

A year of product launches

2012 was a year with extensive product launches across all markets. Below is a selection of the products launched.



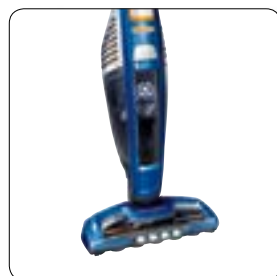
Zanussi Quadro Range
(Europe, Middle East and Africa)

Clean lines and easy to use are the hallmarks of the new full built-in range, Zanussi Quadro, which is for users looking for flexibility and low maintenance.



Electrolux Grand Cuisine Range
(Global)

The Electrolux Grand Cuisine cooking system puts the tools of the professional restaurant within reach of the home chef. Read more on page 46.



Electrolux Ultra Power Vacuum Cleaner
(Europe, Middle East and Africa)

Ultra Power is the most powerful vacuum cleaner in the Electrolux cordless range. Its unique combination of high performance and very long run time, makes it great for both quicker cleaning jobs and longer, tougher ones.



Electrolux Ecologic 12 kg top-load washing machine
(Latin America)

This washing machine has a capacity of 12 kg and is the most water-efficient and economic washing machine in the market.



Electrolux Precision Brushroll Clean Upright Vacuum
(North America)

Electrolux Precision Brushroll Clean is a lightweight vacuum cleaner with cyclonic technology. The Brushroll Clean Technology helps remove hair from the brushroll with the touch of a button.



Electrolux Professional Ecostore Refrigerators
(Global)

Electrolux Professional Ecostore refrigerators are energy-efficient and robust and provide 50 liters more space than equivalent cabinets. Electrolux created Ecostore in response to customer feedback.



Westinghouse Vulcan Cooker
(Australia)

The Vulcan cooker is made with market-leading features and statement design, including large oven capacity, twin fans, full touch controls and new generation cool door.



Electrolux UltraMix Pro Stick Mixer
(Global)

For UltraMix Pro, Electrolux has taken the best features of the professional stick mixer to bring this knowledge to consumers' homes.

Design Lab 2012

Electrolux Design Lab is an annual global design competition open to design students world-wide. The theme for 2012 was "Design Experience". Aeroball by Jan Ankiersztajn from Poland was awarded first prize for his concept Aeroball in 2012. Aeroball is a collection of luminescent, hovering balls that can filter and fragrance the air in a room.

▶▶ www.electrolux.com/designlab



Design awards

In 2012, Electrolux products received several design awards for combining cutting-edge design with functionality.

Electrolux Inspiration Range

(Europe, Middle East and Africa)

The new Electrolux Inspiration Range is a full offering in all categories. It carries a modern, premium and differentiated design, combined with features derived from Electrolux professional heritage and capabilities.