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Electrolux Ideas Lab – inspiring the future of the home

Stockholm, Sweden, 15 June, 2016

Electrolux today presents Ideas Lab - the new global ideas competition, inspiring creative thinking for homes of today and the future. The competition targets consumers and is open for everyone over the age of 18 to join. By pre-registering on the website, www.electroluxideaslab.com, participants will get access to the full challenge one week before the competition opens for submissions on August 15th.

Electrolux will be calling out for creative ideas that inspire people around the world to enjoy **tastier**, **healthier and more sustainable home cooking in the future**. Any idea could be submitted; smartphone apps, food sharing programs, kitchen tools, hacks or fully fledged business ideas. Only the contestants' imagination will set the limit.

The winning idea will not only win a €10.000 cash prize, but also a once-in-a-lifetime experience in Sweden. During 5 days in Stockholm, one of the start-up capitals of Europe, the winners will get all the help they need in order to take the idea to the next level.

The full details of the challenge, the competition process, judging criteria and the prize will be revealed on August 15th on www.electroluxideaslab.com.

"We live in a rapidly changing world. The best ideas for the homes of the future might not come from one of our labs, but probably already exist in the minds of moms and dads, food bloggers or home chefs... By creating this platform, to tap the minds of our consumers, we will celebrate the creative minds out there and enable them to take their thinking even further. This will also help us at Electrolux become even better at creating remarkable consumer experiences through our products and services," said MaryKay Kopf, Chief Marketing Officer at Electrolux.

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Learn more about and follow Electrolux Ideas Lab in Electrolux social media channels:

Electrolux Facebook page: facebook.com/electrolux

Twitter: twitter.com/Electrolux

Instagram: instagram.com/electrolux

Follow the discussions using hashtag #electroluxideaslab and #deliciouschange.

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Vat No: SE66300000098901 Reg No: 556009—4178 Electrolux is a global leader in home appliances, based on deep consumer insight and developed in close collaboration with professional users. We offer thoughtfully designed, innovative solutions for households and businesses, with products such as refrigerators, dishwashers, washing machines, cookers, vacuum cleaners, air conditioners and small domestic appliances. Under esteemed brands including Electrolux, AEG, Zanussi, Frigidaire and Electrolux Grand Cuisine, the Group sells more than 60 million products to customers in more than 150 markets every year. In 2015 Electrolux had sales of SEK 124 billion and 58,000 employees. For more information go to www.electroluxgroup.com.