



Thinking of you
Electrolux

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Electrolux Refrigerator wins 2013 iF Design Award **Food kept fresher for longer through innovative temperature distribution**



Designing for a sustainable future is an Electrolux corner stone. The company's latest refrigeration offering has successfully combined the functional and visual aspects of design, and as such has been awarded a prestigious iF Product Design Award 2013. Independent testing* shows that the new combi-bottom fridges can help reduce food waste by keeping food fresher for up to a week longer (maintaining natural hydration and vitamin levels), than conventional refrigeration products.

For Electrolux, innovation is the ability to create benefits and solutions based on what people need. Whilst weekly shopping can save time, a third of food is being thrown away before it is eaten**. That is just one insight addressed by the new Electrolux Inspiration Range of refrigerators that keeps ingredients fresher for longer and so helps consumers reduce food waste by ensuring air is more efficiently circulated and instant cooling at zero degrees is offered.



"The new Electrolux combi-bottom fridges are designed to maintain humidity at 65-90%, compared to 25-40% for single-bottom fridges. They keep salads fresh for up to a week longer and vitamin levels in fresh fruits and vegetables show no drop after 10 days so helping to reduce food waste. The fridges also offer greater flexibility in that one can cook what is wanted instead of having to go by what will spoil first." say's **Simona Iuculano, Food Preservation Design Lead at Electrolux**. "Receiving design-awards is a compliment to the work we do for homes around the world and we are proud that our new fridges have been recognized for their performance, design excellence and innovation."

The award-winning fridges are a colorful twist of the Electrolux new Inspiration Range, which offers full visual alignment across all product categories. Modern, architectural lines and authentic materials aim to make the appliances elegant and distinctive, yet can be adapted to different kitchen environments. Glossy red, chocolate brown, lime green and ebony black stainless steel colour options are designed to give any kitchen décor a lift.

"A well-chosen spot of color can really refresh the look of a kitchen. The colors are bright, but we didn't choose them to be flashy. We chose them to match present and future design trends so they'll look good for a long time." **Iuculano** continues.

Besides the distinctive colors, premium design elements include full-height arched doors with no visible end cap, matching sides, a new, long, vertical handle and anti-fingerprint stainless steel with horizontal brushing on the ebony black model. The interior has a pure and premium design that offers room to store all types of groceries with different compartments and spaces.

The new fridges also offer intuitive, touch-sensitive LCD displays with white digits for temperature and function setting. Menus have also been re-thought to create more natural access to clever functions in fewer steps and are consistent with the range's "learn once, use everywhere" philosophy. The LED lighting has a premium, "fade in" effect in which light intensity growing smoothly for 2 seconds. From a practical point of view, LEDs create brighter light and better visibility, while consuming less energy and resulting in no heating inside the fridge.



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Consumer benefits in brief:

- Food-saving fridges keeping salads fresh for up to a week longer thanks to higher humidity
- Independent tests show no drop of vitamin levels in fresh fruits and vegetables after 10 days
- Modern, architectural lines and authentic materials
- Choose from bright colors of red, chocolate brown, lime green and ebony black stainless steel
- Premium design elements with full-height arched doors with no visible end cap + long, vertical handle
- Intuitive, touch-sensitive LCD displays
- LED lighting with premium “fade in” effect, consuming less energy, giving no heating inside the fridge

About the iF Product Design Award

For 60 years, the iF Product Design Award has been an internationally recognized label for award-winning design. The jury consider criteria such as design quality, finish, choice of materials, degree of innovation, environmental impact, functionality, ergonomics, visualization of intended use, safety, brand value and branding and aspects of universal design.

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Source:

* Testing performed by SGS INSTITUT FRESENIUS GMBH 2012

** Ipsos Vantis, 2009, Q20: which of the following best describes your household's shopping behaviour?

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative solutions that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, AEG, Eureka and Frigidaire. For more information go to www.electrolux.com/press and www.electrolux.com/news.