



The founder of Electrolux, Axel Wenner-Gren, was a visionary who understood how to develop products for the future. He underlined Passion for Innovation, Customer Obsession, and Drive for Results, and these comprise the core values of Electrolux operations.

100 years of innovation



Innovation will always be the driving force behind development at Electrolux. The new appliances launched in Europe in 2012 have a clear connection to the Group's professional operations. These products feature innovative functions and solutions developed by the Group for the best professional kitchens and laundries.

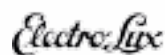
In 1912, Electrolux launched its first vacuum cleaner – Lux I. Over the 100 years since then, Electrolux has launched some of the most innovative vacuum cleaners and appliances in the market. These products have helped make life easier for consumers all over the world and have made Electrolux a leading global manufacturer of household appliances.



1901
AB Lux was founded.



1912
Cooperation between AB Lux and Axel Wenner-Gren begins. The Lux I vacuum cleaner is launched.



1919
AB Electrolux was formed following the merger of AB Lux and Elektromagnetiska AB. Electrolux leads development of the modern, canister vacuum cleaner and the absorption refrigerator.



1928
Electrolux is listed on the London Stock Exchange in 1928 and on the Stockholm Stock Exchange in 1930.



1957
The spelling of the Group's name is changed throughout the world from Elektrolux to Electrolux.



Passion for Innovation

“This task is not an easy one, but one that will transform homes around the world.” Next to Wenner-Gren and his team was a basic prototype of an absorption refrigerator created by two young engineers, Baltzar von Platen and Carl Munters. Wenner-Gren believed that absorption refrigeration technology, creating cold through heat using water, had immense potential but needed to be developed further.



“But the problem is that not all households have running water but every home from China to America will need a refrigeration machine.” Wenner-Gren paused, and looked at each member of the team. “That is why we are going to cool with air, because we all have access to that.”

In 2012, Electrolux launched new refrigerators featuring the best professional technology to create optimal air humidity and preserve fresh food for longer.

Importance of Design

The atmosphere in the showroom was different. The crowd was still and gathered around the latest addition to the Electrolux collection: the Modell xxx vacuum cleaner. The model shaped by the internationally renowned industrial designer Lurelle Guild, was one of the first vacuum cleaners in history to be created with aesthetic appeal in mind. As cars and trains had become streamlined, Wenner-Gren saw the value in bringing a similar sleek elegance to home appliances. In fact, he had personally tracked down the foremost industrial designers, so that life for Electrolux customers would not only be cleaner and easier, but also more attractive. Looking at the Modell xxx vacuum cleaner, Wenner-Gren said to Guild: “You have given Electrolux products attractive design and perfect form.”



In the Electrolux Inspiration Range, launched in Europe in 2012, materials, lines and colors integrate in an innovative, new way in the kitchen. The design of the entire range is characterized by elegant, Scandinavian lines.



1984
Italian appliance manufacturer Zanussi is acquired, making Electrolux the leader in household appliances for consumers and professionals.

1986
Electrolux acquires the third largest appliance company in the US, White Consolidated, with brands such as Frigidaire, Kelvinator and Westinghouse.

1994
Appliance manufacturer AEG is acquired.

2001
The household appliance division of Australian company Email is acquired.

2011
Appliance manufacturers Olympic Group in Egypt, and CTI in Chile, are acquired. The share of the Group's sales in growth markets increases rapidly.