
- Packaging: > 90% recycled materials
- User manual: 100% recycled paper

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* Whipping 4 eggwhites vs. predecessor