

Ultra Product Information

Stockholm, February 5, 2013

Design is a key element in the success of the Electrolux brand and has played a prominent part in creating several industry firsts since the debut of the Lux 1 vacuum cleaner in 1912. Over the past 100 years Electrolux has sold more than 350 million vacuum cleaners bringing the benefits of thoughtful design to homes and consumers all over the world.

"We aim to design every product so that it is clearly a part of the same Electrolux family and culture", says Simon Bradford, Design Director Electrolux Small Appliances.

UltraPower:

Designed with power in mind.



"Everyday dirt shows up when you least expect it and it just keeps coming back, therefore there is a need to have a strategy for everyday cleaning." says Christer Månsson, Product Marketing Manager at Electrolux. UltraPower™ cordless vacuum cleaners are designed for high performance, efficiency and runtime – the most important criteria for purchasing a cordless cleaner. Electrolux UltraPower cordless vacuums combine extreme suction power with up to 60 minutes of runtime to defeat invasions of playground sand, snack crumbs and pet hair throughout the house.

Outstanding design makes it natural to store UltraPower out in the open, with its freestanding mechanism, where it is always at hand and ready to clean up sudden messes. Maximum power is brought to the front lines by a specially designed nozzle and advanced fan technology using knowhow from gas turbine technology.

"We wanted to give the sense of power, so you can see where the engine is, you can see where the air goes out, and you can see the brush and the mechanics. At the same time, we needed to emphasize the slimness of the machine." - Anna-Karin Gray, Senior Industrial Designer at Electrolux.

The nozzle also includes a new, patented brush cleaning function to keep hair and fibres from jamming the brush roll and reducing the performance. Stepping on the foot pedal on top of the nozzle separates entwined hairs and fibre from the brush roll in seconds, so they can be sucked into the dust cup. The same BrushRollClean function is found on the Ergorapido 2-in-1 which received a 2013 VIP Award from the *Good Housekeeping* magazine honoring the Ergorapido Brushroll Clean with its "Very Innovative Product" award.

UltraOne Mini:

Made for people who demand great performance and design in a compact package.



Electrolux made UltraOne Mini more than 30% smaller than typical vacuum cleaners to meet the needs of smaller, modern households, where space is often valued at a premium.

UltraOne Mini weighs only 4.5 kilos and is equipped with easy-to-steer wheels and a long cord. AeroPro remote controls on the handle further improve handling and mean that there's no more bending over to reach for the buttons. "All these factors mean you can store and maneuver Ultra One Mini in tight spaces with ease," Anna Eling, Product Marketing Manager at Electrolux says.

UltraOne Mini also offers distinctive design. It has a digital display and a smooth, distinctive shell with a steel blue metallic finish. "Design is more important than ever," says Anna Eling. This premium vacuum cleaner from Electrolux is compact, quiet and combines high performance and modern design - the very best of Electrolux Vacuum cleaner technology for the modern urban consumer.

UltraSilencer:

New innovations behind the quietest vacuum cleaner in the world



The annoying noise of vacuuming usually makes it impossible to do other things during the cleaning session. It is considered one of the most annoying household sounds, and according to consumer research, 90% of consumers wish for a quieter vacuum cleaner. "Vacuuming takes an average of 15 minutes, but cleaning your home shouldn't stop you from doing things you enjoy. While using the new quieter UltraSilencer you can listen to your favorite music, take a phone call, people in the household can continue to watch TV and even sleep. Due to the efficient dust pick-up on all surfaces, you can also quickly enjoy an excellent cleaning result," says Ulrika Wikman, Product Marketing Manager at Electrolux.

The new generation of Ultra Silencer vacuum cleaners holds a uniquely low sound level of between 61 and 65 decibels depending on wattage – not higher than a normal conversation. The noise level has been lowered without compromising performance. The UltraSilencer achieves a thorough intake of dust and fibre with excellent deep cleaning results on all surfaces. The UltraSilencer is also completely sealed, from nozzle to outlet. Because the air passes through an efficient filter before it is let out again, it cleans the air up to 99.95 % (HEPA 13). By purifying the air leaving the vacuum cleaner, it reduces the risk of allergic reactions and offers a healthier home.

The vacuum cleaner also has good maneuverability offering excellent usability. The UltraSilencer comes with a 12-meter long reach, easy access operating buttons, telescopic tube and soft wheels.

UltraCaptic:

With the UltraCaptic bagless vacuum cleaner, emptying is as easy as cleaning



The premium vacuum cleaner is based on a research by the Electrolux Group showing that most consumers are happy with their bagless cleaners except when it comes to emptying them.

"It definitely can get messy," says Niklas Melin, Product Marketing Manager at Electrolux. "Often, consumers put a plastic bag around their vacuum when emptying it to prevent dust clouds and spills. With UltraCaptic, you don't need to put your bagless vacuum into a bag or go outside."

With UltraCaptic, there's no clean up after cleaning and no getting the contents of the container all over your hands, thanks to UltraCaptic's "Compact and Go" dust-management system, a pull squishes the dust into a cake that plops neatly into bins without creating a cloud. "Compacting the dust also means UltraCaptic can hold more so you can get more job done before stopping to empty the vacuum," says Niklas Melin, Product Marketing Manager at Electrolux.

The brightly colored appliances have metallic details, aluminum extrusions and stainless-steel lettering on the handle which make a quality statement. The contours of vacuum's multi-cyclones make UltraCaptic look almost like it is rocket-powered.

Lead designer Esbjörn Svantesson, says "UltraCaptic's design is a lot about showing elements as they are, instead of trying to hide them, the multicyclones, main cyclone, dust container, seals, et cetera, all are true to the functional shape."

Trends demand more from design

In the early 2000's the company launched two more industry firsts; the cordless self-going robot cleaner Trilobite and the sleek, cordless Ergorapido for instant cleaning. Both derived from the Electrolux core value: consumer insight.

"Using consumer insight to drive design doesn't exclude us from pushing boundaries by being innovative and daring, thus differentiating Electrolux from the rest of the market", says Simon Bradford.

When asked to predict future trends that will have an effect on design Simon Bradford, replies:

"In today's world sustainability is already a certainty, now it will be the designer's role to take it to the next level, by contributing to intelligent solutions for recycling faster and simpler. Two other trends that will influence our innovations are *urbanization* and *time*. We will make smaller vacuum cleaners that will be easier to use in order to save time".

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.