

Press Release

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Electrolux wins seven Red Dot awards for product design in 2015

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Appliances from all of Electrolux major product categories have been recognized with the globally renowned Red Dot Award for product design in 2015. A total of seven products, including kitchen, laundry, small domestic appliances, vacuum cleaners, air conditioners and professional equipment received the award this year.

“It’s an honor to receive more than a half dozen Red Dot awards for our best-in-class designs,” said Lars Erikson, Head of Electrolux Group Design. “This recognition demonstrates that we are delivering on four pillars of design excellence: innovation, design quality, user experience and visual language.”

The Red Dot Award, which celebrates its 60th anniversary this year, is one of the world’s largest and most prestigious product competitions. More than 4,900 entries were submitted this year from 56 countries. A jury of 38 world-renowned specialists judged the designs based on innovation, functionality, quality, ergonomics, durability and other key attributes. Read more [here](#).

See next page for more on the winners.

The seven Electrolux winners are:

Zanussi LINDO300 washer-dryer

The LINDO300 range offers up to 10kg of room so you finish more washing per load. It can handle bulky jackets, duvets and other larger items. And with a large door to match the drum, loading and unloading the washer is easier than ever before.



AEG Combi Pro Fresh Plus Range

The Combi Pro Fresh Plus is a new range of free-standing Combi Bottom Refrigerators A+++ with new touch controls on door and exclusive metal handle design. The modern drawer design and innovative fading LED lighting creates a uniform functional lighting, increasing the space perception. The chrome details add a touch of freshness and enrich the quality perception.



QuickSource tap

The Electrolux QuickSource tap is part of a system that allows you to have instant access to boiling water straight out of your kitchen tap. For intuitive use, the regular tap function and boiling water feature is separated left and right side of the tap body. The "design-rings" make this tap truly unique. They are located on the middle of the tap-body to create a jewel effect, and are available in 5 different colors and textures.



PureO2 air conditioner

The Electrolux air conditioner with PureO2 system is a premium split air conditioner designed for a global market. It features premium materials including stainless steel trim parts.



UltraFlex vacuum cleaner

The UltraFlex™ vacuum cleaner is designed to effectively remove dust and dirt. The twin inlet channels optimize airflow and suction whilst the turbo cyclone spins air at an impressive 140km/hr to efficiently separate the dust. Moreover, the unique inner flaps of the hose and an insulated motor allow UltraFlex™ to be a silent bagless cleaner.



Electrolux Masterpiece Collection

The Electrolux Masterpiece Collection offers uncompromised experience in all aspects. The unique PowerTilt® technology with its Titanium coated blades dramatically increase the performance in blending thus further leads to improved taste and smoother textures. The timeless and robust design is constructed with strong geometry and the use of qualitative materials like Tritan™ plastic, stainless steel and die-casting alloy. These material choices are not purely for aesthetic purpose but are carefully selected to enhance the usability, build quality and longevity of the products.



Green&clean hood type dishwasher

The hood type professional dishwasher range is produced for customers with the highest demand for good efficiency, economy and ergonomics. Whether you have a corner or a linear installation, you can comfortably operate the dishwasher thanks to the angular position of the control panel, designed for easy access and maximum visibility. The integrated LED display on the top of the machine can be viewed from a distance to allow quick monitoring of the operating status of the cycles (on automatic models).

