

**Electrolux**  
Built-in appliances  
2011 Summer



*Thinking of you*

 **Electrolux**

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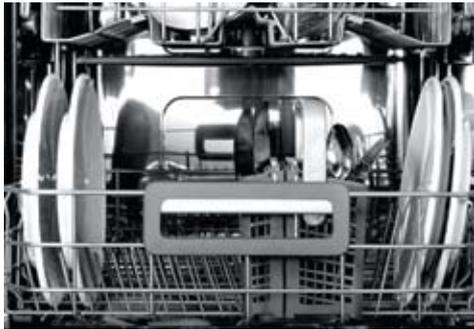
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# 90 years of leading innovations and design.

A strong global brand, attractive design and innovative products provide Electrolux with the competitive edge to increase sales and capture market shares. The Electrolux brand is now positioned in the profitable premium segment throughout the world. As one of the few global producers of household appliances, Electrolux has a clear competitive advantage.



Axel Wenner-Gren, the founding father of Electrolux, established the principles by which the company still thrives. His dream to improve quality of life has had fundamental impact on homes around the world. Today's Electrolux, 90 years later, is a global leader in household appliances and appliances for professional use.

"Thinking of you" expresses the Electrolux offering: To maintain continuous focus on the consumer, whether it's a question of product development, design, production, marketing, logistics or service.

## Innovative product launches

For product launches, Electrolux works primarily with full product series under one brand and not with individual product categories. All products launched must be clearly differentiated, convey a consistent feeling and integrate both design and emotional aspects. The launch of innovative, Electrolux-branded products in Europe, North America and other world markets has strengthened the Group's position in the global premium segment.

## Professional and Scandinavian

Electrolux is a global brand with Scandinavian values, an attribute that fills an important function in the creation of the products' design and in the development of new, green and responsible products. Scandinavian design values – freedom, intuition, authenticity, comfort and simplicity – render the products more visible than others in the retailers' stores.

## Sustainable brand

Across the globe, interest is increasing in sustainably manufactured products that are energy and water-efficient, and can be recycled. This trend is particularly pronounced in areas facing substantial environmental challenges, such as China and Australia. In addition to the desire of many consumers to assume greater responsibility for the environment, many governments are introducing measures to stimulate demand.

# A journey with Electrolux.

## 1912 The first vacuum cleaner



Lux 1 Axel Wenner-Gren launched the first vacuum cleaner, the Lux 1, produced in 1912 at Lilla Essingen in Stockholm. It was modeled on the Santo machine he saw, while on a business trip in Vienna. It weighed 14 kilos, and cost SEK300 or equivalent to SEK12,000 (USD1,700).

## 1925 The first refrigerator D-fridge



Electrolux purchased Arctic and launched the first absorption refrigerator, the "D-fridge" on the world market. For many people "this wonderful box" solved the problem of storing fresh food at home. The first version, the model D, had a volume of 91 liters, with a cooling unit and electrical fittings built into a "hump".

## 1930 The first built-in refrigerator



The first built-in refrigerator was launched, a compact product for the kitchenette in the small, modern apartments of the time.

## 1951 First home washing machine



Electrolux introduced its first home washing machine, the W20 with the "floating wing" or "double wing", which was manufactured at the Gothenburg plant. It was an agitator machine incorporating a centrifuge on the same base. With this product launch, Electrolux moved into the new home washing machine market.

## 1959 The first dishwasher



The first dishwasher designed by Electrolux was a benchtop model, the extremely popular "round jar". The first combined fridge/freezer was produced in the town of Motala, Sweden.

## 1964 Luxomatic Z90



The Z90 was the first of a new generation of vacuum cleaners that included features like a cord winder, self-sealing paper dust bags, and a dust indicator that showed when the bag was full — real innovations in other words.

## 1969 First pyrolytic oven CF69



In 1969, Electrolux introduced its first Pyrolytic oven CF69 which was manufactured at the Gothenburg plant. This style was in vogue for over 20 years for all household appliances manufacturers.

## 1975 First generation of oven with microwave CF780



The company launched CF780 and Datalux Stove in 1975. CF780 was the first of a new generation of built-in type oven that included microwave function - real innovations in other words. Datalux stove was the perfect solution for food lovers as it was able to keep food fresh under static temperature.

## 1984 Italy's Zanussi



The company made yet another major acquisition in 1984 (founded 1916): Italy's Zanussi, including subsidiaries in Spain. This purchase gave Electrolux a leading position in the European market for white goods and food-service equipment.

## 2001 The Trilobite - the world's first automatic vacuum cleaner



The Trilobite was the first automatic vacuum cleaner on the market. Measuring only 13 centimeters high and with a diameter of 35 centimeters, it could navigate under beds, tables, and other furniture. The "eyes" allowed it to navigate using sonar (acoustic radar that worked with ultrasound), just like a bat. When the batteries ran low, Trilobite by itself returned to the charging station to recharge. If the machine needed charging before it had completed the cleaning, it would automatically resume cleaning once it was fully charged.

## 2003 Design Lab competition



Established in 2003, Electrolux Design Lab was an annual global design competition open to undergraduate and graduate industrial design students who were invited to present innovative ideas for household appliances of the future. It had led directly to jobs and business opportunities in the design field for many of the contestants.

## 2004 Ergorapido (1st generation) - cordless stick for instant cleaning



The impact of the iconic Ergorapido cordless stick cleaner was so great, it created an entirely new premium market segment for "instant cleaning". The Ergorapido 2-in-1 gave you the convenience of a powerful mini upright vacuum and a handheld-all in one. It was powerful, yet quiet, the batteries lasted longer, and emptying the dust was made easier.

## 2005 50th edition of the red dot design award competition



Electrolux floor care won three "red dot" design awards at the 50th edition of the red dot design award competition. A panel of internationally respected design experts judged the red dot awards. The selection criteria included, among others, the degree of innovation, practicality, quality, symbolic and emotional content, as well as ergonomics and ecological compatibility.

## 2007 Environmental commitments rewarded by the financial world



Electrolux received the prestigious Sustainable Energy Award in Corporate Commitment Category from the European Commission and earned 3 important acknowledgements from SAM (Sustainable Asset Management), a Swiss company to which the world looked for assessing sustainable financial investments; and 7th consecutive year in the Dow Jones Sustainability Index which selected world leaders in terms of financial performance linked to sustainability.

## 2008 Electrolux was presented the globe award



Electrolux was presented the Globe Award 2008 by HRH The Crown Princess of Sweden. The Globe Forum Business Network, a hub for sustainable growth for fast-growing markets, commended Electrolux for best integration and transparency of corporate social responsibility in business operation and reporting.

The Inspiro oven was launched. It detected properties of the contents and automatically preselected what it determined was the best heating mode.

The Princess Elisabeth station – the world's first zero emissions polar station – was opened on Antarctica. Electrolux supported the station with energy-efficient appliances that were powered by wind turbines and solar panels.

## 2010 Ebony collection



Dark and seductive, the Electrolux Ebony collection brought to Australia the emerging design trends of sleek sophistication, recognized at Italy's Eurocucina and Milan Design Week. A striking contrast to conventional kitchen whites, the black glossy range was leading the way in style and innovation locally and internationally.

# Electrolux, the green choice.

We're continually working to reduce energy consumption from products and emissions from factories; working to ensure that our employees and business partners are treated fairly; and striving to be a good neighbor in the communities in which we operate.

## Our integrated approach to sustainable development

The Electrolux approach to sustainable development is total and takes into consideration the environmental impact of its products throughout their life cycle, from design to production, from transport to use, up to disposal and recycling. An integrated approach, capable of positively affecting the entire life cycle of a household appliance, and involving the whole supply chain, is for Electrolux the only way to achieve real environmental protection. For this approach the European Union has awarded us its 2007 Sustainable Energy Award, a prestigious acknowledgement of the environmental commitment of Electrolux, pursued throughout the world without distinction or compromise.

## Electrolux sustainability leader in Durable Household Products industry according to 2010 Dow Jones Sustainability Index

In the review of the prestigious Dow Jones Sustainability World Index (DJSI World) announced today, Electrolux is named Durable Household Products industry leader. The DJSI World includes the 10% best-in-class economic, environmental and social performers among the world's 2,500 largest companies.

Focusing on sustainability provides business opportunities for Electrolux. Four areas are prioritized:

- A principled business – Electrolux foundation “respect and diversity”, “ethics and integrity” and “safety and sustainability” are principles of conduct for all employees.
- Climate challenge – By continuing to develop climate-smart products, raise consumer awareness and increase its own energy efficiency, Electrolux strives to reduce the carbon footprint of its products and business operations.
- Responsible sourcing – Electrolux extends its standards of conduct throughout the supply chain.
- Restructuring – Electrolux applies an open and transparent approach to decisions that affect stakeholders during restructuring.

Also, Electrolux has earned 3 important acknowledgements from SAM (Sustainable Asset Management), a Swiss company to which the world looks for assessing sustainable financial investments.

## Three-part climate strategy

Electrolux has a three-part strategy to help tackle climate change that focuses on climate-smart products, consumer awareness and energy efficiency in our operations. We're thereby contributing to positive change, reducing our own environmental impacts while at the same time generating business opportunities and positive impacts on the bottom line. As the greatest portion of the Group's carbon footprint occurs when products are in operation, the strategy is a Group-wide response that includes:

- Developing and promoting energy and water-efficient products.
- Reducing the energy used in our operations by 30% by 2012 compared to 2005 consumption levels.
- Raising awareness of the importance of efficient appliances in tackling climate change.



2009 silver class | 2009 sector mover | 2009 sector leader



Dow Jones Sustainability Indexes



# Part of the solution for a beautiful environment.

Eco-Range of appliances provides best-in-class energy and water performance to help make a difference for our world's environment. And elegant, thoughtful design helps you create a stylish home environment, too. The Electrolux Eco-Range collection of home appliances has been designed to meet our highest standards of water and energy efficiency.



## Laundry

Our Eco-Range of top load and front load washing machines feature WELS Water Ratings from 4 to 5. High centrifuge efficiency results in lower energy consumption if the laundry is tumble dried. Delayed start and stand-by features to help redistribute energy use away from peak load times, reducing the need for new power plants. Cold wash option allows washing without using heater to save energy. Jet system washes smaller load more efficiently, mixes detergent better and saves water.

## Cooking

Cooktops with induction zones. An induction cooktop is up to 25% more energy efficient than a ceramic electric cooktop and up to 40% more efficient than a

solid hotplate cooktop. An electric oven with A rating is up to 15% more energy efficient than an oven with a B rating.

In one year, a typical oven consumes approximately 300 kilowatt hours, whereas an Electrolux "A" class oven consumes 245 kilowatt hours – an 15% reduction which can be translated into a saving of two-and-a-half months of oven use.

## Professional food service

Green and clean range of professional food service dishwashers deliver best-in-class performance but with lower environmental impact. The running costs for the end customer have been reduced by 20%; based on European tests, it is possible to save €300.



# Thoughtful design innovation - the Scandinavian way.

Scandinavian design is all about purity and functionality; creating simple, beautiful products that work intuitively. On an individual level, Scandinavian design also allows you to express your taste and individuality. At Electrolux we have combined our Scandinavian design heritage with our extensive consumer insight to help make your life easier and more enjoyable while allowing you to make your own strong style statement with products we hope you will be proud to own. We call it thoughtful design innovation - because we were thinking of you when we made them.

## **We are also thinking of the environment.**

We have a strong track record in sustainable operations and are proud to be ranked among the world's sustainability leaders in the Dow Jones Sustainability World Index. We have many aims in this area, including continuing to cut energy use and to raise awareness on the role of energy-efficient appliances. So you can rest assured, we are also thinking of the environment when we make our appliances.

## **Electrolux leads in carbon cutting.**

Electrolux Group leads the way in its sector when it comes to cutting carbon emissions. The Brand Emissions Leadership assessed the performance of over 600 leading brands in the UK and only those who satisfied 4 key criteria relating to carbon reduction were named as Leaders. This is the first time brands have been ranked according to their carbon reducing actions. Electrolux Group's three brands Electrolux, AEG-Electrolux and Zanussi all snatched top positions. Electrolux had the strongest reductions on both emissions intensity and absolute emissions reductions, and the longest track record for reporting in the sector. ([www.brandemissions.com](http://www.brandemissions.com))

## **We think we've thought of everything!**

The kitchen is the heart of the home - and we believe that with our complete range we can provide you with appliances you will truly delight in. From cooking and cooling to dishwashing and laundry - we think we've thought of everything - and we are sure you will find the perfect model to suit your individual style and needs.



## **The Electrolux promise.**

All our appliances are the products of perceptive insight, observation and personal experience of how they work. Through this understanding, we promise thoughtful design innovation that will enhance both your experience of using our products and the results they give you.

## **Electrolux - creator of professional kitchens.**

Ever wondered what catering equipment well-known chefs, Michelin starred restaurants and prestigious hotels in this country and around the world like the use in their kitchens? You may be surprised to know that Electrolux Professional is often the brand of choice! With unrivalled expertise in the world of professional cooking, we like to think what we have learnt there, we can apply here.



# It's great when everything comes together.

Our vision is to help people create a kitchen where everything is designed with intelligence and empathy; where everything works beautifully, simply and intuitively. Our design is our communication to you - and so, when creating the Electrolux Global Design range, no product made the grade unless it met our Scandinavian design values. The result is a stunning choice of kitchen appliances that work perfectly together to inspire and enchant the most discerning homeowner.

## Appliances that make the kitchen work for you.

In today's busy modern world, we understand that different people have different needs. That is why we have launched the Electrolux Global Design Range. A range that offers something for everyone who demands good design in the kitchen.



For many people, their choice of products are a reflection of who they are - their individuality and their sense of style and taste. Our top of the range products are designed for those who aspire to the very best on offer, in terms of both design and innovation.

Products like our award winning Electrolux Inspiro oven are pushing forward the boundaries of cooking technology. While our stunning induction hobs will wow your guests as you effortlessly rustle up dishes using the heating powers of magnetism.

Most of the products in our Global Design Range are perfect for those who love digital control and smart technical solutions. So if you want products with attitude that stand out from the crowd, yet scream gorgeous design and features you can dine out on - look no further.

And for those who simply want great design with at least all the basics... well, you will find this on every single one of our appliances from the bottom up!