

# Operations

“Thinking of you” expresses the Electrolux offering: To maintain continuous focus on the consumer, whether it is product development, design, production, marketing, logistics or service. Electrolux achieves profitable growth by offering products and services that are preferred by consumers, that benefit people as well as the environment, and for which customers are prepared to pay higher prices. Innovative products, lower costs and a strong Electrolux brand create a foundation for improving Group profitability.

## Product categories

— what we sell



In 2010, Electrolux sold more than **40 million products**. Almost half of these were sold under the global Electrolux brand. Consumer Durables comprises products for kitchens, fabric care and cleaning. Professional Products comprises corresponding products for professional users, e.g., industrial kitchens, restaurants and laundries.

CONSUMER DURABLES, 94%

PROFESSIONAL PRODUCTS, 6%