

Innovative products

Thinking of you
Electrolux

“Thinking of you” is the core message of the Group’s marketing communication. It lifts the strong consumer focus of Electrolux into prominence. “Thinking of you” applies equally to employees, suppliers, other stakeholders and the environment. The slogan “Thoughtful Design Innovator” displays the importance designated by Electrolux to design and attention to detail when developing new products. The design of the products must increase their usefulness and not just be design for design’s sake.



High Speed Panini Grill

The Electrolux High Speed Panini Grill is an example of an innovative product to meet the needs of commercial restaurant chains. It outperforms any standard sandwich grill by taking a refrigerated sandwich to perfectly toasted in less than one minute, warm inside and complete with grill marks for an appetizing appearance. A programmable electronic control panel with four different automatic cooking programs results in extremely fast and easy operation. A non-stick surface also allows for effortless clean-up and maintenance.

Celebrate Glass Blue Touch Oven

Electrolux is revolutionizing Brazilian kitchens with the Celebrate & Celebrate Glass oven lines. Designed according to the needs of modern consumers, who focus on ease of cleaning, bold design and technology, the new models present unique features to facilitate cooking, while simultaneously saving time. The key feature in the Celebrate Glass line is the Blue Touch digital panel, enabling control of its main features with a simple touch, such as the different electric oven functions.

DESIGN LAB

For Electrolux Design Lab's eighth edition, students around the world were invited to create home appliances that consider how people prepare and store food, wash clothes, and do dishes in shrinking domestic spaces. Over 1,300 entries were submitted from students in more than 50 countries.



Design awards

Electrolux products received several design awards during 2010 for combining cutting-edge design with functionality.



Peter Alwin is the winner of the Electrolux Design Lab 2010 competition with The Snail, a portable heating and cooking device based on magnetic induction processes.

It is small enough to hold in the palm of your hand, and can be attached directly onto a pot, a pan, a mug, etc., to heat the contents. This enables cooking almost anywhere.

En:V Barbecue

The Electrolux En:V Barbecue is the latest addition to the Electrolux premium outdoor collection. The sleek and stylish barbecue was designed with Australia's increasingly cosmopolitan approach to outdoor dining in mind. The barbecue was the winner of the outdoor living category in the 2009 Home Beautiful Product of the Year Awards. A celebration of design, the annual Home Beautiful awards recognize and reward innovative, cutting-edge products across a range of categories, including home appliances, outdoor living, furniture and textiles. The barbecue was heralded for its relevance to the Australian outdoor lifestyle.



Keyhole Hob

The Electrolux Keyhole Hob is based on consumer insight that tells us that Asian cuisine requires functions that facilitate stir-frying and deep-frying as well as the ability to cook at a controlled simmer. Gas is perfect for wok cooking and induction is perfect for soups that need to simmer. Keyhole Hob represents the best of two worlds. Consumers like many of the various aspects of the new design – unique and innovative, easy to clean, simple and elegant. The cooker was awarded the gold medal at the Singapore Design Awards 2010 as well as two awards in China – a Platinum from China's Most Successful Design Awards and the Hong Ding, an annual award by China's authority on Home Appliances.