

Press Release
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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

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