

Press Release

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Electrolux Professional Products launches new brand identity

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The Electrolux business area Professional Products today announced it is launching a new brand identity and logotype: Electrolux Professional.

At the Host exhibition in Milan, Italy – the leading exhibition in the hospitality and catering industry – the company officially introduces a new Electrolux Professional brand identity and replaces the current logo. The new brand identity remains easy to recognize but clarifies the positioning of Electrolux Professional as a brand distinct from the Electrolux consumer brand. This creates an improved orientation for customers and demonstrates Electrolux Professional's strategy to be the global business partner for the hospitality industry under one brand.

Besides presenting the new Electrolux Professional brand identity, new and exciting products and fully integrated offers will be on stage at the exhibition - represented by the SkyLine Cook&Chill, Speedelight, and a brand new offering of beverage solutions.

Alberto Zanata, Head of the Professional Products business area, commented: "Our new brand identity will support us in our work to be the one trusted partner offering a full set of best-in class products and superior customer care and innovation. This will make our customers' work-life easier, more profitable – and truly sustainable every day".

At the Host exhibition Electrolux Professional aims to showcase its ability to be a trusted partner for customers, supporting them throughout their operations and creating optimal business value over the products' lifetime. This is the essence of Electrolux Professional's OnE strategy:

- integrating a wide offer for food, beverage and laundry solutions under one brand;
- leading the way in designing solutions with sustainability and human centric approach at heart, so that they are easy to use, maintain and service, but also productive, efficient and reliable;
- helping customers to increase productivity thanks to a web platform to manage their entire operations: products and services will be connected, so that their performance will be visible via real-time access to data; moreover, customers will have one contact point for a lean and effective service.