



Thinking of you
Electrolux

Stefano Marzano, Chief Design Officer

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“Designing for a sustainable future”

Electrolux has a vision to be the best appliance company in the world in the eyes of consumers, employees and shareholders. A consumer market-driven company, Electrolux has transformed from a manufacturing enterprise thanks to a strong focus on people: customers, consumers and end-users. With a passion for innovation, consumer insights and a constant drive for results Electrolux wants to become best in class.

The Electrolux view of design is more than just the visual aspects of a product – it is about understanding and engaging with people, it is about the creation of value for individuals and society, it is about contributing to cultural development and progress.

“For us at Electrolux innovation is when people tell us that what we have done is innovative. It does not always have to mean invention. Innovation is an ability to create benefits and solutions based on what people need. It is a dialogue of co-creation that generates innovation, and builds long-term relationships with consumers,” says Stefano Marzano, Chief Design Officer at Electrolux.

Consumer insights and the outside-in perspective are crucial for Electrolux product development. Long-term innovation is inspired by new paradigms of life. Macro-trends like urbanization, the growing middle class and the desire for connectivity and sustainable solutions are all examples of relevant drivers in the design process. In short, innovation is inspired by insights generated by research, real-life experience, values and differences in cultural and socio economic environments.

The innovation triangle

Electrolux works from a model called the innovation triangle, where Design, Marketing and R&D departments work hand in hand. It is all about cooperation, knowledge synergy and competence leverage.

The Electrolux brand promise “freedom to accomplish” is fulfilled through thoughtful design. It means Electrolux wants people to feel they are empowered and supported in better and greater achievements. Electrolux is proud to be the first choice of professionals and adapts this experience to create innovative solutions for consumers. This also means to always look for a creative solution that will exceed the consumers’ expectations.

“A core element in our design and innovation process is about caring and learning about consumers in all parts of the world. It is crucial to be innovative and progressive to be able to create true value. We are designing for a sustainable future, based on our Scandinavian roots,” Marzano concludes.

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.