

## Electrolux Award Day

To become the best appliances company in the world, Electrolux recognizes and awards outstanding employee achievements that drive change and deliver on Group strategy and performance objectives. Whether a team of 20 or two, Electrolux wants to reward great ideas.

Electrolux encourages and rewards outstanding results. One example is through The Electrolux Awards, which consists of seven categories all comprising essential parts of the Group's strategy; Products and services, Brand, Operational Excellence and Sustainability. Below are the winning contributions presented at Electrolux Award Day on February 14, 2012.



President Keith McLoughlin together with the winners at The Electrolux Award Day on February 14, 2012. The Electrolux Award Day is held at Electrolux head office in Stockholm, where all finalists are invited to present their projects to the organization.

## Sustainability Award

Two winners – “Energy Star Partner of the Year” and “Vac from the Sea”. Energy Star Partner of the Year will strengthen Electrolux relationship with customers and other key stakeholders. Vac from the Sea raises awareness about an important environmental issue, the importance of taking care of our plastic waste and our oceans. To read more about Vac from the Sea, see page 41.

## EMS Best Practice Award

The factory in Forli in Italy and the Quality Improvement Oven Assembly team won for demonstrating consistent and innovative progress in driving EMS best practices and for delivering operational excellence in terms of results.

## Digital Marketing Excellence Award

The winner Electrolux Major Appliances China “Mini Blog” campaign is an excellent example of the power of digital marketing in engaging with consumers to build brand awareness and consideration.

## 360 Marketing Excellence Award

The Electrolux Major Appliances Southeast Asia campaign “Moment to Shine” won. The campaign is an outstanding example of how effective 360 Marketing Campaigns can drive business results.

## Product Award

Two winners – Eureka Airspeed and Apollo Maxiklasse. The Eureka Airspeed vacuum cleaner in North America delivers true benefits to the consumers in terms of cleaning results and usability. The Apollo Maxiklasse oven sets a new standard for built-in ovens by addressing consumer needs of cooking results, capacity and cleaning. To read more about Eureka Airspeed, see page 25.

## Industrial Design Award

The winner Keyhole Hob from Major Appliances Asia/Pacific was designed by Alex Gray and Scott King. The design concept is a brilliant combination of gas and induction executed in a simple yet striking design. To read more about Keyhole Hob, see page 39.

## Invention Award

Andreas Psilander won for his invention the “Inline Carbonator” which presents an innovative and elegant technical solution for effective water carbonation.

## Customer Care Award

The “Net Promoter Score” team won for the “Net Promoter Score” (NPS) project which is an excellent example of how a simple methodology can bring the voice of the consumer into the heart of the organization across functions and markets. NPS is used to measure consumers' satisfaction with your brands, to benchmark and identify key drivers of satisfaction and dissatisfactions, and to drive continuous improvement.