



Thinking of you
Electrolux

Press release

Stockholm, April 23, 2014

Electrolux receives five Red Dot Awards for product design

Electrolux premium professional cooking range thermaline M2M and the vacuum cleaners Ergorapido, Ultracaptic, UltraOne and Rapido have all received 2014 Red Dot Awards. Both thermaline M2M and Ergorapido won in the "Best of the Best" category, which is the top prize awarded for groundbreaking product design.

The Red Dot Award is one of the world's largest and most prestigious product competitions. This year 1,816 entries were submitted from 53 countries. A jury of 40 world-renowned specialists judged products on innovation, functionality, ergonomics and durability, and other key attributes.

"It's an honor to receive these Red Dot awards, which acknowledge our best-in-class product design," said Lars Erikson, Head of Group Design. "It shows we are succeeding in making attractive, innovative products that consumers love to use every day."

thermaline M2M (Made to Measure)

thermaline is a Swiss-made, customized premium modular cooking range. With more than 40 different cooking functions it can be combined into a single kitchen and arranged in a large variety of possible configurations to ensure superior flexibility and the latest professional technology.

Jury statement:

"The simple, but stunning design of this extraordinary cooking line, grants it an appearance that can only be matched by its unrivalled quality. The extremely functional glass control panel has been designed to increase visibility and precision in temperature setting, which can be fixed with an accuracy of up to 1°, making the user's life much easier."

Ergorapido (third generation)

Ergorapido is a stylish, cordless 2-in-1 vacuum cleaner that has changed local cleaning habits around the world. Because its design blends in with any interior it can be stored in plain sight, making it easily accessible when the user needs it. More than 9 million Ergorapido vacuum cleaners have been sold since this breakthrough product was launched in 2004, making it one of the Group's best-selling vacuum cleaners ever.

Jury statement

"The Ergorapido possesses an impressive silhouette. As a device it is a further development of the 2-in-1 vacuum cleaner with more sophisticated details. Thanks to its effective LED light it allows users to also effectively vacuum-clean in dark corners. The combination of materials as well as the slim shape of the device are convincing. It is a desirable lifestyle product."

UltraCaptic

UltraCaptic is a premium bagless canister vacuum cleaner that addresses the main consumer concern in this category: How to empty the container without releasing a cloud of dust

Jury statement

"The bagless canister vacuum cleaner UltraCaptic convinces with an innovative and compact emptying system and a distinctively technical design."

UltraOne

The UltraOne premium canister vacuum cleaner has top-tested cleaning performance, superior handling, and is extremely silent.

Jury statement

"Innovative technology and an ergonomic design, accentuated in the distinctive colour orange, combine in this vacuum cleaner to achieve optimal functionality."



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Rapido

Rapido is the industry's first handheld battery vacuum cleaner with wheels that offers instant, effortless cleaning while protecting furniture and floors.

Jury statement

"Rapido captivates by its well-conceived and extended functions which are reflected in the design concept."

For further information, please contact: Electrolux Press Hotline, +46 8 657 65 07.

Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 50 million products to customers in more than 150 markets every year. In 2013 Electrolux had sales of SEK 109 billion and 61,000 employees. For more information go to <http://group.electrolux.com>.