

CAMPAIGN GREEN RANGE

In the Vac from the Sea campaign, Electrolux is raising awareness about plastic waste in the ocean – plastic that could instead be re-used for more sustainable products. It also forms part of the marketing strategy of the Electrolux Green Range of vacuum cleaners.



In 2010, the Vac from the Sea campaign home page was the second most visited page of all Electrolux web sites. Vac from the Sea is also possible to follow on facebook and twitter.

The Vac from the Sea campaign highlights the vast amounts of plastic waste floating in our oceans, in a world with a shortage of recycled plastic. It has engaged everyone from suppliers to end-users.

Electrolux wants to increase the proportion of recycled plastic in its green vacuum cleaners from a maximum of 70% to close to 100%. Read more on page 58.

Vac from the sea

One of five concept vacuum cleaners made of plastics found in the world's oceans.



A new range of five green vacuum cleaners was launched in autumn 2010. UltraOne Green, UltraSilencer Green, UltraActive Green, ErgoSpace Green and Jetmaxx Green are all constructed of at least 55% recycled plastic, have up to 50% lower energy consumption and are 92% recyclable.

“Switch up to Green”



Vacuum cleaners are delivered to customers in packaging made from 100% recycled paper. The s-bag® Green dust bag is constructed out of corn starch.