

# Global Business Projects











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# Electrolux Group

A leading global appliance  
company that has shaped living for  
the better for more than 100 years.











We strive to improve  
everyday life for millions of  
people around the world



Watch: Our Purpose



Our future is determined by the way we all live our lives. That's why we focus our efforts in making everyday life better for people and the world around us. It is embodied in everything we do. In every idea, every product and every human interaction.

We believe that outstanding taste experiences should be easy for everyone. That there is always a better way to care for our clothes to make them look and feel new longer.

That the home should be a place for wellbeing, a place to care for ourselves and our loved ones.

To succeed, we continuously rethink and improve our ways of working - internally, and together with our customers and partners.

By creating desirable solutions and great experiences that enrich peoples' daily lives and the health of our planet, we want to be a driving force in defining enjoyable and sustainable living.

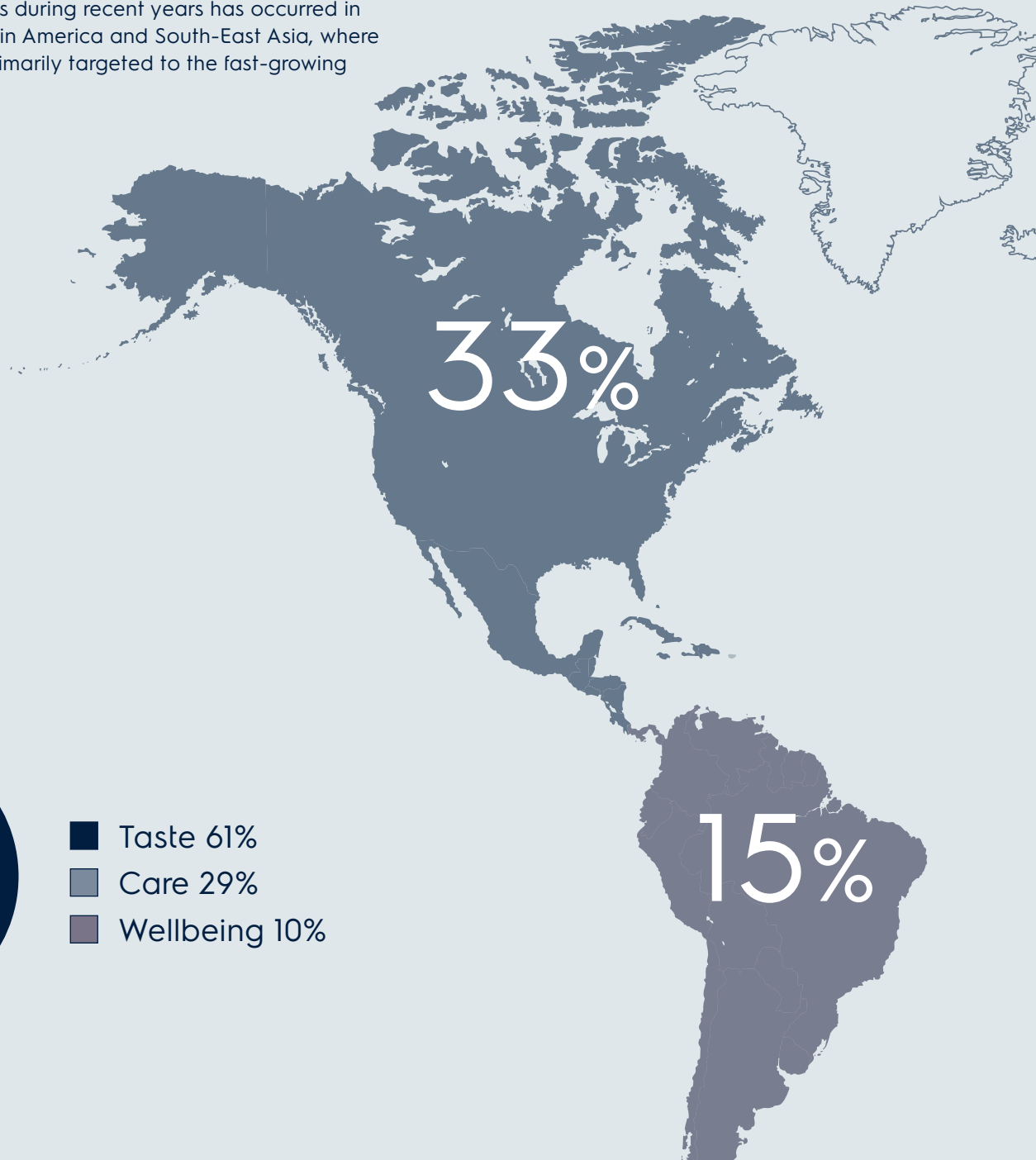
**This is us - at Electrolux we shape living for the better.**



# Global presence

The Electrolux Taste category accounts for almost two-thirds of the Group's sales and is well-represented among the most energy-efficient alternatives.

The Group holds strong positions in all major categories of kitchen appliances and commands significant global market share. The most rapid increase in sales during recent years has occurred in growth regions such as Latin America and South-East Asia, where the Electrolux offering is primarily targeted to the fast-growing city-based middle class.

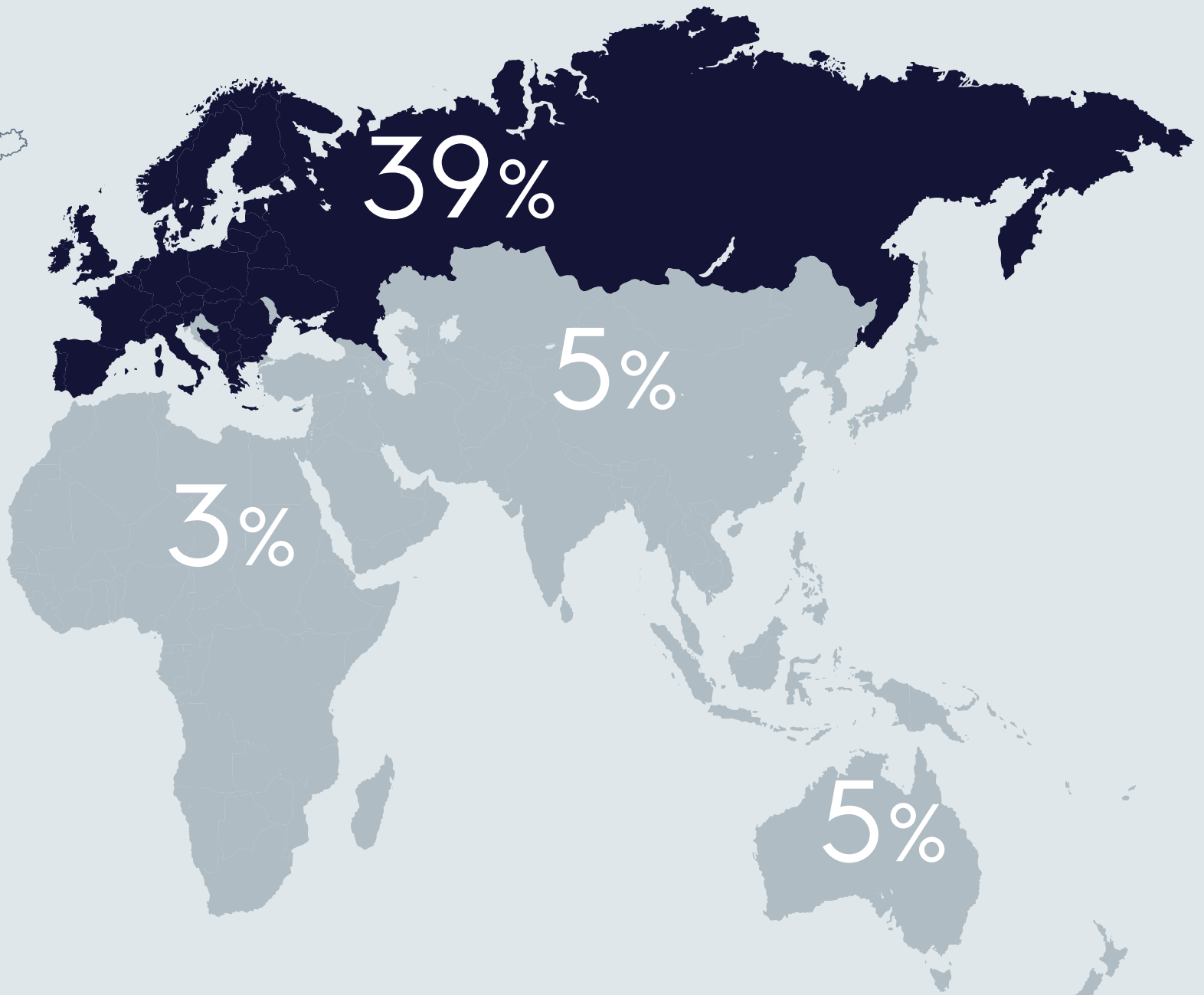


- Taste 61%
- Care 29%
- Wellbeing 10%





- Europe, 39%
- North America, 33%
- Latin America, 15%
- Asia-Pacific, Middle East and Africa, 13%





# Significant global market share

Electrolux is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people around the world, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our brands, including Electrolux, AEG and Frigidaire, we sell approximately 60 million household products in approximately 120 markets every year. In 2020 Electrolux had sales of SEK 116 billion and employed 48,000 people around the world.



Present in over  
120 markets



60 million products  
sold annually



48,000  
employees







# We focus on 3 main innovation areas

We shape living for the better by reinventing taste, care and wellbeing experiences for more enjoyable and sustainable living by putting our consumers' needs at the centre of our innovations.







### Enabling users to prepare great-tasting food.

As a kitchen appliance leader, we want our products to enable consumers to prepare food with the right taste and texture, minimize food waste, and create healthy and nutritious meals. We continuously add new functionalities in terms of control, interaction and innovative digital technologies.

By enabling consumers to achieve excellent culinary results, we inspire people to eat and live more enjoyably and sustainably.

In 2020, Electrolux launched responsive and sustainable kitchen systems to help consumers create better taste experiences with less efforts.

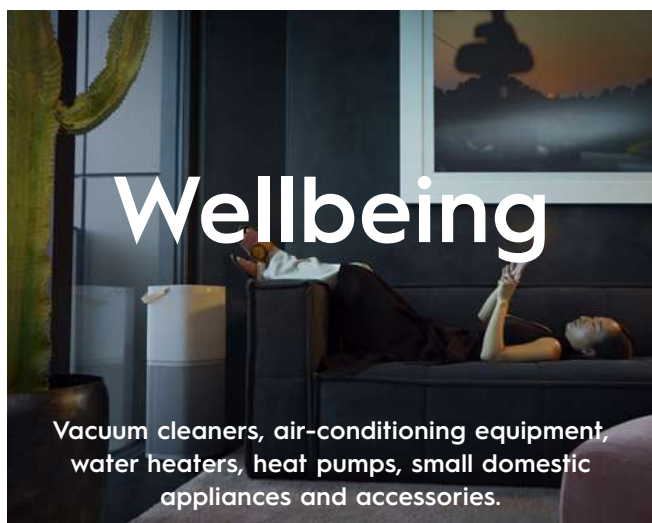


### Enabling users to care for their clothes so they stay new for longer.

Our laundry products offer consumers outstanding garment care, water and energy efficiency, and effective low temperature washing. Demand for Electrolux washing machines and tumble dryers is driven by innovations that promote user-friendliness and garment care through tailored and adaptive programs combined with leading resource efficiency.

We create care solutions that make it easier for consumers to make better choices for their wardrobe, their life and the planet, so they can love their clothes for longer.

In 2020, Electrolux launched the Make it last campaign with smart and sustainable technologies for perfect care every time - keeping clothes like new for longer.



### Enabling users to achieve healthy wellbeing in their homes.

We strive to create wellbeing products that are differentiated by their visual appeal, and how they promote healthy indoor environments and sustainable living. Electrolux vacuum cleaners and air-conditioning equipment reduce harmful allergens and pollutants in the home.

Our high-performance wellbeing solutions are easy to use, accessible and versatile.

In 2020, Electrolux developed a responsive wellbeing ecosystem with effortless performance and complete comfort solutions.



# Our brands

A portfolio of well-established brands with a clear proposition.











# Electrolux

## For better living. From Sweden.

We come from Sweden. A land of extreme contrast, where winter gives us eternal darkness and summer infinite light. It's a unique place to call home. And it's the reason we do things differently.

Everything we do aims to solve real challenges, for real people, in the real world. And for a company like us, it's natural to start with the most precious place there is: home. With the ambition to improve the lives of the people living there.

We believe that a solution for a sustainable future is right in front of us. Where most of our days begin and end. Where we feel loved and where we love. Where we raise families and celebrate with friends. Where every single touch, feel and smell means we're in the right place. At home.

That's where we can make a difference. We understand life at home and its everyday challenges, big and small. Our role is to help people along the way - everything we do is done to make their lives effortless, enriching and more sustainable.

If all of us make small changes in our everyday lives, we can make a big difference. Not just for the home we live in, but for the home we all share. Whether it's making food taste better, last longer and prevent it from being wasted. Or helping make clothes last longer and be less of a burden for our planet. Or making the air we breathe at home cleaner and healthier.

We believe that the best way to take care of our future, is to care about how we live today.







# AEG

## CHALLENGE THE EXPECTED

We are AEG. We exist to redefine what you expect out of your household appliances, which is why we want to challenge the boundaries of everyday life.

Since our start in Berlin in 1887, we've never settled for good enough. And we don't think you should have to either.

That's why we never compromise with innovations for your home. We believe in responsible innovations that stand out today and help build a better tomorrow. So you can live on your own terms while also living up to the terms of the environment.









# FRIGIDAIRE®

## EVERYDAY ACCOMPLISHMENT

We have always taken pride in our innovative spirit, from inventing the first home refrigerator to finding ways to make desired products attainable. We love doing our part to help build better communities.

We provide intuitive benefits that don't rely on a user manual.

We give you great results that put a smile on your face.









# ZANUSSI



## EVERYDAY EASE

With over a century of appliance design expertise, Zanussi continues to deliver innovations that matter.

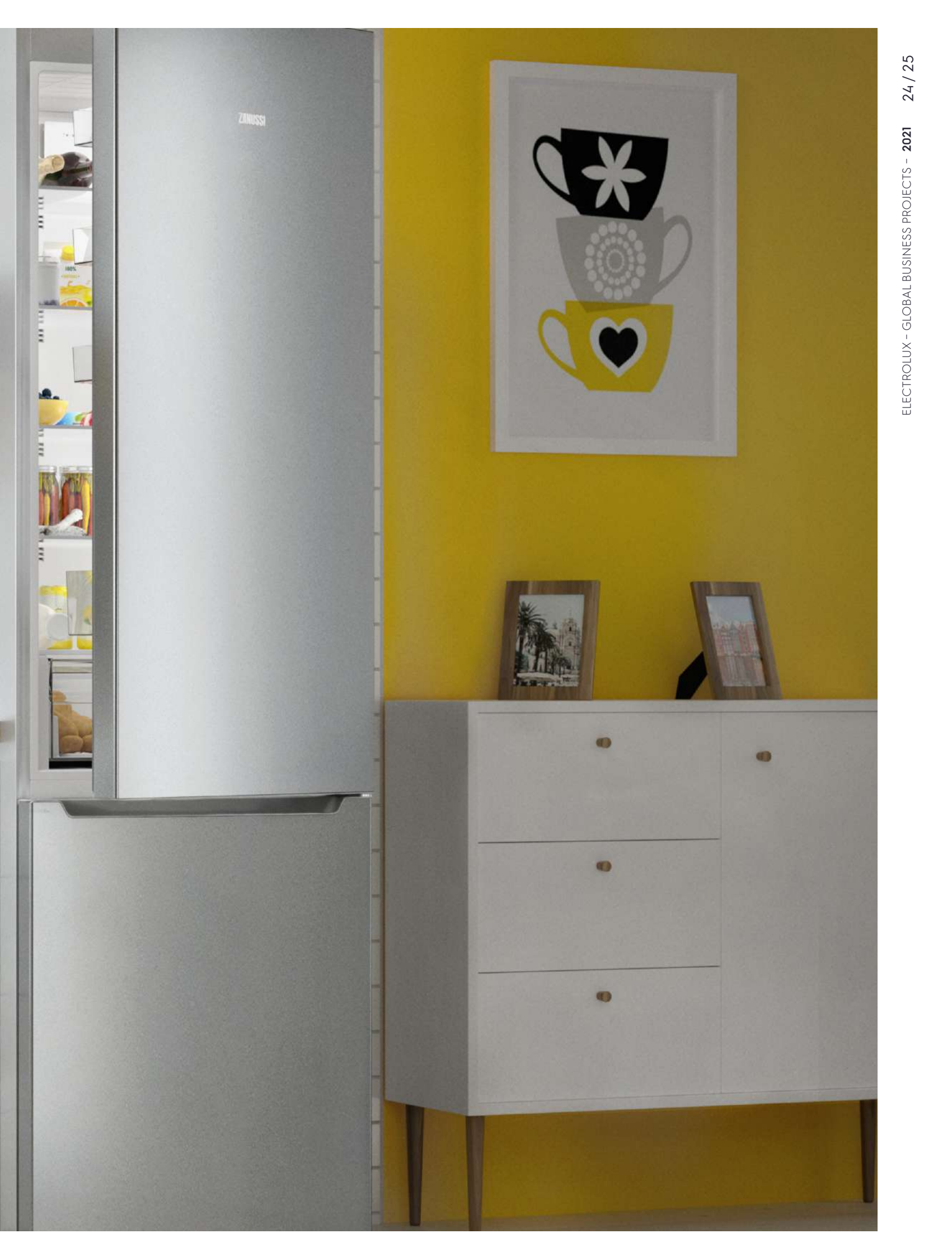
Fresher, brighter and bolder than ever, our brand makes it even easier for our customers, creating both ease of use and peace of mind.

The home is our arena. Whether it concerns taste, care or wellbeing – we are committed to developing solutions that simplify life at home.

We bring peace of mind to our consumers by delivering reliable and easy to choose solutions, with innovations that are truly built to last to simplify everyday life.







ZANUSSI



# Maintaining our sustainability leadership to 2030 and beyond

“I firmly believe that our new framework will help us maintain our sustainability leadership, which will be a competitive advantage and driver of profitable growth over the next decade.”

Jonas Samuelsson,  
Electrolux CEO & President







# What sustainability means to us

The world in which we operate is constantly changing due to the influence of global mega-trends, which create challenges for our business – but also bring about enormous opportunities.

Our sustainability framework – **For the Better** – helps us manage these trends, and ensures we contribute toward international sustainable development objectives such as the UN Sustainable Development Goals.

Sustainability has gone from being very important to crucial for Electrolux, as our planet approaches several extremely significant tipping points. This is why we launched the Better Living Program in 2019 and why we will take our sustainability framework to the next level in 2021 and beyond.









# For the Better towards 2030

Towards carbon neutrality & circularity. In 2021, we are taking our sustainability framework to the next level by introducing For the Better 2030 – including ambitious objectives for Better Solutions and Better Company, and the Electrolux Better Living Program that we launched in 2019. Our company target is to have climate neutral operations by 2030.



## Better Solutions

- Lead in energy and resource-efficient solutions
- Offer circular products and business solutions
- Eliminate harmful materials



## Better Company

- Be climate neutral and drive clean and resource-efficient operations
- Act ethically, lead in diversity and respect human rights
- Drive supply chain sustainability



## Better Living

- Make sustainable eating the preferred choice
- Make clothes last twice as long with half the environmental impact
- Make homes healthier and more sustainable through smart solutions for air, water and floors

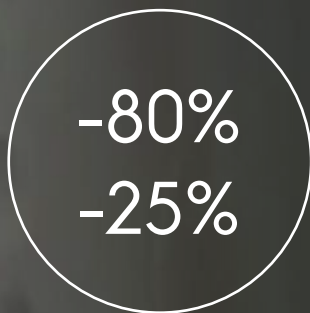


Scan or click QR code  
Learn more and download  
the Better Living Program



## Our climate targets for the future

### CARBON EMISSIONS



Science Based Target: Reduce carbon emissions in operations by 80% and by 25% in products between 2015 and 2025

### OPERATIONS



Climate neutral operations by 2030

### VALUE CHAIN

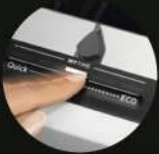


United Nations Global Compact Business ambition for 1.5 °C - climate neutral value chain by 2050



# Key results 2020

## Better Solutions



LEAD IN ENERGY- AND RESOURCE-EFFICIENT SOLUTIONS

Our most energy and water efficient products accounted for 26% of total units sold and 36% of gross profit in 2020



OFFER CIRCULAR PRODUCTS AND BUSINESS SOLUTIONS

We used 6,800 metric tons of recycled plastic in our products in 2020



ELIMINATE HARMFUL MATERIALS

Our Eco@web chemical management tool was rolled out in Asia-Pacific and Egypt

## Better Company



BE CLIMATE NEUTRAL AND DRIVE CLEAN AND RESOURCE-EFFICIENT OPERATIONS

-70% absolute reduction of our CO<sub>2</sub> emissions in our operations since 2015



ACT ETHICALLY, LEAD IN DIVERSITY AND RESPECT HUMAN RIGHTS

79% of employees completed our anti-corruption training



DRIVE SUPPLY CHAIN SUSTAINABILITY

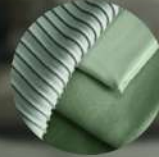
74% of our top direct material suppliers have committed to disclose their carbon emissions and set targets

## Better Living



MAKE SUSTAINABLE EATING THE PREFERRED CHOICE

9,400 people engaged in Electrolux Food Foundation events to inspire sustainable food habits



MAKE CLOTHES LAST TWICE AS LONG WITH HALF THE ENVIRONMENTAL IMPACT

Make it Last - We launched our first pan-regional campaign to inspire better care of clothes



MAKE HOMES HEALTHIER AND MORE SUSTAINABLE THROUGH SMART SOLUTIONS FOR AIR, WATER AND FLOORS

The UN Cool Coalition approved our plan to replace all high-impact greenhouse gases in our appliances by 2023 at the latest



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Learn more and download our latest Sustainability Report







# Awards and recognition

Rating agencies and sustainability rankings have recognized our sustainability commitment and performance over the past year.



## CDP

Electrolux has been recognized for its sustainability leadership with a prestigious double “A” score by the global non-profit CDP in 2020. Electrolux is one of few companies to receive top marks both for its efforts to tackle climate change and acting to protect water security. For five years Electrolux has been on the CDP climate A list, whilst the place on the water A list is a first. CDP is an international non-profit that runs a global disclosure system for investors, companies, cities, states and regions.

## Dow Jones Sustainability World Index

Electrolux is recognized as a sustainability leader in the Dow Jones Sustainability Index (DJSI) World and Europe in the consumer durables industry.

*“We congratulate Electrolux for being included in the DJSI WORLD. A DJSI distinction is a reflection of being a sustainability leader in your industry. With a record number of companies participating in the 2020 Corporate Sustainability Assessment and more stringent rules for inclusion this year, this sets your company apart and rewards your continued commitment to people and planet.”*

**MANJIT JUS,**

Global Head of ESG Research  
and Data, S&P Global:

## SAM, now part of S&P Global

Electrolux received the SAM Silver Class award in the 2020 SAM Corporate Sustainability Assessment (CSA). Each year, over 3,400 of the world's largest companies are invited to participate in the SAM CSA. Within each industry, companies with a total within 5% of the top performing company's score receive the SAM Silver Class award. SAM CSA scores are also the basis for including companies in the prestigious global Dow Jones Sustainability Indices (DJSI). Electrolux is a member of DJSI World.

## 2019 Global RepTrak100

In the 2019 Corporate Responsibility RepTrak® 100 Electrolux ranks 69 in corporate responsibility. The Global RepTrak® 100 is the definitive ranking of the world's leading companies, showcasing how people feel, think, and act towards companies globally. For over a decade, The RepTrak Company has ranked the top 100 most reputable companies and corporate brands to celebrate global reputation leaders and highlight the ever-evolving reputation intelligence landscape. The Global RepTrak100 is based on a global survey of 230,000+ ratings for a representative sample that spans the 15 largest economies. Within the Global RepTrak® 100 study, the RepTrak Company released the Corporate Responsibility RepTrak® 100 - as part of understanding a company's overall reputation, the corporate responsibility score reflects performance in the metrics of citizenship, governance, and workplace.





### Stoxx

Electrolux is included in the STOXX® Global ESG Leaders index. The STOXX® Global ESG Leaders Index was launched in 2011 and was an important step for providing visibility for companies that excel in sustainable operations and management. The index is STOXX's broadest benchmark tracking the highest-scoring companies in environmental, social and governance (ESG) criteria.

### Global Compact 100

The Global Compact 100 (GC 100), developed in partnership with Sustainalytics, is composed of a representative group of Global Compact companies, selected based on their implementation of the ten principles and evidence of executive leadership commitment and consistent baseline profitability.

### ISS oekom Prime status

ISS oekom research assesses the environmental, social and governance performance of a company as part of the Corporate Rating, carried out with the aid of over 100 social and environmental criteria, selected specifically for each industry. ISS oekom research awards Prime Status to those companies that are among the leaders in their industry, according to the oekom Corporate Rating, and that meet industry-specific minimum requirements.

### FTSE4Good

FTSE Russell (the trading name of FTSE International Limited and Frank Russell Company) confirms that Electrolux has been independently assessed according to the FTSE4Good criteria, and has satisfied the requirements to become a constituent of the FTSE4Good Index Series. Created by the global index provider FTSE Russell, the FTSE4Good Index Series is designed to measure the performance of companies demonstrating strong ESG practices. The FTSE4Good indices are used by a wide variety of market participants to create and assess responsible investment funds and other products.

### Sustainalytics

As of November 2020, Electrolux received an overall ESG Risk Ratings score of 16.0 and is considered by Sustainalytics, a global environmental, social and governance (ESG) research and ratings firm, to be at low risk of experiencing material financial impacts from ESG factors.

### Solactive Europe Corporate Sustainability Index

Electrolux has been reconfirmed as a constituent of the Solactive Europe Corporate Social Responsibility Index (previously Ethibel Sustainability Indices). Included since 2013, the most recent reconfirmation is dated as 2021/03/02.



# Our targets for 2030

The Better Living Program widens the scope of Electrolux's commitment to sustainability. It enables the company and its brands to contribute in a meaningful way on key global challenges. Its focus is an evolving list of 100 bold actions that we pledge to undertake by 2030. It has been developed to support the United Nations' Sustainable Development Goals and other global climate targets, as well as our overall company purpose: to shape living for the better.

## **Taste target for 2030**

**Make sustainable eating the preferred choice.**

We aim to inspire people to eat, source and handle food in a way that benefits both people and planet – without sacrificing any enjoyment.

## **Wellbeing target for 2030**

**Make homes free from harmful allergens and pollutants.**

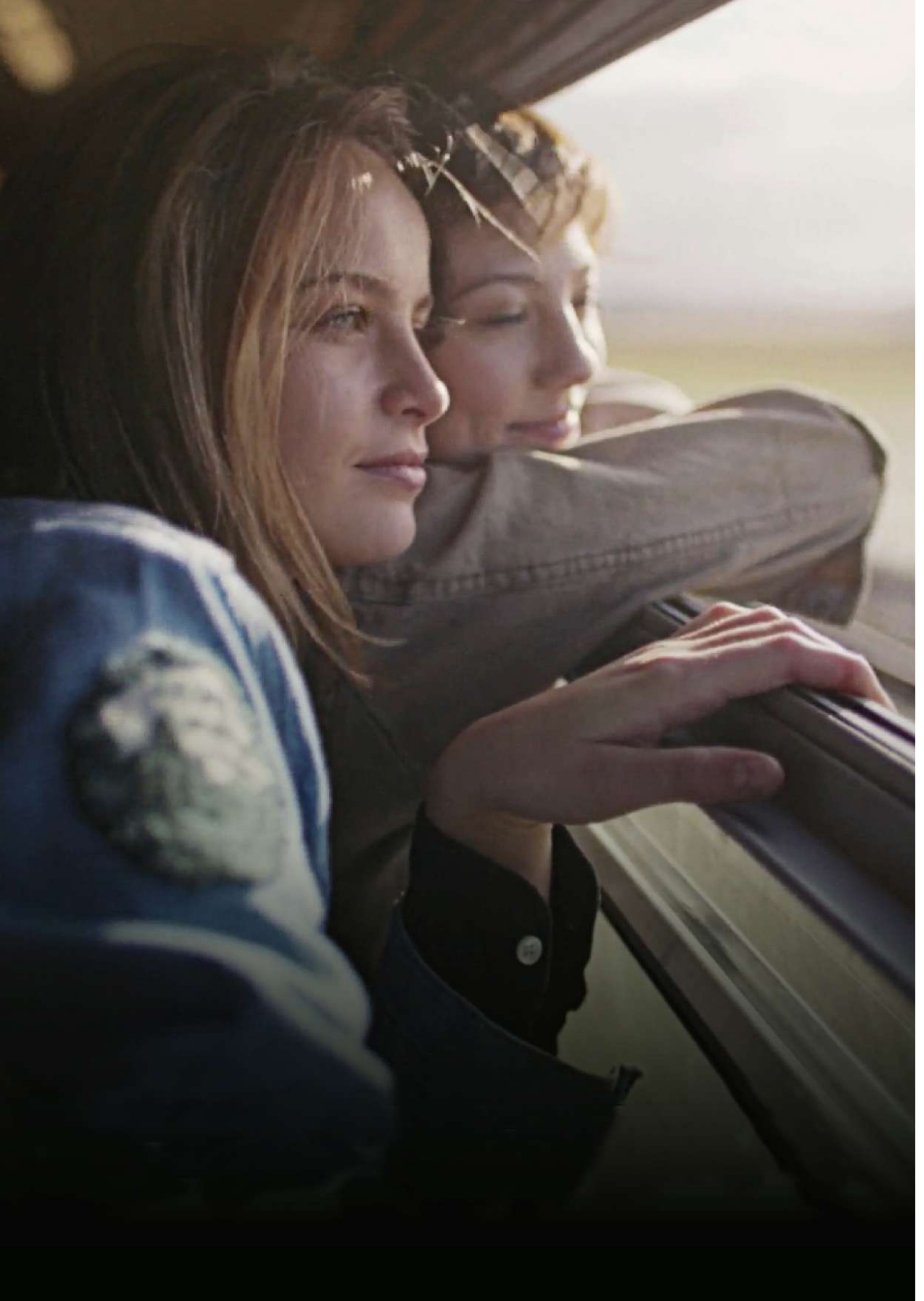
We aim to optimise people's home environments, helping them reduce dirt, dust, allergens and pollutants so they can breathe higher quality indoor air.

## **Care target for 2030**

**Make clothes last twice as long with half the environmental impact.**

By modernising care technology for all fabrics and inspiring better care habits, we aim to reduce the environmental impact of after-care and prolong the average life of garments.





## Our 2030 Taste Target:

# Make sustainable eating the preferred choice

Food and nutrition is the single most critical factor when it comes to our health. It is also critical to our planet's health, with the food industry accounting for a third of global energy consumption and over 20 percent of emissions\*.

All the more shocking, then, that 30% of the food we buy is thrown away\*\*, even though one-ninth of the global population goes to sleep hungry every night\*\*\*.

This is why we want to help people make better eating choices in ways that are effortless and enjoyable.

At Electrolux, we aim to inspire more people to eat in a way that benefits both people and the planet. Which is why we seek to drive product innovations that help to improve the nutritional value of what people eat, while showing how enjoyable it can be to incorporate more sustainable ingredients. We also want to help reduce food waste in every way we can.

Better Eating is one of four targets we have identified as part of an 11-year action plan we call The Better Living Program.

\* Source: UN SDG, 2018,

\*\* Source: UN SDG, 2018,

\*\*\* Source: Food Aid Foundation

### Taking action on food poverty and food waste

Since 2016, the Electrolux Food Foundation has supported initiatives to educate and inspire more sustainable food choices among consumers and professionals, and to support people in need in the communities around us. It is an independent, non-profit organisation founded and funded by Electrolux, and operates with global partners including the Red Cross, AIESEC and World chefs.



**Electrolux  
Food Foundation**

ESTABLISHED 2016



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## Our 2030 Wellbeing Target:

# Make homes free from harmful allergens and pollutants

Poor air quality has become a widespread risk to human health. According to the UN, 92% of people live in places where pollution exceeds recommended limits. While we spend much of our time indoors - on average, about 16 hours a day\*

This only makes matters worse. Due to inadequate ventilation, the concentration of harmful pollutants indoors can often be up to five times higher than outdoors\*. This doesn't have to be the case. And we can undertake efforts to improve people's wellbeing at home.

\* Source: BEAMA - My health

### Focus Areas

Working towards this target, Electrolux will accelerate the development of solutions that enable more people to achieve healthier homes in a more sustainable way.

### This may include:

- Developing sophisticated air and floor care solutions, powered by digital technology
- To optimise the indoor environment, as well as being a driving force for more resource-efficient appliances with a reduced climate impact



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## Our 2030 Care Target:

# Make clothes last twice as long with half the environmental impact

Over the past 20 years, we have quadrupled the number of garments we go through\*.

Compounding the issue is the fact that 90% of our clothes are thrown away before they need to be\*\*. Part of the problem is fast fashion - another is after-care. Due to poor, outdated laundry habits, the lifespan of garments is diminishing. With the fashion industry being the fourth largest polluter in the world\*\*\*, it's time we changed the way we consume and care for our clothes.

\* Source: Fashion Revolution

\*\* Source: AEG Care Label Project

\*\*\* Source: Measuring Fashion, Global Impact Study 2018

### Focus Areas

To guide us towards our target, we will seek to drive product innovations, educate consumers, undertake further research, and form meaningful partnerships. Our focus areas for Better Garment Care are:

- Prolong the lifetime of garments by modernising care technology and care habits
- Reduce the environmental impact of garment care
- Enable care for all fabrics
- Contribute to more sustainable fashion consumption models



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# Future sustainable kitchen event

The Future Sustainable Kitchen took place on 22 March 2021, bringing together experts from across the food ecosystem including kitchen specialists, grocers, food tech start-ups, NGOs and chefs to discuss how we can all work together to make sustainable eating the preferred choice.

The food industry has an incredible challenge ahead to help millions of consumers around the world change their behaviors for the health of the planet, says Electrolux CEO Jonas Samuelson. "It's really quite scary when we see how our daily behaviors as consumers are pushing the planet. It's an incredible challenge we have in front of us which requires a complete change in how we as consumers live our lives."

The event brought together experts from across the food ecosystem to discuss how to make sustainable eating the preferred choice. Samuelson said the ecosystem must work together to achieve this and added that sustainable eating needs to be made both enjoyable and easy. "If it's not enjoyable, if it's not easy, then we are not going to make an impact, as we are all living busy lives".

Collaboration was a key theme at the event. Electrolux announced a new partnership with the smart recipe platform SideChef and the largest global network of culinary arts and hotel management institutes Le Cordon Bleu to help making sustainable cooking easier and tastier.

It means with the purchase of a smart steam oven from Electrolux, users will get 12 months free SideChef premium content and exclusive step-by-step video recipes from Le Cordon Bleu. The SideChef app will automatically send the optimal oven settings for the recipe to the Electrolux smart steam oven, so home cooks can confidently take steps towards making sustainable eating the preferred choice.

The event also highlighted the new co.food program of which Electrolux is one of the three co-founders alongside Belgian supermarket chain Delhaize and Zentis, one of Europe's leading fruit processors. Launched in January 2021, the aim is to create food solutions through collaboration and collective intelligence to shift eating patterns towards a healthier and more sustainable diet.

"Since food is a major battleground of the pandemic landscape and in the fight against climate change, we launched an international ecosystem to translate our strategy into real, concrete and innovative change and breaking the silos in the food system," said Fleur Parnet, Head of co.food.

**co.food**  
Feed us, better, safer, longer.

 **LE CORDON BLEU**

 **SIDECHEF**







Jonas Samuelson,  
Electrolux CEO & President





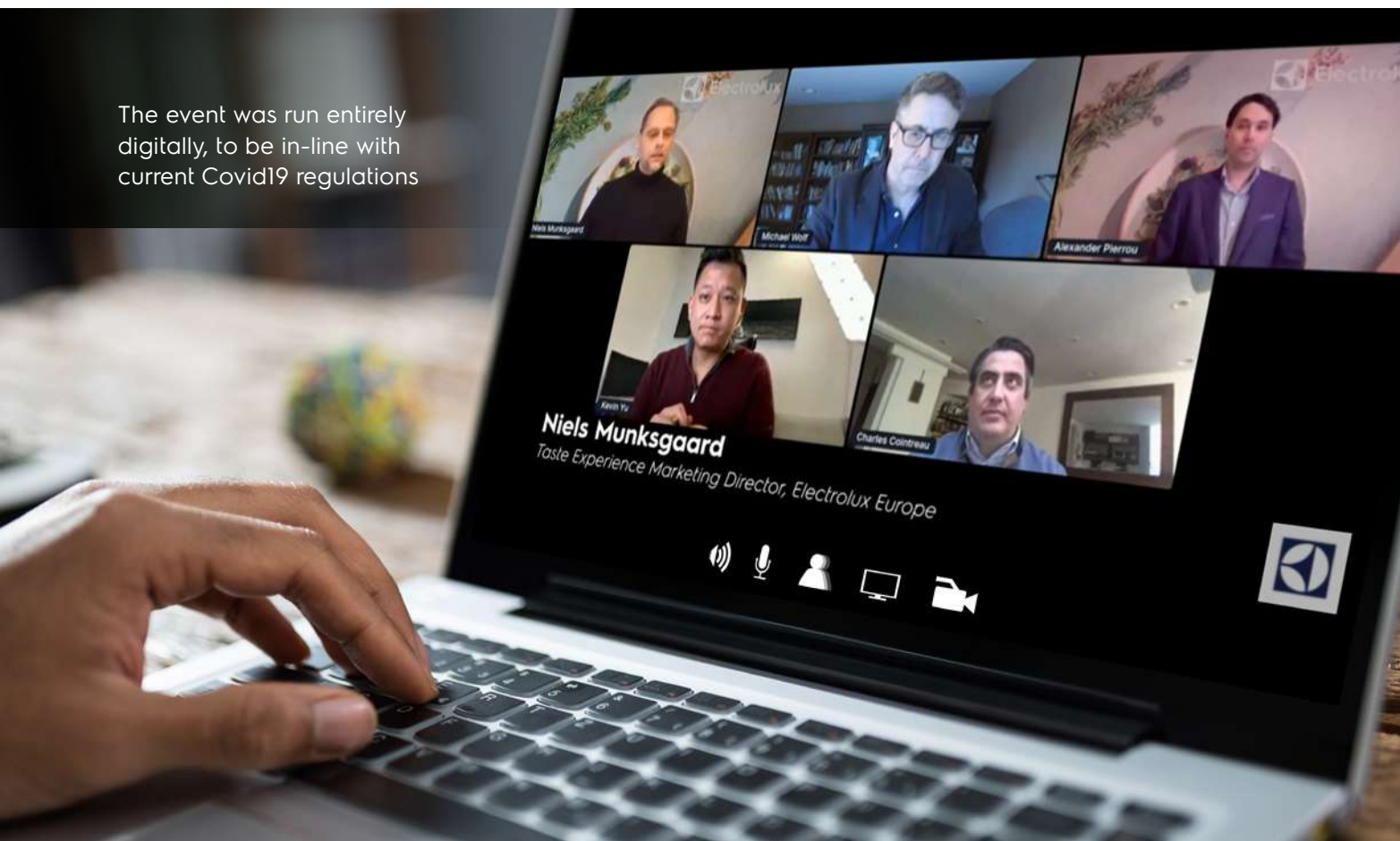
**“As a global appliance manufacturer and leader in sustainability, we want to live up to our responsibility. We have the consumer insights and the innovations to empower consumers to take action for a more sustainable lifestyle. However, if there’s one thing that is certain in light of the global food challenge it’s that this battle cannot be fought by just a few. We need our diverse partners to come up with solutions together with us, and this event was a perfect opportunity for this.”**

Anna Ohlsson-Leijon,  
CEO of Electrolux Europe





The event was run entirely digitally, to be in-line with current Covid19 regulations



## Event highlights

**+800**

Attended  
FSK 2021

**+300**

Electrolux  
Attended

**41**

Media  
Outlets

**+250**

Trade  
Attended

**23**

NPS  
Benchmark  
(0-30)

**42%**

Promoters  
(9-10)

**71%**

Rated FSK  
Very Good/  
Excellent



# Design

At Electrolux, designing outstanding experiences with a human touch lies at the heart of everything we do within Group Design.







  
Electrolux

# A touch of Scandinavia

Good design doesn't happen by accident. At Electrolux, we take an iterative, research-based and collaborative approach to design that encompasses the entire user experience. We call this philosophy Human Touch.

With products in hundreds of millions of homes around the world, we use the power of design to drive change for the better. Better for the users of our solutions – digital or physical – and better for our planet. We channel our creativity to achieve meaningful, sustainable, experiences. Human Touch is about making technology more human, intuitive and seamlessly integrated into our lives, whether it's through a clever use of lighting that helps reduce food waste from your fridge or an intuitive user interface that encourages sustainable choices.

Design at Electrolux is defined as the practice of creating human-centric solutions; products, services and interactions. It's a diverse field that draws from synthesis, analysis, engineering, culture and data. When combined with cultural context, it connects emotionally and tells a story. To this end, there are three main elements to the Human Touch design philosophy:

**Foresight.** Continuously interpreting trends and insights to develop a point of view about the future, which inspires and directs our work.

**Creativity.** Applying the unique sensibility and perspective of designers to identify opportunities, solve problems and nurture a creative culture throughout Electrolux.

**Context.** Designing for real use and thinking in terms of ecosystems, beyond one product at a time. By truly understanding usage patterns and behaviors, we seek to simplify decisions and guide actions.





The Human Touch philosophy comes to life through a structured approach with three main phases: Understand, Create and Develop. Intended to ensure successful outcomes, this approach is about first framing the opportunity, then creating the concept and finally making it real.

Good design doesn't happen by accident. It's been in our DNA since founder Axel Wenner-Gren launched the first collaborations with world-renowned industrial designers in the 1930s. Today, our designers globally are guided by Brand Design DNA frameworks. These provide each of Electrolux key brands (Electrolux, AEG and Frigidaire) with distinctive features and values.



# Designing together, for the better

Design is about understanding consumer needs, and helping them to live better, says Simon Bradford, Electrolux Group Head of Design

The Design culture at Electrolux is deep rooted in our Scandinavian heritage. Scandinavian Design started in the Nordics around the 50's. It is characterized by its simplicity, clean lines and uncompromising view on Usability. It was very progressive for its time for the type of materials used and manufacturing methods deployed. Scandinavian Design is very well known worldwide for its beautiful lines inspired by the surrounding nature yet the sole purpose of the Designers of the time, was to improve the daily life of its users!

So based on those same founding principles, at Electrolux Design we talk about Scandinavian Design being Human, Memorable, Timeless and finally....always on the forefront of change.

Design is about creating solutions for people to address a need or a problem. Our ways of working are user-centered, but as awareness of climate change grows, we are shifting toward more humanity-focused. So, bearing in mind the global scale we operate at, "shape living for the better" has a whole new meaning and sense of urgency.




**Simon Bradford**  
Head of Design, Electrolux Group

At Electrolux we call our design thinking "Human Touch." It's an innovation process that continuously centers on the consumer. Only when we have truly understood the needs of our consumer, can we then design experiences that will improve their daily lives. This way of designing ensures that the innovation we bring to our users, answers a real need they have. It is a process that involves the user in all its steps. We are no longer just observing the consumer, but co-creating with them throughout the product development phases. With this focus, we minimize the uncertainty and risk of bringing new innovations to market. This is also the only way to ensure we create real value for consumers.







**“Design at Electrolux is synonymous with shaping the user experience and contributing to a more sustainable world. It’s the practice of collaboratively applying our expertise in a multitude of disciplines to create human-centric solutions, that draw inspiration from emerging trends, creativity and deep contextual insight.”**

Simon Bradford,  
Head of Design, Electrolux Group

**Sustainability permeates every part of what we do at Electrolux Group: from how our products are used and produced to the materials we select and source, right through to how we operate internally as a company.**

As we undertake our pursuit to understand what is out there - what seeds are being planted, how they're impacting people's behaviour patterns or changing their perceptions, needs and desires - there's one word that keeps coming back: sustainability.

As a designer, sustainability is - more than ever before - at the centre of my outlook, and not just from the standpoint of material and usage. It inspires me to create conduciveness between everyday living and sustainable living, whether it's in the kitchen, laundry, bedroom or somewhere else. I want to help make it a joy to walk the path of more sustainable choices - by encouraging the design of products and services that empathise with the needs of people and planet.







## Designing with colour

### Design Systems drives consistency

Context is key to design and when products come together in the same environment and under the same brand, they need to be held together. A common model is to have the premium products tightly aligned in order to represent the brand. More mainstream products are then designed to be more dependent on category codes. However, in most cases people need to be able to mix and match. For example, a person may want to invest in a premium oven but save money on a hood or a hob.

Our role is to ensure that those products harmonise with each other. That's why I strongly believe in working with brand design values over signature. We need to move to more of a systematic way of thinking where the building blocks determine the experience and we can achieve effectiveness and scale in our solutions.

That's the power of working with Design Systems, either it's used for designing user interfaces, applied colour, material & finishing specifications or for branding and packaging, for example. Design Systems drives consistency, breaks down the knowledge barrier, increases speed to market, saves time and supports effective decisions, which then allows more time for designers to solve real-life user problems and bring increased value to the business through improved user experience and brand equity.



# Kitchen design competition

The annual design contest introduced in 2019 is a forum for kitchen planners to add their own perspective on the use and enjoyment of kitchen appliances in the various phases of meal preparation.

With its Scandinavian roots, Electrolux has a human centric approach to design that is realised in its new intuitive range of kitchen appliances – a harmonious balance between design and function that takes assisted cooking to the next level. The intuitive range works in harmony with the cook – thoughtful design that makes time in the kitchen a joy – and designers are encouraged to add their own perspective to this and think about the use and enjoyment of kitchen appliances in the various phases of meal preparation through the kitchen design contest

Cooking to the highest standards requires the use of all your senses; taste, touch, smell, hearing and sight. Each must be used to understand the dish that will be served and what is needed to control its outcome to perfection. The design competition acts as a proof point on how appliance design integrates with kitchen design.

What materials would you use for greater sensory enjoyment? Is there a 'pop' or contrast of colour? Are the appliances hidden or on show? What does the kitchen journey – from storage and preparation to cooking and serving – look like? In 2019, bonus points were awarded to entries that considered real user scenarios that not only support human interaction and enjoyment in the kitchen but also place the kitchen with the context of a rich and diverse space that enriches home life.







Image: 3rd prize winner from **Patricia Cheung** and **Remy Blom** in the Netherlands., AEG awards 2019.

©Picture: Jerry Knies

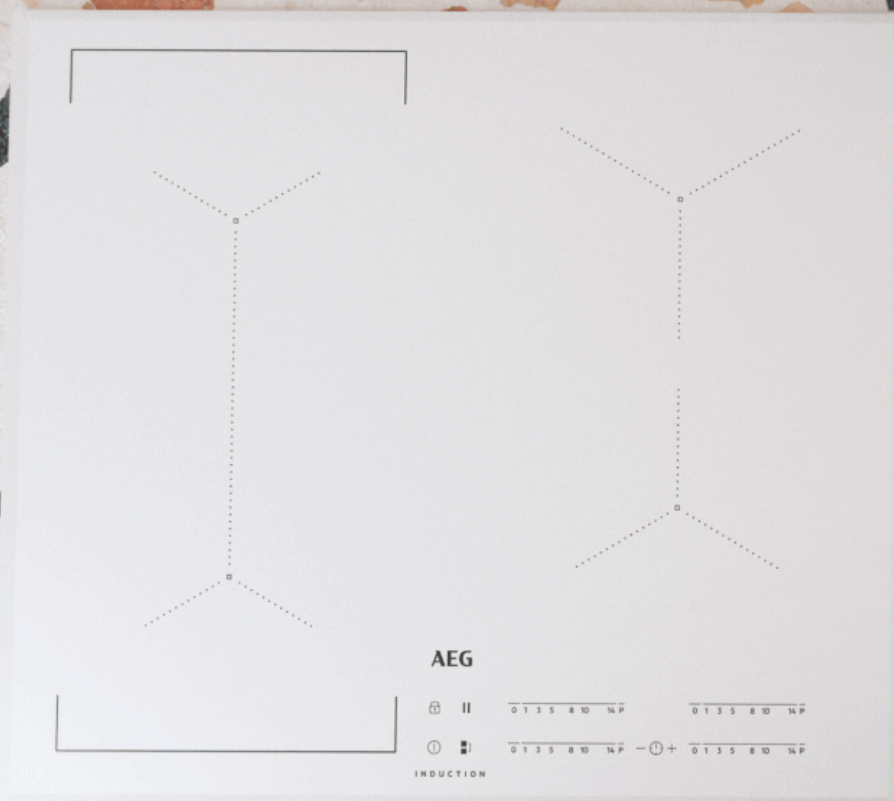


# AEG winners 2019

Entrants were challenged to use AEG appliances to enhance the consumer experience; how can their design skills ensure that the kitchen 'Sharpens Your Senses'?

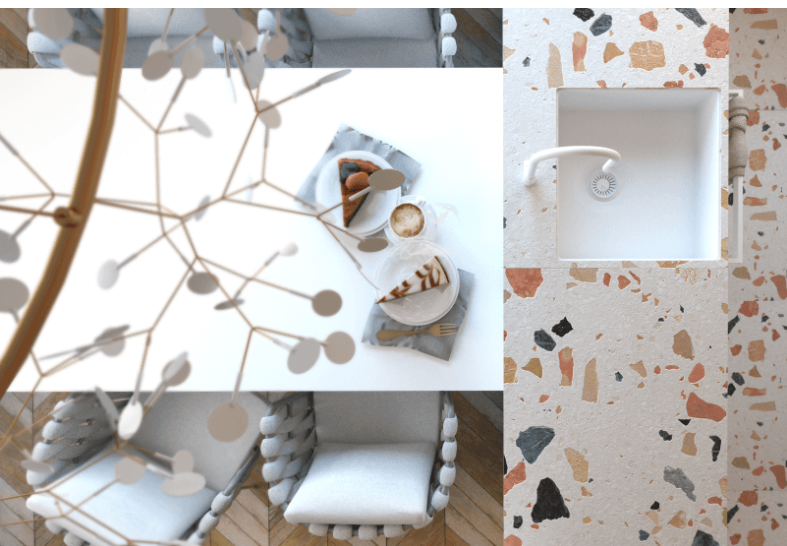
▼ AEG was delighted to announce **Klaudia Seweryn** from **Fajno Chatupa Studio**, Projektowe, Poland as the first place prize winner of the 2019 AEG kitchen designers contest. "The striking, bold use of terrazzo and wood in Klaudia's 'Lastrico Lover' kitchen really made the jury smile" says Thomas Gardner, Senior Design Manager, Electrolux.

"Whilst there is great attention to detail, there is a playfulness to it. It really oozes love, joy and passion. This intriguing kitchen is one that we really wanted to visit! The choice of materials and the colour choice of AEG appliances come together with creative panache and really challenged the jury to think about what an AEG kitchen looks like".





► Second place was awarded to a submission from the Czech Republic. **Martin Strand's** kitchen offers versatility. People can work together or independently to prepare food, wash, cook and socialise. A concealable rear panel is home to storage and AEG cooking and cooling appliances. A dedicated media centre for smart tablet and projector use provides support when planning, preparing and cooking as well as when entertaining.



▲ Third place was a collaborative design made by **Patricia Cheung** from Plan2000 and **Remy Blom** from **Kitchenstudio** in the Netherlands. "This is a kitchen with great visual balance." Says Gardner. "The colours are warm and inviting, the staging provides a perfect interchange between preparation, cooking and socialising. The AEG black line appliances fit perfectly within the oak cabinets. I would like to print a picture of this kitchen and hang it in my home!"

A key observation from the 2019 contest is the continuing evolution of the kitchen from traditional utilitarian room to a multifunctional space. "Progressive kitchens are not only moving away from traditional blocks of colour but also integrating technological and sustainable thinking to support and delight the user." says Gardner. "The top three winners represent this development by answering the brief through unusual and stimulating use of materials, colour and texture."

# Electrolux winners 2020

Entrants were challenged to design the ultimate Kitchen for intuitive cooking and entertaining. The solution should ensure that working, entertaining and enjoying the kitchen happens fluidly and with a great experience in mind.

▼ Electrolux was delighted to announce **Urszula Sworzuk** from Poland as the winner of the Electrolux design contest for professional kitchen planners in Europe. "Urszula's striking composition just lured the jury in" says Thomas Gardner, Senior Design Manager, Electrolux. "This is a home and kitchen with real personality and we are thrilled that Electrolux were chosen to be a part of the owner's life.

The home is stylishly put together and the more we looked, the more clever details we found, such as the small nook in the kitchen counter for small appliances. With elements that prompted the jury to think of Mondrian, also of interest was the apparent timelessness of the interior – we just loved it!"







◀ In second place, (also from Poland), was ‘Kuchnia Loft’ from Modoso Interiors - an open plan kitchen set in the heart of a city loft dwelling. “This is the epitome of modern living.” Says Sofia Andreasson, Trend Analysis, Electrolux Group Design. “The kitchen is literally in the middle of the apartment and that long work bench and seating area just invites people to be involved in the culinary experience, whether actively cooking, preparing or just enjoying the atmosphere of creation. The warm yet understated and harmonious use of materials really spoke to us and is very much a reflection the Electrolux philosophy of Scandinavian design.



◀ Third prize was also awarded to a Polish design – ‘PinCASSO’ by Magdalena Czerwińska at PI Studio design. “The staging of this kitchen provides a perfect interchange between preparation, cooking and socialising.” Says Thomas Gardner, Senior Design Manager, Electrolux “The different blocks of colour seem to designate specific areas within the kitchen from which to participate or observe.”

# The award winning Matt Black Collection from AEG & Electrolux

Driving sustainability through technical innovation is at the heart of our brands. The Matt Black Collection is built to last and incorporates many resource-efficient solutions that impressed the judges enough to win prestigious red dot & iF design awards.

Available from Electrolux and AEG, the Matt Black Collection offers a wide selection of models, so you can create a personal kitchen environment with stylish and functional appliances. Each model combines a matt black finish and other premium materials for an elegant kitchen design, with innovative and professional features you expect from Electrolux and AEG.







# Sustainability meets form & function

Black matt surfaces have a heritage in the kitchen space – from cast iron cookware to enamelled ceramic-ware. With natural anti-fingerprint properties, stain resistance and the strength to maintain a superior quality over time, a matt finish is both practical and stylish.





Glass is one of the most recyclable materials in the world and matt glass is as easily recycled as any other glass. The matt surface is created without chemical coatings that can contaminate the recycling process and wear off over time. The kitchen experience is enhanced through the use of innovative technology to deliver the best performance. The 900 CookView® Oven can be remotely monitored and settings controlled, including timing and temperature from a mobile device. It can even be done hands-free by using voice activated controls with Google Assistant.

With natural anti-fingerprint properties, resistance to stains and strength to maintain a superior quality over time, a matt finish is both practical and stylish.

The Matt Black Collection offers a wide selection of models, so you can create a personal kitchen environment and kitchen appliances set. Each model combines a matt black finish and other premium materials for an elegant kitchen design, with innovative and professional features you expect from Electrolux.

The collection shows how Electrolux uses materials to create a visual, sensory and tactile expression of its values – including a commitment to designing for human needs. The fingerprint-resistant properties, for example, help solve a pain point felt by many kitchen users.



# Kitchen Excellence

We work together with prestigious partners, to consistently deliver projects of excellence.

EG









Kitchen Excellence

# Leading supplier to the Project Business

We believe that strong Global Brands, together with dedicated local teams, are the key reason the Electrolux Group has such a long history in being the leading supplier to the Project Business in many of our markets. Our in-depth knowledge and long experience in the Project Business means that we have a genuine understanding of the market.



Scan or click QR code  
Stay inspired and up-to-date  
by following us on [LinkedIn](#)



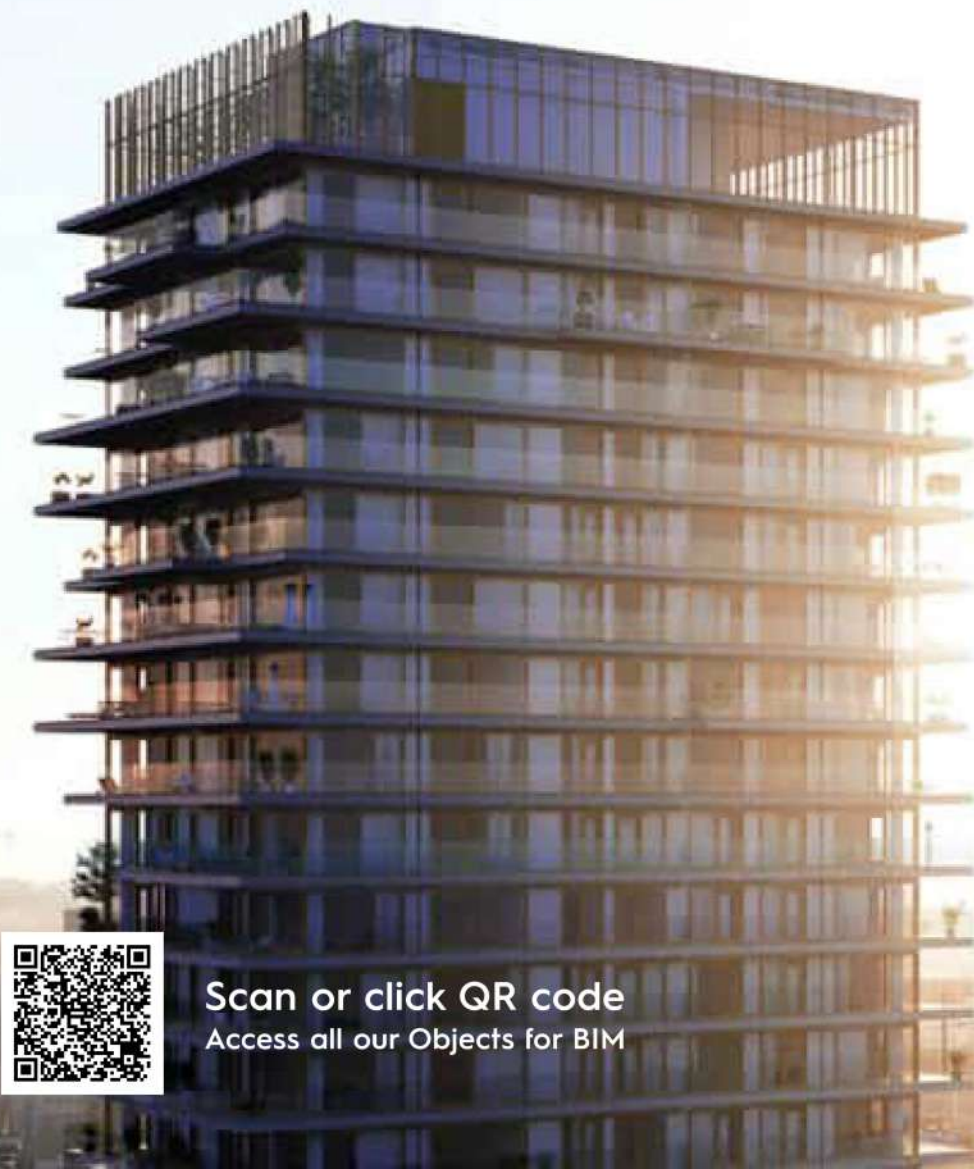


Image shown: Sky towers, a project collaboration between Vastgoed Degroote & AEG  
See page 94 for full case study ©Render: nanopixel3d.com



# Building Information Modelling (BIM)

BIM is a digital process that combines 3D models and document management, and helps with coordination and simulation during the entire life-cycle of a project (plan, design, build, operation and maintenance).



Scan or click QR code  
Access all our Objects for BIM





Kitchen Excellence

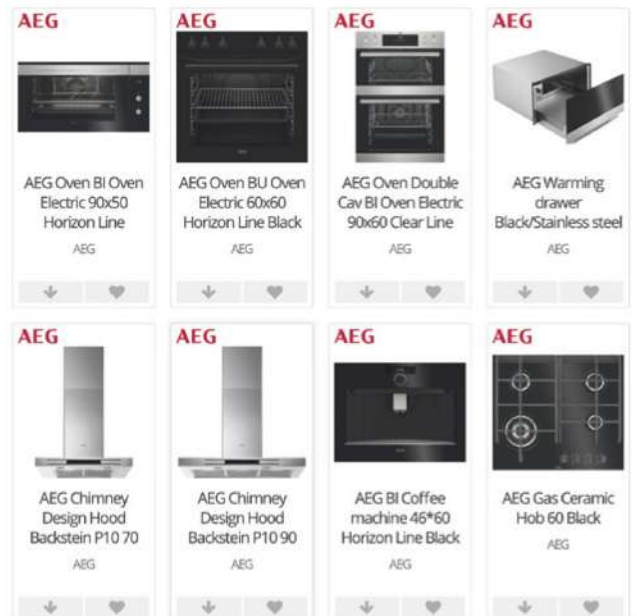
# Planned to perfection



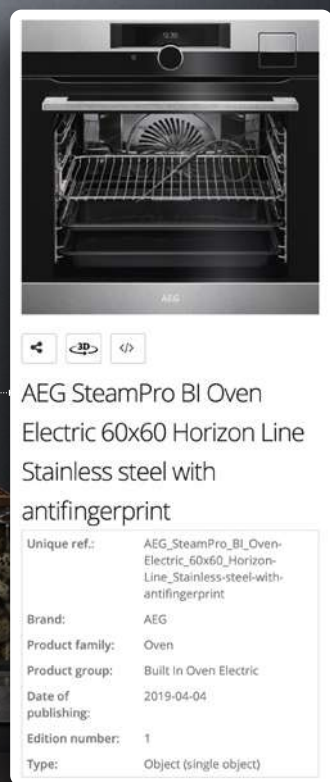
Objects such as kitchen appliances are implemented at the design stage and carry valuable meta-data throughout the lifespan of the project. Each object has complete product information accessed via a menu. And the objects can be shared, previewed in live 3D or supplied as embed code.



Scan or click QR code  
Access all our Objects for BIM







Valuable meta-data is carried throughout the lifespan of the project.

The main goal of BIM is to facilitate more efficient collaboration among the professionals involved in the building process, where the virtual 3D model and all the additional information around it are the key. The term BIM itself has attracted a lot of attention over the last decades and is growing globally, both in awareness and demand.

Electrolux has been nominated for a prestigious LiveTime Achievement Award from BIMobject – Electrolux's selected partner for making its objects for BIM freely available. The awards took place as part of BIMobject LIVE 2020 in Malmö, Sweden on 2nd March, where this year's theme was climate emergency and its challenges for the building industry.

"The nomination is in recognition of our understanding of all the opportunities that BIM offers and our willingness to support a more efficient building process", says Anders Johansen, Channel Manager B2B & Projects Europe at Electrolux.

And architect Oliver Leiken had this to say about BIMobject: "BIMobject enables us to work faster than our competitors. The objects include all the necessary requirements. An easy platform to discuss all issues at the beginning of the project and anticipate any client requests – reducing any future problems. BIMobject streamlines the work-flow, saving time on research and wasted time on drawings. No errors. No confrontations. No misinterpretations. BIM is the best way to start any project".







20mm

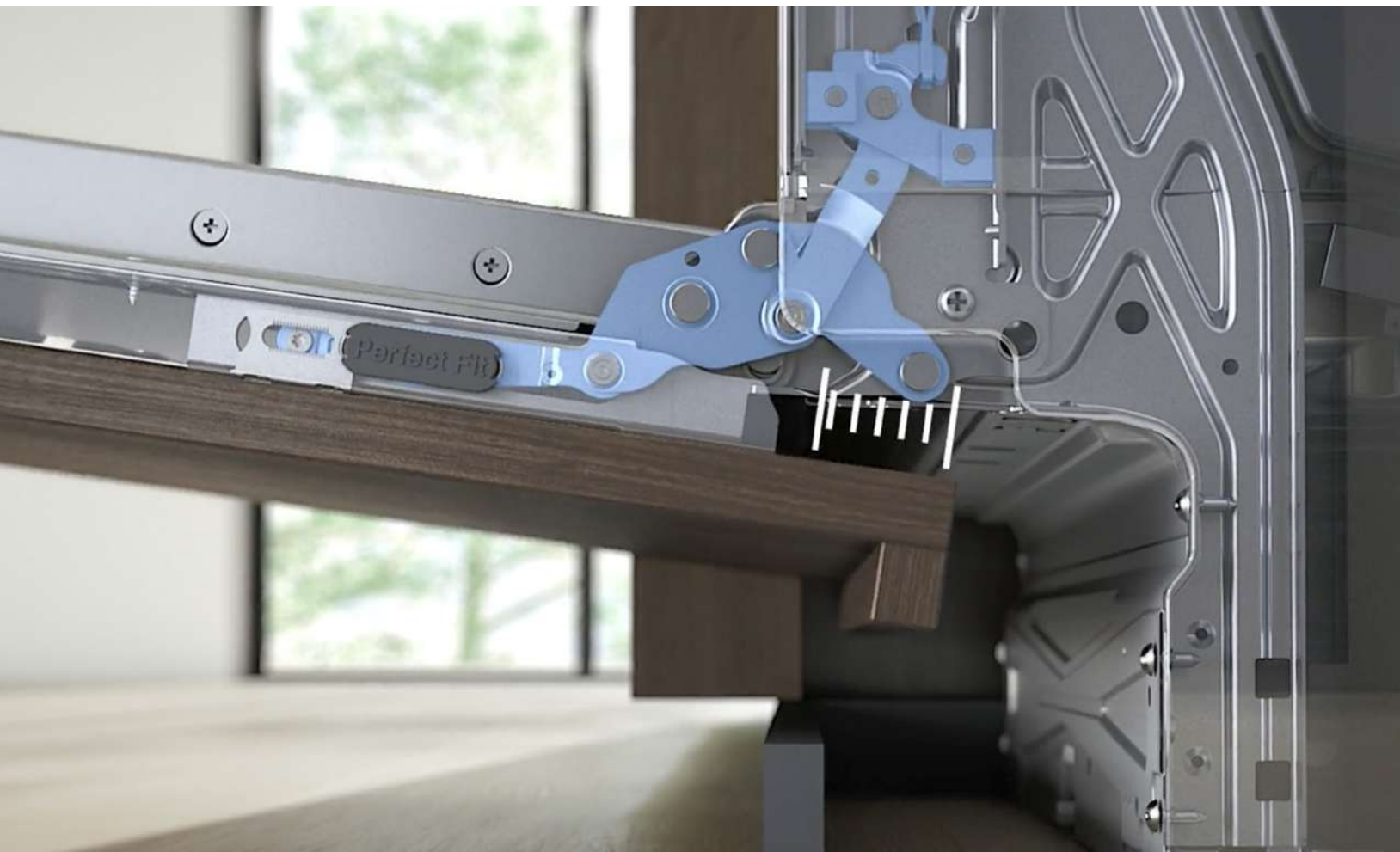
▲ Thanks to the design of our new hinges, the doors on our ovens gently rotate within the niche.

▲ At just 20mm, our ovens require the narrowest ventilation gap on the market.

# A real advantage for any kitchen project

Whether you choose a hob, a dishwasher or a totally new kitchen, all our appliances can be fitted quickly and seamlessly, thanks to PerfectFit installation.

- ▼ **Dishwashers:** Our flexible sliding hinges are designed to adapt to any door or plinth, with no need for costly furniture adjustments.







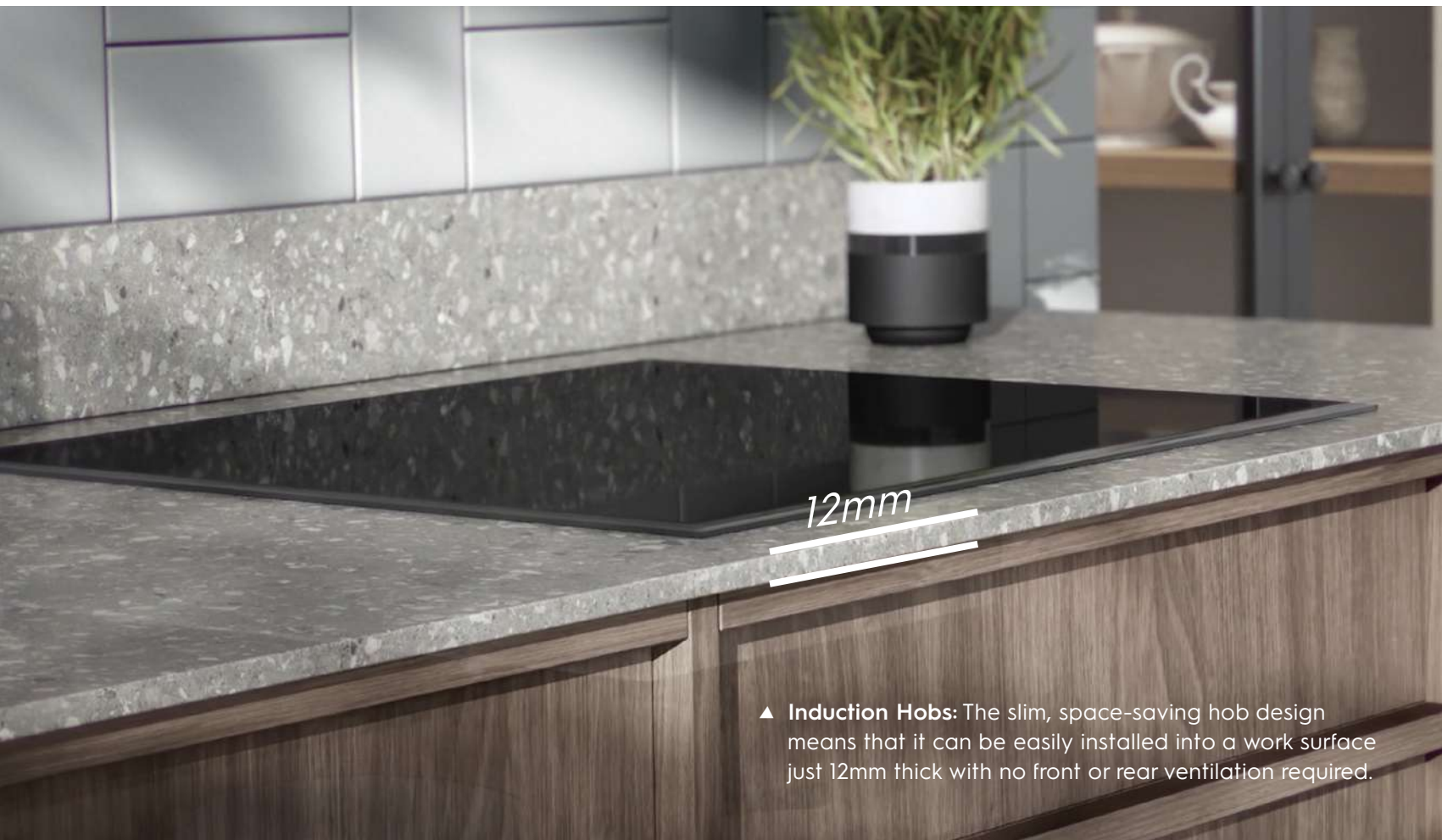
► **Refrigeration:**  
The PerfectFit sliding door installation is quick to set-up and fits seamlessly onto even the heaviest cabinet doors.



▲ **Hoods:** A click-in and push-up mounting procedure means there is no need for tools and far fewer installation steps.



▲ **Refrigeration:** A cooling product for every kitchen with niche sizes ranging from 60cm all the way up to 190cm.



▲ **Induction Hobs:** The slim, space-saving hob design means that it can be easily installed into a work surface just 12mm thick with no front or rear ventilation required.

# Case studies

We invite you to discover our achievements across the world. We have a long history in being the leading supplier to the Project Business in many countries which enables you to deliver the best to your customers.







# Belgium



**Image: Finance Tower, Liege.**

Architect: M. & J-M.Jaspers  
- J.Eyers & Partners





# SKY Towers

## Vastgoed Degroote & AEG

Expressive, horizontal layers with randomly projecting extra-large balconies, floor-to-ceiling panoramic windows and the luxurious finish with bronze detailing. All of these make SKY Towers a model of iconic, cosmopolitan architecture, where indoors and outdoors merge seamlessly together.

The buildings are all different heights but join together at their plinths. The whole development envelops a semi-private garden that forms the green heart of SKY District.







**SKY District is a future-proof building development that deploys the latest innovative technologies to meet the environmental requirements of today and tomorrow. This goes beyond just using renewable materials and making the most of the sun's energy.**

## Case study, Belgium

The SKY District has been developed with a sustainable future in mind:

- Re-use of rainwater
- Underfloor heating
- Installation of green roofs on the canopies
- Connected to the Beauvent district heating network
- Iconic architecture



© Render: nanopixel3d.com



### A city-in-a-city

SKY District is an urban renewal project, strategically located between the railway station, city centre and Ostend's harbour district. This new quarter will comprise six buildings and a total of 484 apartments, offices, shops, cafés and restaurants.

With plenty of recreational facilities and low-traffic squares, the new district harmonises perfectly with Ostend's vision to transform the city centre into a pleasant, car-free environment for all to enjoy. The SKY District development and the overhaul of the railway station will mean a complete facelift for the Hazegras district.

### Appliances installed:

**Brand: AEG**

- Ovens

- Induction hobs

- Refrigerators

- Dishwashers



**QuickSelect Dishwasher FSK52637P:**  
Provides eco-friendly dishwashing choices with a single touch.





# Confluents Côté Rivage

**DELZELLE Residentials & Electrolux**

A haven of peace in an exceptional environment. At Confluents Côté Rivage, everything is designed to offer a perfect balance between mobility, modernity and conviviality. The big cities are not far away, yet calm and serenity are at the rendez-vous.

The development of the 6 hectares has been carefully thought out by urban planning experts, architects, landscapers and business development specialists. Large urban boulevards and wide pedestrian esplanades rub shoulders with generous green spaces dedicated to leisure and recreation. Here, priority is given to pedestrians and cyclists. 90% of the car parks are underground. Outdoor electrical terminals are also present in order to favor zero-carbon mobility.

The entire project includes about twenty residences of 3 to 8 floors whose difference in height harmoniously rhythms the whole. These residences are separated by large green areas. The local shops and restaurants are located a few minutes' walk away, mainly along the central avenue, and blend perfectly into this setting. As for the terraces of brasseries or restaurants, they offer the best possible sunshine.







The development is a conversion of an abandoned industrial location in the city of Tubize, which struggled for several decades to overcome this history of heavy industry, to a new place where future generations can live, work and shop in modern, sustainable environment

## Case study, Belgium

Contemporary, elegant and coherent architecture.  
A transformation from an industrial site to sustainable homes and living spaces.

- Highly energy efficient
- Leisure facilities
- Outlet shopping mall
- Sport facilities
- Restaurants & bars
- Local shops



### Apartments that live up to the environment.

All units have the highest scoring in energy efficiency with insulation, heat pump, rain water recuperation. Every apartment has its own terrace and most of the parking spaces are located below ground level, which considerably reduces the levels of traffic.

The former site of the Forges de Clabecq, on which the Les Confluents Côté Rivage project is located, totals about 60 hectares. Ideally situated in the town of Tubize, in the province of Walloon Brabant, only 20km from Brussels and 90 km from Antwerp port, attracts both new residents and businesses. Welcome to the new "place to be" of Walloon Brabant.

### Appliances installed:

**Brand: Electrolux**

- Ovens
- Induction hobs
- Dishwashers
- Integrated fridges
- Fridge freezers



SurroundCook Oven OEF5E50X:  
SurroundCook Oven ensures  
your dishes are evenly cooked in  
every corner.







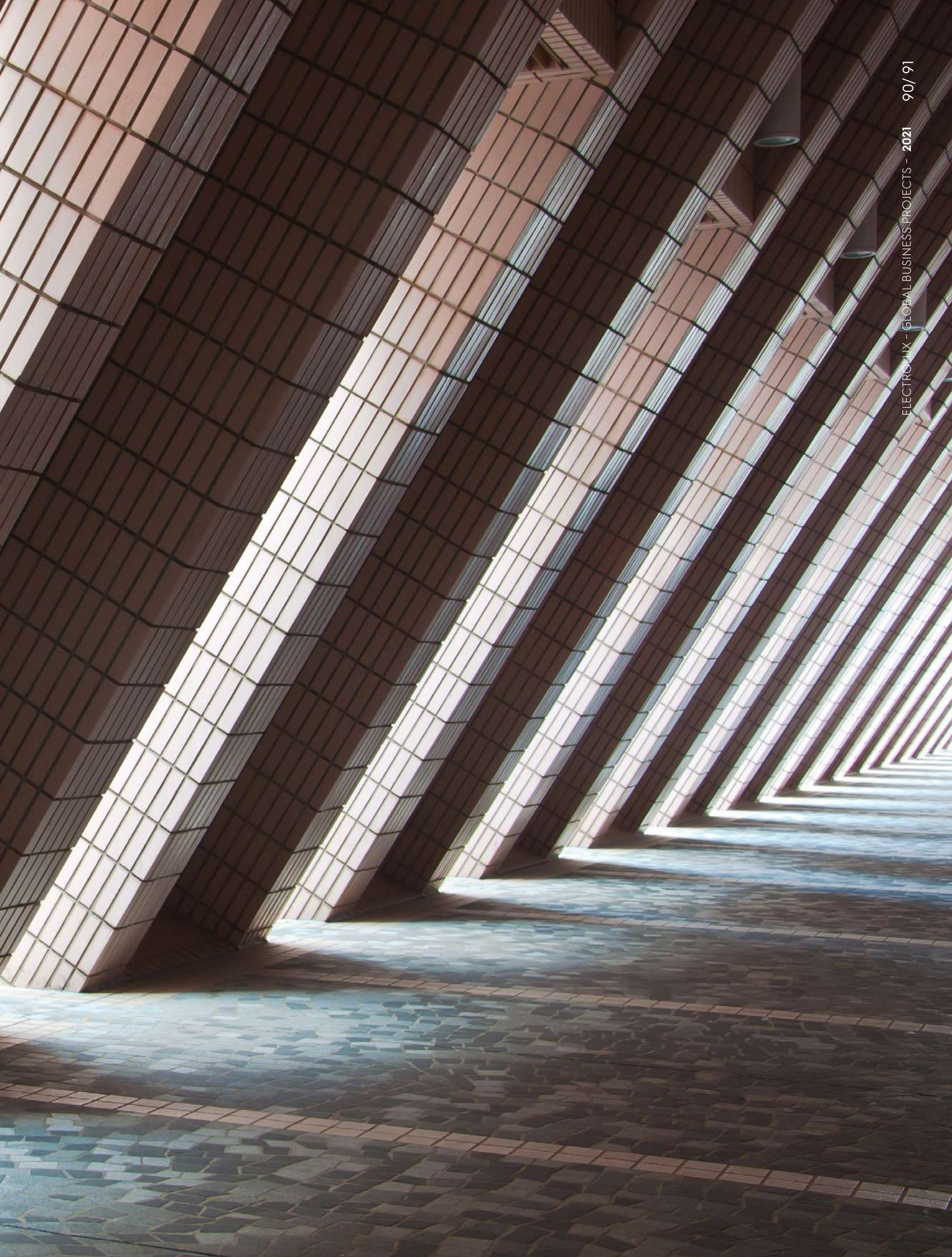
# China

**Image: Cultural Centre, Hong Kong.**

Architect: José Lei









# ShanWei

## Star River Group & Electrolux

ShanWei is the signature residence project from the Star River Group. The design of the residence was inspired by the Milky Way. The formation of the buildings spreads out from the lake, reminiscent of the way the stars spread throughout the galaxy.

This unique location and its high quality interiors make the property one of the most sought-after residences in Shanwei city.







## Case study, China

The total construction area is 130 million square metres including various amenities such as 5-star hotels, a sports arena, harbour style shopping mall and oriental gardens.

- 5 star international hotel

- Sports arena

- Commercial district

- Oriental gardens



### A mixture of Mediterranean and Chinese garden styles

The design philosophy is a hybrid of Mediterranean and Chinese garden styles. It applies the shape of Chinese garden as an exterior and a Mediterranean interior design. The initial kitchen design incorporates a built-in solution with a Mediterranean, icy-white look that will challenge customer preconceptions in a modern kitchen. Electrolux's simple and functional products were shown to be the best match when compared with competitors. The built-in expertise for installation was also a plus-point when choosing Electrolux as the preferred partner.

### Appliances installed:

Brand: Electrolux

- Ovens

- Extractor hoods

- Gas hobs

- Microwaves

- Refrigerators

- Sterilizing cabinets



**Multifunction oven EOB3400BOX:**  
Quick heating and evenly-cooked results every time. Timer and LED display makes this oven easy to operate.







# Denmark

**Image: AROS Aarhus Art Museum**

Architects: Schmidt Hammer Lassen







# Harbor luxury home

Jesper Rehne Jensen & AEG

## Scandinavian living in understated luxury building

In the historic area of Esbjerg a new brick building arises in Kronprinsensgade. It has a classic, modern, and minimalistic design and houses 9 luxury apartments.

What makes it special – compared to a traditional new property – is that it's made with high quality materials throughout the building both inside and outside and installed with home appliance for the discerning residents. Here you can live in a beautiful, architect-designed brick building near the harbor, close to the sea, but still in the vibrant city.

It's Scandinavian living at its finest.







**What makes the apartments very exclusive, compared to a traditional new building, is the high quality of materials and interior design.**

**Throughout the building both inside and outside the choice of sanitation, floors, cabinets and home appliance are chosen to please the stylish and discerning resident.**



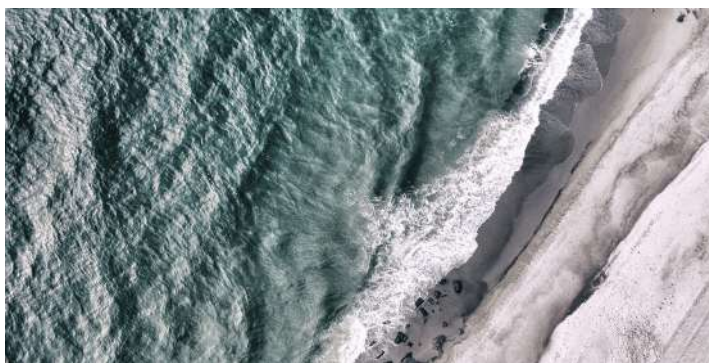
## Case study, Denmark

### Modern life in historic surroundings

Esbjerg was founded in 1868 and is the fifth largest city in Denmark. It offers everything one can expect from a modern city, but at the same time it holds many of the charming qualities of a smaller city.

Between two historic streets, Kongensgade and Havnegade, you find Kronprinsensgade 8 and a newly built red brick building with just 9 exclusive apartments.

Located in the vibrant city, but near the charming harbour and the sea, the apartments offer that special Scandinavian feel. Open floor plans, large windows and balconies combined with an open kitchen and living room create a spacious, bright, and minimalistic feeling.

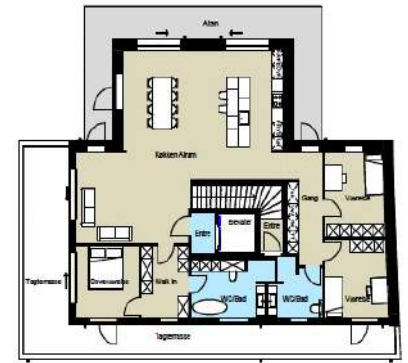


### Kitchen as gathering place

The kitchen is the central part of the spacious apartment. It requires great design and high quality. Kept in minimalistic black combined with warm oak, the kitchen becomes the visual centrepiece and a natural gathering place.

"The modern consumer expects the kitchen to be functional, aesthetically beautiful and of high quality. With HTH Nordic Creation kitchen and AEG Matt Black appliances we are spot on!" states Rikke Skovdal, HTH Business Consultant

That's called understated Scandinavian luxury living.



### Appliances installed:

Brand: AEG

- BI Coffee machines

- Ovens

- Warming drawers

- Induction hobs

- Refrigerators

- Freezers

- Dishwashers

- Hoods

- Washing machines

- Washer dryers



KKK994500T Integrated Coffee machine:  
Free up space on your countertops with a built-in coffee machine. Choose from stylish black and grey styles that'll ensure your integrated coffee machine fits seamlessly into your kitchen







# France

Image: La Défense Business District, Paris.









# The Ascott

## Ascott Champs-Élysées & Electrolux

La Clef Champs-Élysées, a 5-star hotel in the centre of Paris, offers you a special stay in typical Parisian style. Built in 1907 by the Hennessy family, during the enchanted era of the 'Belle Époque' in Paris.

During this period, Paris was experiencing economic, technological and political development, thanks to the transformations made by Baron Haussmann. World exhibitions, cabaret revues, theatre of all genres, and exceptional restaurants. The City of Light is renowned as a capital of sophistication, and attracts visitors from all over the world.





Reflecting this magical era, La Clef Champs-Élysées embodies the French way of life. Chic, modern and contemporary, this hotel offers its guests an unforgettable stay in Paris.

## Case study, France

The Ascott Champs-Élysées is part of the Ascott group. This 5-star hotel benefits from an idyllic setting and features up to 40 apartments with home appliances:

- The group owns 700 properties around the world
- Includes residences with kitchens
- High market position
- Customers: Business people, Tourists, Families
- Values: Culture, Gastronomy, Community, Wellness



© Picture: www.the-ascott.com

### The Champs-Élysées District

Located in the 8th arrondissement, at the crossroads of the Rues de Bassano and Magellan, you are close to the most beautiful avenue in the world: the Avenue des Champs-Élysées, which extends from the Place de la Concorde to the Arc de Triomphe. The atmosphere of the district is very unique, and allows you to enjoy the magic of the French capital.

This ideal location also gives you the opportunity to see everything Paris has to offer. Indeed, you are only a few minutes away from the main attractions of the city, such as the Orsay Museum, the Trocadero, the Petit and the Grand Palais, the Louvre, the Tuileries Gardens, the Champ de Mars, and, of course, the Eiffel Tower. You are also a 5-minute walk away from the Avenue Montaigne, 'the most fashionable and luxurious avenue in the capital', which houses famous *Haute Couture* stores such as Chanel, Dior, Louis Vuitton, etc.

Electrolux and the Ascott group, are both international brands concerned with the quality as well as the sustainability of their products. This delivers a perfect partnership in terms of exceeding the client's expectations of comfort and quality, as well as the environmental impact of these premium suites and residences.

### Appliances installed:

**Brand: Electrolux**

- Microwave ovens

- Refrigerators

- Dishwashers

- Induction hobs

- Extractor hoods



**Built-in Microwave oven EMS17006OX:**  
*Delivering on both taste and texture at the touch of a button - from crispy bacon to a golden cheese crust*







# Netherlands

The background of the page is a photograph of a modern interior space. The ceiling is a vibrant yellow, composed of large, rectangular panels separated by dark lines. A prominent, dark grey metal pipe runs diagonally across the ceiling. Below the ceiling, a red metal frame is visible, supporting a glass or translucent panel. The overall aesthetic is clean, geometric, and colorful.

**Image:** Kubuswoningen, Rotterdam.

Architect: Piet Blom





# De Beeld- houwer Hoorn

**Punt Beheer Heerhugowaard & AEG**

As if from the hands of a sculptor, every object within the old tax office in Hoorn NewBouw, has been transformed into a beautiful work of art in this newly-converted apartment building. The Sculptor phase II, consists of 83 owner-occupied apartments at Nieuwe Steen 2A in Hoorn.

Centrally situated opposite the town hall, around the corner from the shopping centre 'De Huesmolen' and a stone's throw from the characteristic city centre and station. All of the homes are very affordable, making it a great opportunity for first time buyers, singles and senior citizens.







Although De Beeldhouwer Hoorn has nine houses and different apartment types, they have one thing in common: they are all very affordable, which was a deliberate choice by the developer.

## Case study, Netherlands

De Beeldhouwer Hoorn has a strong focus on affordability and diversity for all age groups:

- 83 high-quality homes
- Gardens and spacious balconies
- Senior citizen and wheelchair-friendly
- Large indoor storage
- Charging points for electric bicycles
- Many individual options available

At De Beeldhouwer residents have a lot of choice. Firstly from nine different apartment types. Then it's possible to choose from a wide range of finish options. After purchase, new residents are granted access to NewBouw, a digital housing platform. This makes it possible to see the options available for each apartment and their associated costs.

The Sculptor phase II's location is ideal. The neighbouring shopping centre, 'De Huesmolen', has all the shops for your daily needs. The inner city and the railway station are just a stone's throw away, and you can reach Amsterdam in just 40 minutes.

Like the apartments, AEG appliances are of very high quality, but also affordable - this made AEG the obvious installation choice.



### Appliances installed:

Brand: AEG

- Ovens

- Microwave ovens

- Refrigerators

- Dishwashers

- Induction hobs



**Compact combi-micro oven KMK56500M:**  
Combine hot air fan cooking with the speed of a microwave to produce succulent dishes - all achieved in just half the time a conventional oven would require.



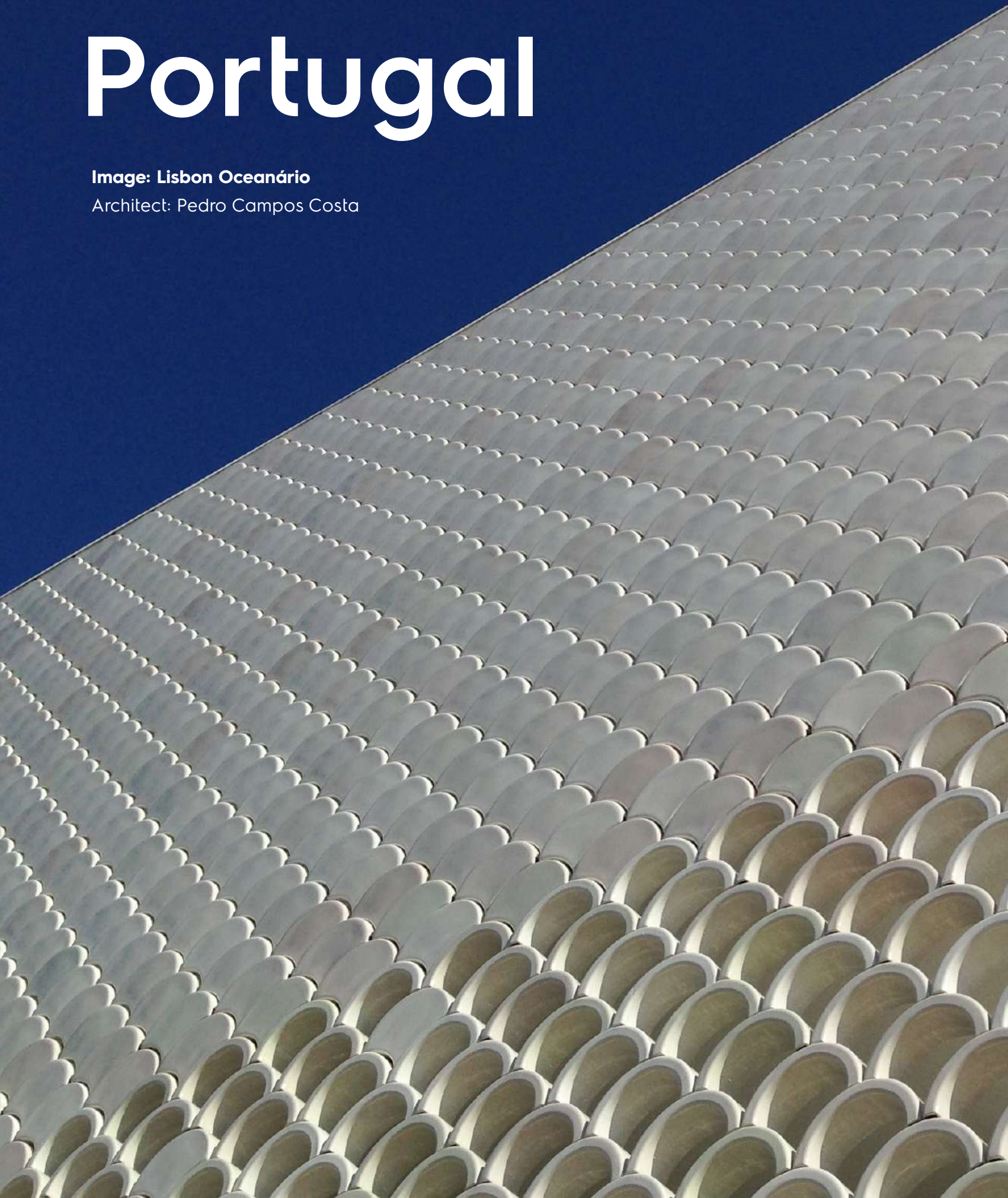




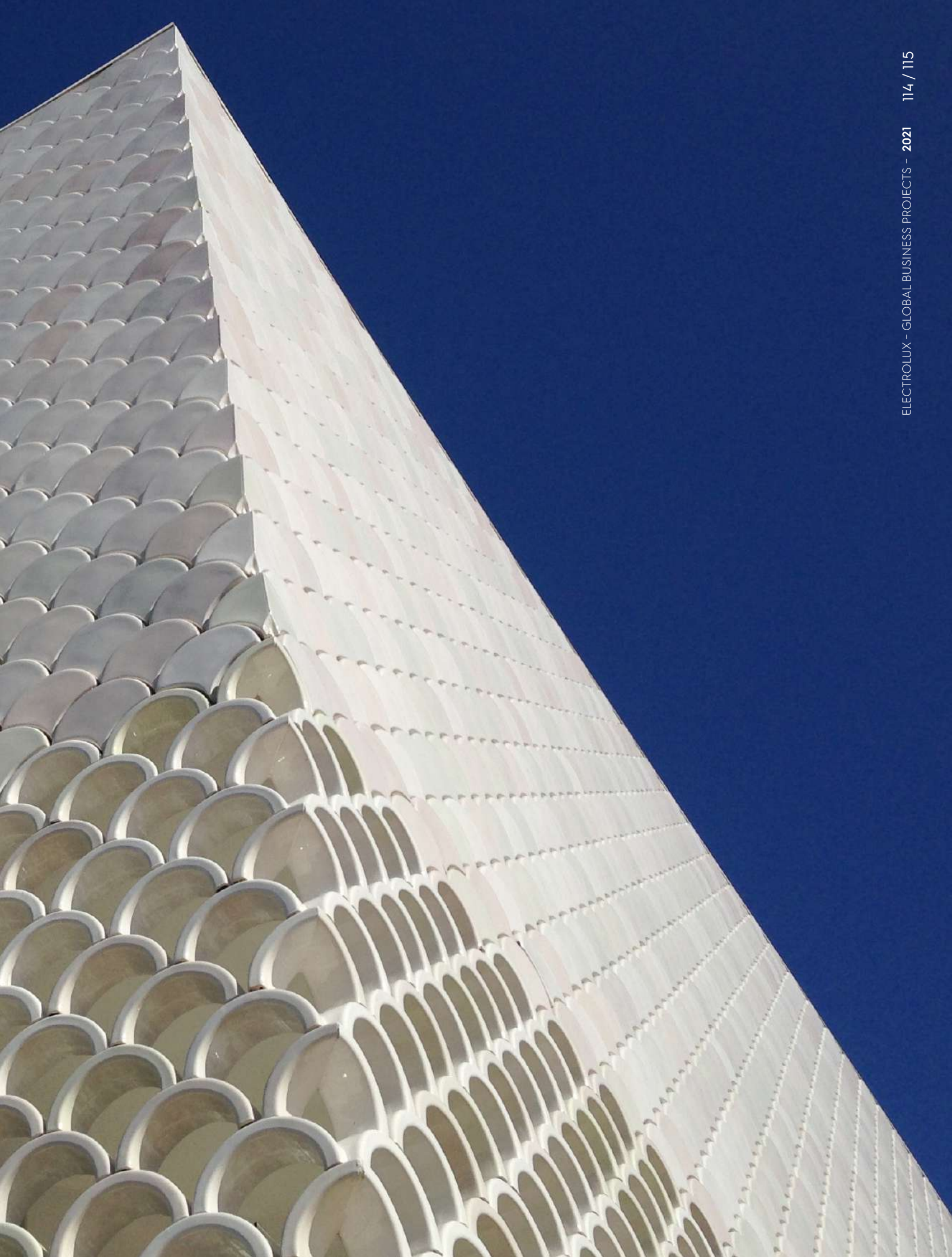
# Portugal

**Image: Lisbon Oceanário**

Architect: Pedro Campos Costa







# Terraços do Rio

## CotidienProgress, Lda & Electrolux

This project was known here in Coimbra as a black spot because it started at the end of the 90's, and after a succession of problems, it ended up being stopped until around the year 2010. New investors CotidienProgress led by Francisco Baptista and José Carrilho took on the challenge of rehabilitating and bringing the project up-to-date in today's construction and sustainability standards.

Practically all the appliances for the apartments were already there, and they chose to keep the majority of them. This was on the recommendation of kitchen experts Matobra. Furthermore, Electrolux guaranteed that, although some years old, they were still up-to-date in most cases. Only two products were replaced - gas hobs, replaced with induction hobs, and the extractor fans since they didn't have the same capacity as newer models.







**It was not a project conceived by CotidienProgress,  
but it was rehabilitated by them.  
And they embraces the challenge to turn  
it around and make it a great success**



## Case study, Portugal

It took great courage to take on a project that had been standing for 10 years. Keeping decade-old appliances was a decision that champions CotidienProgress and Electrolux's values of sustainability and longevity. Commercially the decision is not in doubt as in only two weeks, 102 apartments were sold from the first phase.

- Rehabilitation project
- New, more efficient façades
- Kitchen experts Matobra overseeing project
- Existing appliances kept as in-line with modern standards



### Sustainability is 'undoubtedly our concern'

Sustainability and efficiency were two driving forces behind the development. In order to improve the energy efficiency of the entire development and of each building several measures were taken. Exterior façades of the buildings were replaced with materials that today are much more insulating and environmentally friendly but items such as the appliances were kept providing they were in-line with modern standards. This was also to prevent any unnecessary wastage.

In summary, this team, led by Francisco Baptista, transformed a black spot into a highlight landmark in the city of Coimbra with views over the University Tower and the river. It will now be a place of beauty and tranquillity for the people of today, and tomorrow.

### Appliances installed:

Brand: Electrolux

- Ovens

- Induction hobs

- Extractor hoods

- Built-in Washing Machines

- Freestanding Washing Machines

Built-in refrigerators

Built-in dishwashers



**SteamBake oven - KODEH70X:**  
*With the SteamBake oven you can create crispy surfaces and fluffy insides at the touch of a button.*





# Boulevard

## AM48 & AEG

The luxurious avenue, the historical square and the beautiful downtown of Lisbon. At the beginning of Avenida da Liberdade, on the way to downtown Lisbon, is the historic Praça dos Restauradores, the symbol of Portugal's independence in 1640. Today, it is testimony to the elegance and unique aesthetics of the buildings erected here over the centuries.

The newly-renovated property, Boulevard, boasts 46 tourist apartments which were designed and developed specifically to achieve spaces of the highest functionality and comfort. The interiors portray third generation infrastructures, top quality finishing, and a careful choice of materials and equipment.





The renovation breathes new life into this building, which is now an exclusive residence. Lisbon's characteristic light enters through the window, the wide avenue winds away and the freshness of the river Tagus can be felt in the breeze.





## Case study, Portugal

The project sought to combine sober, contemporary lines with tradition by preserving many of its original decorative and structural elements:

- Renovated, preserving original facade
- 46 tourist apartments
- Third generation infrastructure
- Careful choice of materials and finishing



© Picture: Fernando Guerra



### AEG fitted with the philosophy of the project

When it comes to ambitious renovation projects - where the aim, for instance, is a balanced melange of modern and classical aesthetics - developers must trust the appliances they choose for their properties. It may seem obvious, but finding a brand that delivers both inspiring design and functionality can be a daunting task.

Lisbon's Boulevard apartments are the perfect example of such a balancing act. When developers decided to turn a landmark building in Portugal's capital into stylish, modern apartments, they needed functional and user-friendly fixtures and fittings to bring the property to life. It was a challenge - realising their vision of old-meets-new required modern amenities to perform exceptionally well and yet feel natural in such a grandiose building.

With the help of KUC Kitchen Specialist, the architect Luís Francisco from project developer AM48 described the process as a 'symbiosis between what we know works and what we hoped to achieve'. For the kitchens, it was obvious which brand would deliver on expectations. AEG appliances were the perfect fit - reliable, elegant and sustainable. In AEG, they found a premium brand that epitomised all of the qualities they needed, ticking the right boxes for developers and homeowners alike.

### Appliances installed:

**Brand: AEG**

- Compact ovens
- Refrigerators
- Dishwashers
- Induction hobs



**Compact Micro/combi oven KMK761000M:**  
Combine hot air fan cooking with the speed of a microwave to give you a mouthwatering finish and textures in one compact space.





# Russia

**Image: Evolution Tower, Moscow**

Architect: Tony Kettle



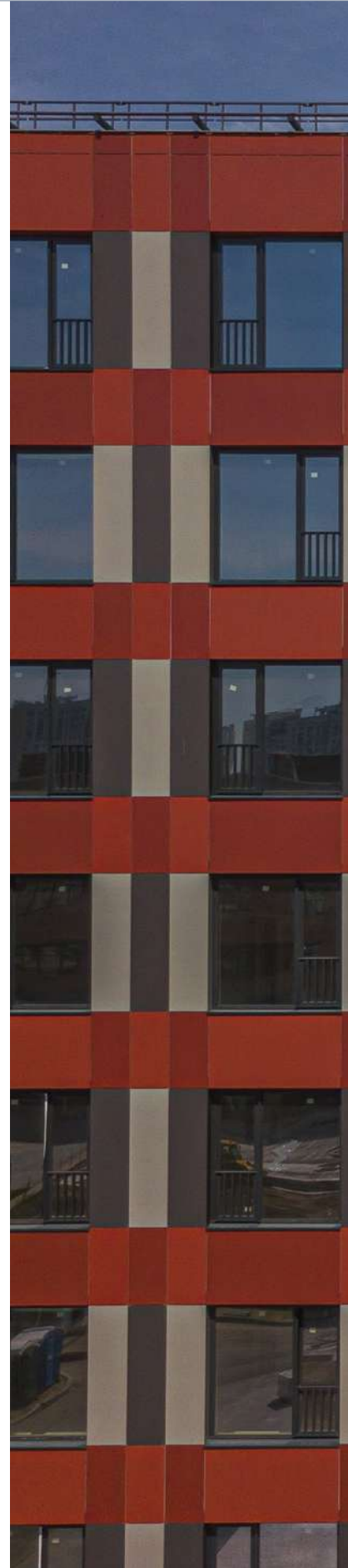




# 21/19

## VektorStroyFinans & Electrolux

Located 15 minutes from the centre of Moscow, this project is built on 19 hectares and contains 21 buildings, including modern facilities such as supermarkets, school, kindergartens, a pharmacy and more.







## Case study, Russia

Some of the unique features that distinguish 21/19:

- 3,626 apartments
- Sizes range from 29-91 m<sup>2</sup>
- Benefits from own infrastructure



### 21/19

The design proposal features separate buildings standing on one plinth, which avoids inner corner apartments and enhances insulation.

Well-designed infrastructure ensures comfortable living with private, traffic-free courtyards, creating spaces with an atmosphere of safety. There is a boulevard running through the territory, from east to west.

Appliances installed:

Brand: Electrolux

- Ovens

- Hobs

- Refrigerators

- Dishwashers



**Multifunction oven EZB52410AK:**  
Quick heating and evenly-cooked results every time. Beautiful black design with timer and LED display.







# Sweden

**Image: Aula Medica, Stockholm**

Architect: Wingårdh, architects

Photo: Ozan-Oztaskiran







# Fyrhusen

## HSB brf Fyrhusen & Electrolux

Five rust-red house bodies placed in different directions, large panoramic windows and boats passing outside the window. At dusk, the light from the 66 apartments casts a light over Stockholm's waters, which almost gives the feeling that there is a lighthouse up there, on top of Telegrafberget.

Design and function are key words for our interior designer who has developed three kitchen styles. The white kitchen is classic, the grey is a popular choice and the linden flower green creates a warm, trendy feeling.

43 meters above sea level, on the mountain plateau Telegrafberget rises Fyrhusen. With rust-red façades, the area's industrial history can characterize the buildings that have been carefully fitted into the mountain's varying terrain. Large glass sections provide a unique view of Stockholm's inlet. Ahlqvist & Almqvist architects have developed and developed the entire new accommodation Tele-grafberget with about 300 apartments from sketch to finished homes.

The name comes from the optical telegraph that served as a link in the telegraph connection between Mosebacke and Vaxholm. The name Fyrhusen reflects that we have wanted to create a lighthouse feeling. With large balconies and glass partitions facing the water, the light from the apartments in the evening creates a luminous lighthouse.







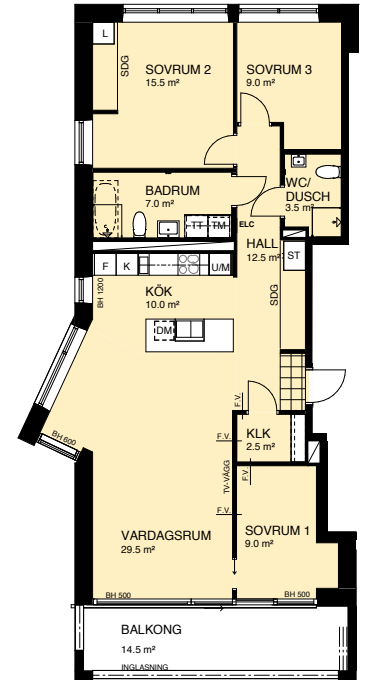
**"We have placed the house bodies in different directions, like the light cones of a lighthouse. The long sides of the façades are rust red as a link to Telegrafberget's industrial history. The red tones contrast beautifully with the greenery of nature and the granite of the mountain. Today, it is obvious to build energy-efficient houses with natural materials. This also applies to the lighthouse houses that are designed for the environmental classification environmental building silver."**

BRITT ALMQVIST, Ahlqvist & Almqvist architects

## Case study, Sweden

A development with modern Scandinavian values:

- 'Miljöbyggnad Silver' Sustainability certification
- Electrolux high energy class appliances
- HSB goal is to reduce CO<sub>2</sub> emissions by 50% between 2008/23
- LED lighting a constant throughout the apartments
- Electric powered fleet of maintenance vehicles



### History

In 1795, the optical telegraph was inaugurated, giving rise to the name of the place. In 1886, the oil company Wahlund & Grönberg decided to establish itself on the site below the mountain. At the beginning of the 20th century, they built cisterns for the photo gene, a quay and a pumping station that were placed on a very powerful jetty for oil tankers. Over the years, the business was expanded even higher up the mountain, and Telegrafberget became an important oil depot. The business was closed down in 1973, but the cisterns remained until the autumn of 2016 when they were dismantled.

### Sustainability

Our ambition is to build our new homes according to the certification Miljöbyggnad Silver. This means stricter environmental requirements for energy consumption, indoor environment, materials and chemicals. HSB's environmental goal is for carbon dioxide emissions to be reduced by 50 percent between the years 2008 and 2023. LED lighting will be a constant in the apartments and in each apartment white goods with a high energy class are installed, which is good for both the environment and the wallet. In several of our residential areas, electric cars are used for daily property maintenance. They have low energy consumption and are practically charged overnight.

Appliances installed:

Brand: Electrolux

- Ovens
- Induction hobs
- Fridge-freezers
- Extractor hoods
- Microwave ovens



Induction Hob IKB64401FB:  
Superior temperature control  
for perfect cooking results.





# Switzerland

**Image: Building "Südpark", Basel.**

Architects: Herzog & de Meuron

©Picture: Victor Garcia







# Vulcano

## Steiner AG & Electrolux

With Vulcano, Zürich has been given a shining, new landmark. The three slim 80-metre residential towers are visible from far away. At the same time, they offer residents spectacular views.

Situated in the heart of the up-and-coming Zurich West, residents can take part in the diverse life of the district in exclusive comfort. National and international destinations are easily accessible via the SBB network.





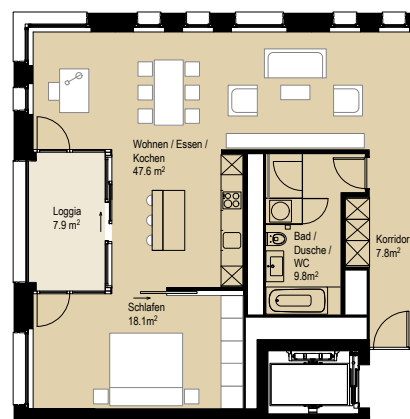


©Picture: Matchcom

## Case study, Switzerland

### High-quality living, Zurich West

Living in the Vulcano in Zurich-Altstetten is anything but ordinary. No compromise. No restriction. Vulcano is for confident people who know what they want in life – the very best of everything.



The quality of fixtures and fittings leaves nothing to be desired and the apartments are equipped with the most modern, innovative premium household appliances which fully meet the residents' high demands. The refined design blends in perfectly with the luxurious ambience and the spectacular views.

In addition, Vulcano offers you the privilege of accessing exclusive services, offers and amenities in and around the house.

### Appliances installed:

**Brand: Electrolux**

- Dishwashers

- Ovens

- Hobs

- Extractor hoods

- Refrigerators

- Washers

- Dryers



**ProfiSteam Oven EB6SL70KSP:**  
Whether you're roasting or grilling meats, baking bread, creating delicate desserts or using the SousVide feature - you can be confident your cooking will be elevated to another level.





# United Kingdom

**Image: Selfridges Building, Birmingham**

Architect: Future Systems









# 360° Barking

## NU living & AEG

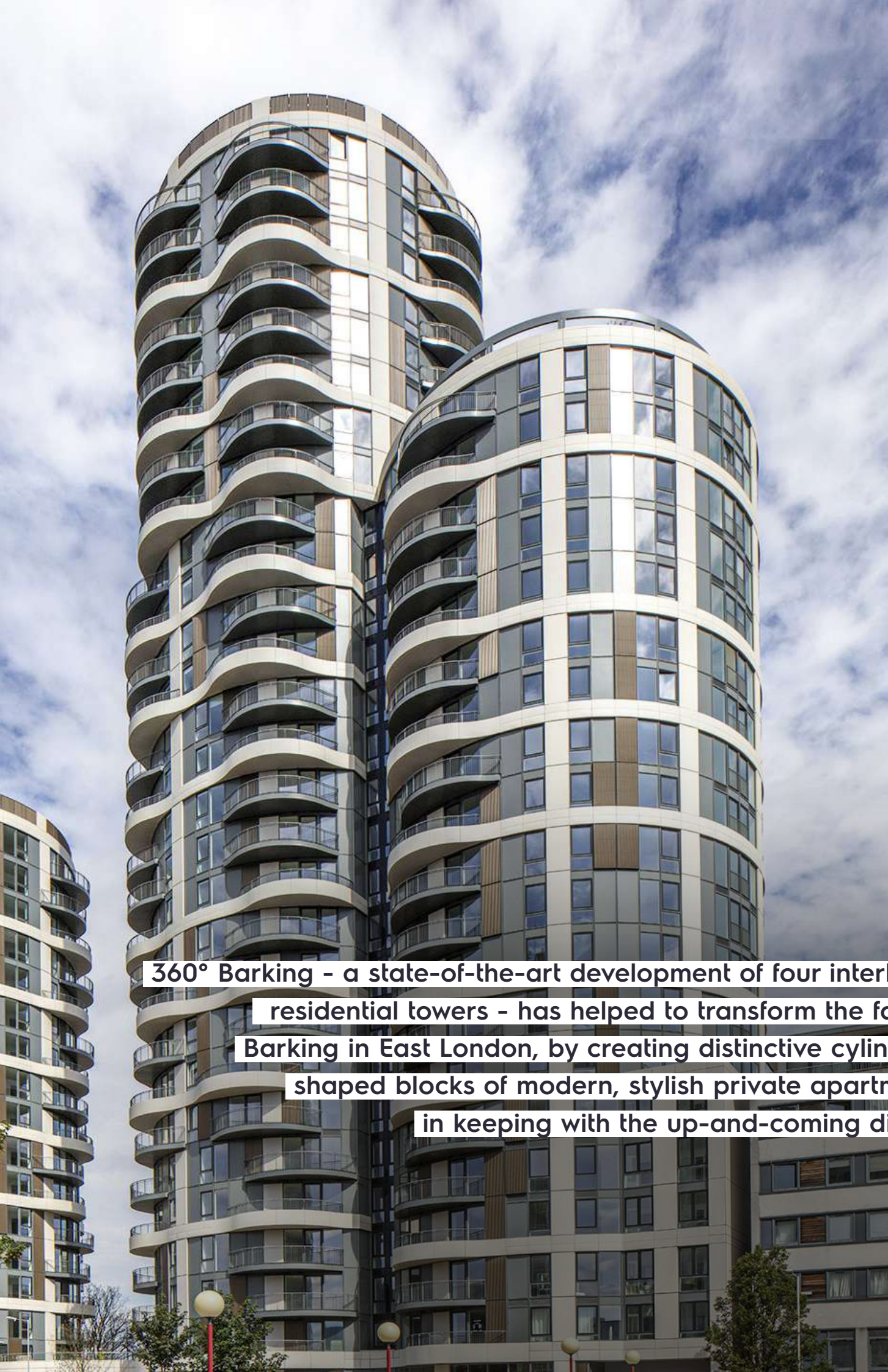
Transforming a long-vacant site in Barking Town Centre, 360° Barking is a central scheme in the Barking Housing Zone regeneration. Developed by Swan in partnership with the London Borough of Barking and Dagenham (LBBD) and the Mayor of London (providing £29.1 million in Housing Zone funding).

The scheme has delivered 291 residential homes, of which 96 were affordable, with priority for local residents. It offers a high percentage of Shared Ownership units (33%), helping young professionals and families alike to get on the property ladder.

Designed by Studio Egret West and built by Swan's in-house developer, NU living, the contemporary one and two bedroom apartments are fully accessible with lifts to every floor, including their roof gardens. And Canary Wharf, the Shard, the Gherkin, the Cheese Grater and the London Eye are all visible from the higher apartments and beautiful communal garden roof terraces.







**360° Barking - a state-of-the-art development of four interlinked residential towers - has helped to transform the face of Barking in East London, by creating distinctive cylindrical shaped blocks of modern, stylish private apartments, in keeping with the up-and-coming district.**



## Case study, UK

This striking development is a community asset that has already been recognised for its design excellence:

- 291 residences
- Leisure and creative space
- Curated by London Borough of Barking and Dagenham (LBBD)
- Children's play area
- Private rooftop garden on the 10th and 20th floors
- 360° panoramic views of central London's iconic skyline
- Connected roof garden for all residents

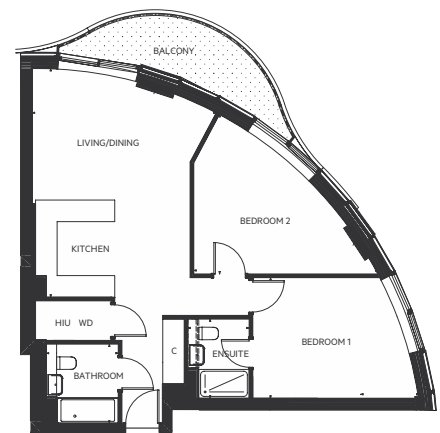


### 'Barcelona-on-Thames'

The new urbanisation at Barking Riverside, has been dubbed 'Barcelona-on-Thames' and 360° Barking has played a significant part in shaping the landscape. With a master plan to build 10,000 new homes in Barking over the next 15 years greenlit by the Mayor of London, 360° Barking has set the standard high for future developments.

All the apartments boast a range of high-specification features. From the underfloor heating system (meaning no unsightly radiators), to the audio-visual door entry system, chrome effect electrical sockets and switches, low down lights and low-energy, wall-mounted balcony/terrace lighting. They are fitted with a Combined Heat and Power (CHP) energy system for heating and hot water, which can generate electricity to power the building, as well as PV solar panels on the roof, making them energy-efficient and sustainable.

A concierge service - whereby there is always someone on hand to accept deliveries and welcome visitors - offers convenience and ensures the safety of residents as does the CCTV and audio-visual door entry system.



### Appliances installed:

**Brands: AEG (A) /Zanussi (Z) /Electrolux (E)**

- Single ovens (A)
- Microwave ovens (A)
- Induction hobs (A)
- Extractor hoods (E)
- Integrated dishwashers (Z)
- Integrated fridge-freezers (Z)
- Free-standing washer-dryers (Z)



**Induction Hob IKB64401FB:**  
Superior temperature control  
for perfect cooking results.







# Lu2on

## Strawberry Star & Zanussi

At the heart of one of the region's most important historic sites (the former Vauxhall Motors factory, where some of Britain's most iconic cars were built) Luton was for many years famous for hat making but is now more notable for Luton Airport which is one of Britain's major airports. The Luton-London connection is the result of a centuries-old relationship between the two locations. It all started with a mythical beast, the emblem of a griffin, which is visible throughout Luton. The creature from folklore was adopted as a logo by Vauxhall Motors.

Luton offers a modern town with excellent business opportunities and picturesque countryside on its doorstep, making it a wonderful place to live and work. Luton has a very rich cultural heritage and diverse community and is located within the famous 'Golden Triangle' of Cambridge, Oxford and London, encompassing Europe's top universities.







**Lu2on is a residential mixed-use development comprising 887+ apartments including suites, 1-bedroom and 2-bedroom units. The first phase of 400 apartments is due for completion in 2021. Designed by the award-winning architect Flanagan Lawrence & Stuart Forbes Associates.**

## Case study, UK

Lu2on is a diverse development which greatly enhances the local community:

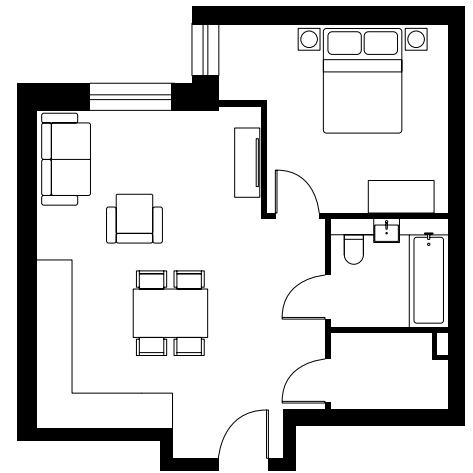
- Roof gardens, Internal gardens
- Over 32,800 sq. ft of attractive public realm
- 8,400 sq. ft gym facility spread across the Podium level
- 49,600 sq. ft retail space
- 40,000 sq. ft Grade A office accommodation
- Over 200 hotel rooms



### Affordability close to London

Luton is one of the most affordable commuter towns for London. With lower average house prices than the capital, excellent transport links (a commute to London takes 23 minutes), a £1.5 billion planned regeneration and investment over the next 20 years creating 18,500 estimated new jobs and in close proximity to the Chilterns. An area of outstanding natural beauty - it offers the best of both worlds, a modern town with excellent business opportunities and accommodation with superb countryside on its doorstep.

Zanussi appliances have been chosen for this project as they are the perfect fit for the attributes most valued by the target demographic - reliability, value for money and a well-known & trusted brand.



### Appliances installed:

**Brand: Zanussi**

- Ovens

- Induction hobs

- Fridge-freezers

- Extractor hoods



**Multifunction oven ZOHNX3K1:**  
*Elegant black design multifunction oven with quick heating, even cooking results every time and LED display*

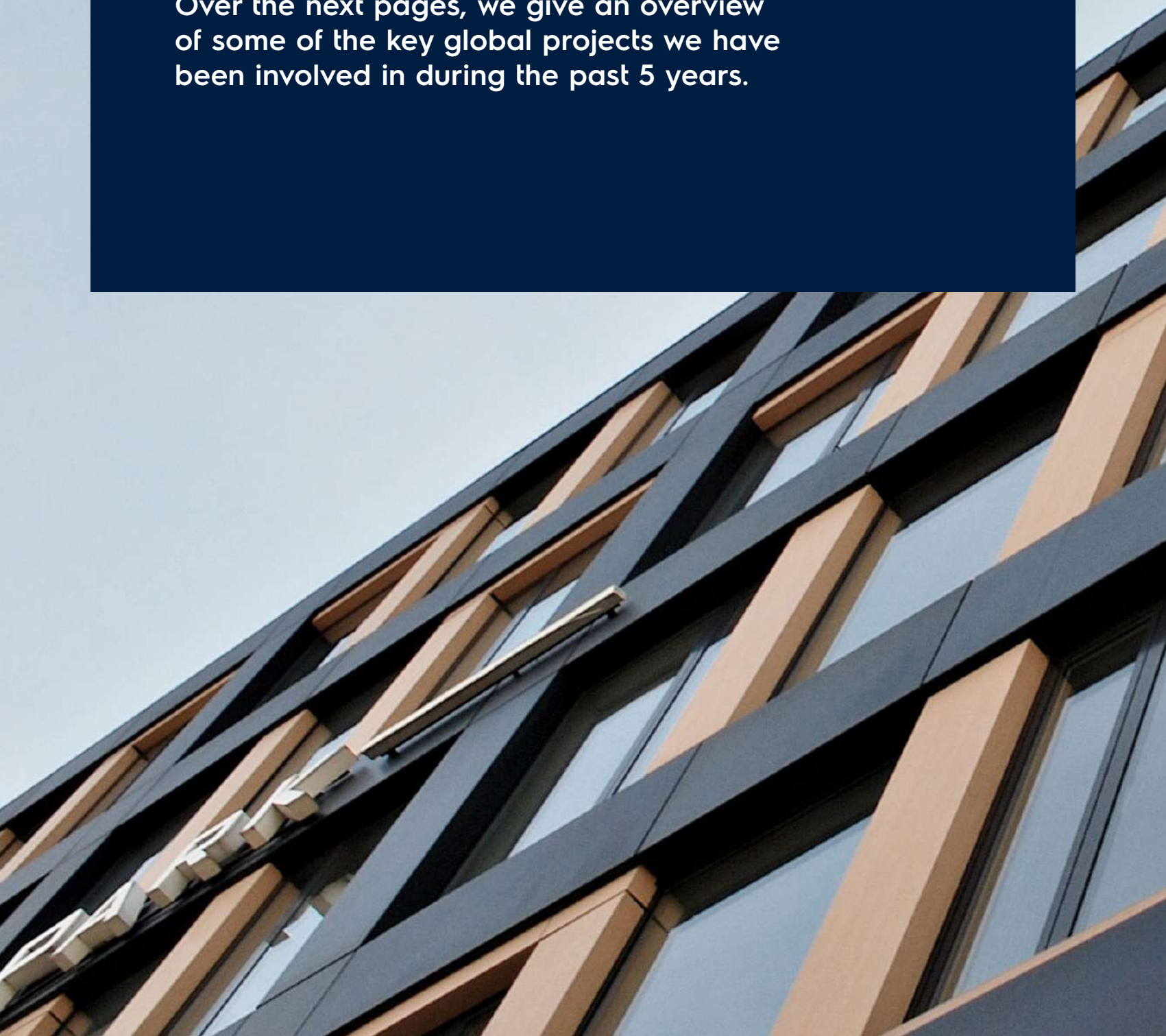






# Key project highlights

Over the next pages, we give an overview of some of the key global projects we have been involved in during the past 5 years.







# Australia

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: AEG

- Ovens

- Gas hobs

- Dishwashers



## Asper

Property type: Residential  
Developer: Atlas  
Construction Group



## Sorelle Apartments

Property type: Residential  
Developer: Woden ACT  
Canberra



## Observatory

Property type: Residential  
Developer: Geocon



## Centric

Property type: Residential



## Horizon Drive

Property type: Residential  
Developer: Rothe Lowman





**Governer Place**

Property type: Residential



**Air Apartments**

Property type: Residential



**Axial Apartments**

Property type: Residential  
Developer: Colin Stewart Architects and Bloc builders



**Habitat**

Property type: Residential



**Imperial Apartments**

Property type: Residential



**Landmark**

Property type: Residential  
Developer: Turner and Associates



**Leichhardt Green**

Property type: Residential  
Developer: Bates Smart



**Wills Place**

Property type: Residential  
Developer: Bates Smart



**The Huntingdale**

Property type: Residential

# China

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Sterilizers

- Washing machines



## Sea Legend

Property type: Residential

Developer: Vanke

Number of residences: 932



## Huangpu Cang

Property type: Residential

Developer: Vanke

Number of residences: 1200



## Fuqing City

Property type: Residential

Developer: Evergrande

Number of residences: 2000



## Zhao Run Somerset

Property type: Residential

Developer: Zhaorun

Number of residences: 180



## Hilton Hotel

Property type: Hotel

Developer: Changfa

Number of residences: 43





**Lu City the fourth**

Property type: Residential  
 Developer: Vanke  
 Number of residences: 400



**Hengda Jiangwan**

Property type: Residential  
 Developer: Evergrande  
 Number of residences: 2000



**9th Mansion**

Property type: Residential  
 Developer: ZhongHai Real Estate  
 Number of residences: 468



**Teda Ascott**

Property type: Residential  
 Developer: Teda  
 Number of residences: 224



**Syria Himalayan**

Property type: Residential  
 Developer: Zhengda  
 Number of residences: 622



**Uni-City**

Property type: Residential  
 Developer: Vanke  
 Number of residences: 1300



**Yulan Garden**

Property type: Residential  
 Developer: GeZhouBa Real Estate  
 Number of residences: 484



**Tai He Tai Lake**

Property type: Residential  
 Developer: TaiHe  
 Number of residences: 816



**Doubletree by Hilton Hotel**

Property type: Residential  
 Developer: Guangdian  
 Number of residences: 181



**Teda Renaissance**

Property type: Residential  
 Developer: Teda  
 Number of residences: 125

# United Kingdom

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Washing machines
- Dryers



## Nu Living

Property type: Residential  
Developer: Nu Living  
Number of residences: 291



## Wainhomes, Four Oaks

Property type: Residential  
Developer: Wainhomes  
Number of residences: 51



## Mann Island

Property type: Residential  
Developer: Group first  
Number of residences: 376



## Harrogate

Property type: Residential  
Developer: Linden Homes  
Number of residences: 31



## Cromwell Fields

Property type: Residential  
Developer: Danube  
Number of residences: 418



## Glasgow

Property type: Residential  
Developer: Danube  
Number of residences: 352



## Edgware Green

Property type: Residential  
Developer: Meraas  
Number of residences: 70



## Lewisham

Property type: Residential  
Developer: Barratt London  
Number of residences: 800





**Nine Elms Point**  
 Property type: Residential  
 Developer: Barratt London  
 Number of residences: 645



**Embassy Gardens**  
 Property type: Residential  
 Developer: Ballymore  
 Number of residences: 1



**Central London**  
 Property type: Residential  
 Developer: Barratt London  
 Number of residences: 645



**Enderby Wharf**  
 Property type: Residential  
 Developer: Barratt London  
 Number of residences: 770



**Suttons Wharf North**  
 Property type: Residential  
 Developer: Hollybrook  
 Number of residences: 450



**Battersea Reach**  
 Property type: Residential  
 Developer: Barratt London  
 Number of residences: 38



**West Drayton Village**  
 Property type: Residential  
 Developer: Clearview Homes  
 Number of residences: 49



**Elephant & Castle**  
 Property type: Residential  
 Developer: Lang o Rourke  
 Number of residences: 373

## Key project highlights

# Hong Kong & Macau

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Hoods

- Induction hobs

- Gas hobs/wok burners

- Microwave ovens

- Dishwashers

- Refrigerators

- Fridge-freezers

- Washing machines

-Dryers



### Magazine Gap Tower

Property type: Residential  
Developer: Artemis Product Ltd.  
Number of residences: 30



### Staunton Street

Property type: Residential  
Developer: Sino Group  
Number of residences: 57



### Gold Coast Residence

Property type: Residential  
Developer: Sino Group  
Number of residences: 35



### Kadoorie Villas

Property type: Residential  
Developer: Wing Shing



### Coo Residence

Property type: Residential  
Developer: Corture Homes Properties Ltd.  
Number of residences: 204



### Riverwalk

Property type: Residential  
Developer: Allreal  
Number of residences: 50



### 3 Julia Avenue

Property type: Hotel  
Developer: Phoenix Property Investors



### Commune Modern

Property type: Residential  
Developer: Sino Land Company Ltd.  
Number of residences: 296



### Praia Park

Property type: Residential  
Developer: New Tenhon Investment, Ltd.  
Number of residences: 1850



### Pride Oceania

Property type: Residential  
Developer: Simlan Group Co. Ltd.  
Number of residences: 496





**Assorted Projects in Luxury Residence**

Property type: Residential  
 Developer: ESF  
 Number of residences: 100



**Sea Crest Terrace**

Property type: Residential  
 Developer: SINO Group  
 Number of residences: 50



**Trust Leisure Garden Residential**

Property type: Residential  
 Developer: Trust Construction & Investment Ltd.  
 Number of residences: 740



**18 Junction Road**

Property type: Residential/business building  
 Developer: SINO Group  
 Number of residences: 80



**The Residencia Macau - High Zone**

Property type: Residential  
 Developer: Golden Cove Property Development Co. Ltd.  
 Number of residences: 81



**One Oasis**

Property type: Residential  
 Developer: Concord Industrial & Commercial Development Enterprise  
 Number of residences: 100



**YO HO City Centre**

Property type: Residential  
 Developer: Hin Lok Real Estates Company Ltd  
 Number of residences: 237



**Vella de Mar**

Property type: Residential  
 Developer: Polytec Asset Holdings Limited  
 Number of residences: 1322



**The La Baie Du Noble**

Property type: Residential  
 Developer: Polytec Asset Holdings Limited  
 Number of residences: 180



**The Scenic Woods**

Property type: Residential  
 Developer: Hang Lung Groups LTD  
 Number of residences: 70

## Key project highlights

# Italy

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Fridge-freezers



### Mia, La Casa Italiana

Property type: Residential  
Developer: BNP Paribas  
Number of residences: 104



### La Vetreria

Property type: Residential  
Developer: Nu Living  
Number of residences: 291



### NowHouse

Property type: Residential  
Developer: M2P Associati  
con Studio Carbonell  
Number of residences: 40



### Dalia

Property type: Residential  
Developer: BNP Paribas  
Number of residences: 104



### Uberti 25

Property type: Residential  
Number of residences: 24



### Palazzo Tatti

Property type: Residential  
Number of residences: 15



### Brembo 3

Property type: Residential  
Number of residences: 40



### Bertini 21

Property type: Residential  
Number of residences: 23



### Ferrera 1

Property type: Residential  
Number of residences: 13



### Bellotti 2

Property type: Residential  
Number of residences: 27





**Via Leone XIII**  
Property type: Residential  
Number of residences: 17



**Altaguardia 11**  
Property type: Residential  
Number of residences: 17



**Metauro 9**  
Property type: Residential  
Number of residences: 48



**Suffragio 3**  
Property type: Residential  
Number of residences: 28



**Slow Home Milano**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 1180



**Bazzini**  
Property type: Residential  
Number of residences: 15



**Il Bosco**  
Property type: Residential  
Number of residences: 63



**Il Parco di Via Marco D'Agate**  
Property type: Residential  
Number of residences: 75



**Gorani**  
Property type: Residential  
Number of residences: 17



**De Amicis 23**  
Property type: Residential  
Developer: Siyahkalem Co.  
Number of residences: 48

# Japan

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Shin-Tekko Building**  
Property type: Residential  
Developer: Oakwood,  
Mitsubishi-Jisho  
Residences: 54



**Brillia Mare Ariake**  
Property type: Residential  
Developer: Tokyo-  
Tatemono, Properst, Io-Chu  
Residences: 1078



**Shibaura Island Bloom**  
Property type: Residential  
Developer: Mitsui Fudosane  
Residences: 964



**Ritz Carlton Park Residence**  
Property type: Residential  
Developer: Mitsui Fudosan,  
Oobayashi, Shimizu,  
Mitsubishi  
Residences: 166



**Citadines Namba Osaka**  
Property type: Hotel  
Developer: Takashimaya Co.  
Ltd. / The Ascott Ltd.  
Residences: 313



**The Conoe Daikanyama**  
Property type: Residential  
Developer: APA Home  
Residences: 109





**Tokyo Mid Town**  
 Property type: Residential  
 Developer: Mitsui Fudosan  
 Residences: 166



**Roppongi Hills Residence**  
 Property type: Residential  
 Developer: Mori Living, Todakensetsu, Shimizu Seibu Kyoudo Jigyouta  
 Residences: 793



**Atago Green Hills**  
 Property type: Residential  
 Developer: Mori Building  
 Residences: 353

# Malaysia

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Refrigerators
- Hobs
- Gas hobs
- Hoods
- Washing machines
- Dryers



## Marc Residence Condominium

Property type: Residential  
Developer: Beverly Group  
Residences: 207



## North Point Condominium

Property type: Residential  
Developer: IGB corporation  
Residences: 300



## Mutiara East Condominium

Property type: Residential  
Developer: Bina Goodyear Development  
Residences: 296



# Oman

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: AEG**

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Al Mouj, Wave Muscat**  
Property type: Residential  
Date opened: 2018/2019  
Developer: Al Mouj Muscat  
Residences: 140



**Jebel Sifah Heights**  
Property type: Hotel apartments  
Date opened: 2018/2019  
Developer: Muriya  
Residences: 136



**Wave Muscat**  
Property type: Residential  
Date opened: 2018/2019  
Developer: Al Mouj Muscat  
Residences: 240



**Wave Muscat 2**  
Property type: Residential  
Date opened: 2018/2019  
Developer: Al Mouj Muscat  
Residences: 110



**Havana Salalah**  
Property type: Residential  
Date opened: 2018/2019  
Developer: Muriya  
Residences: 260

# Portugal

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: AEG, Electrolux, Zanussi

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Asprela Gardens**  
Property type: Residential  
Developer: JMC-Investimentos Imobiliários, Lda.  
Residences: 111



**Vivere**  
Property type: Residential  
Developer: Vale Do Jamor Development  
Residences: 44



**Vita Lux**  
Property type: Residential  
Developer: xxxxxxxxxx  
Residences: 15





**Uptown**

Property type: Residential  
 Developer: Vilamoura World  
 Residences: 31



**Compromisso 25**

Property type: Residential  
 Developer: Golden Properties  
 Residences: 14



**Central Vila Moura**

Property type: Residential  
 Developer: Vilamoura World  
 Residences: 14

# Russia

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Refrigerators

- Dishwashers

- Washing machines



**Adagio Le Rond, Sochi**

Property type: Residential

Residences: 457



**YARD Residence,  
St Petersburg**

Property type: Residential

Residences: 157



**Diplomat residential  
complex**

Property type: Residential

Residences: 256

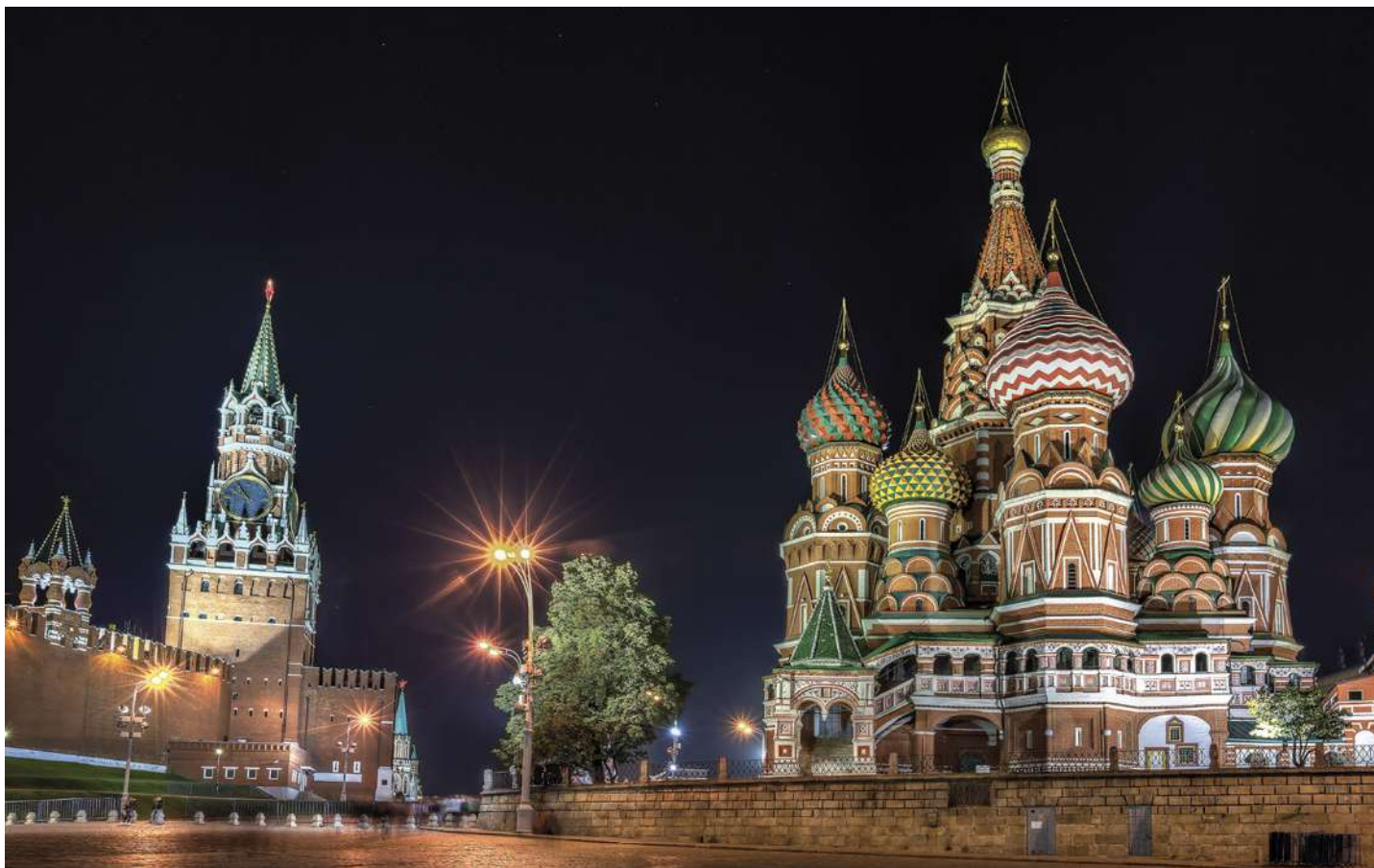


**October field, Moscow**

Property type: Residential

Residences: 650





**Moscow, Adagio**  
 Property type: Hotel  
 Residences: 256



**The Clover, Thonglor 18**  
 Property type: Residential  
 Developer: Living Land Developer  
 Residences: 572



**Saransk Hospital**  
 Property type: Hospital  
 Developer: Steiner AG  
 Residences: 80



**Ekamai Garden**  
 Property type: Residential  
 Developer: Stroyalyans  
 Residences: 90



**Baan Jamjuree**  
 Property type: Residential  
 Date opened: 2018/2019  
 Developer: Agalarov Group  
 Residences: 100



**DLV Thonglor**  
 Property type: Residential  
 Developer: DStroyalyans  
 Residences: 90

# Singapore

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Parc Centros**

Property type: Residential  
Developer: Wee Hur  
Development  
Residences: 610



**Riversuites**

Property type: Residential  
Developer: UE  
Developments  
Residences: 850



**Bartley Residences**

Property type: Residential  
Developer: Hong  
Leong Group  
Residences: 580



**Pan Pacific  
Serviced Suites**

Property type: Residential  
Developer: UOL Group  
Limited



**River Sails**

Property type: Residential  
Developer: Allgreen  
Properties  
Residences: 800





**Treehouse**

Property type: Residential  
 Developer: City Developments  
 Residences: 450



**The Sail**

Property type: Residential  
 Developer: City Developments Ltd  
 Residences: 900



**One St Michael**

Property type: Residential  
 Developer: Frasers Centrepoint Homes



**The Scala**

Property type: Residential  
 Developer: UOL Group Limited  
 Residences: 570



**Thomson Three**

Property type: Residential  
 Developer: UOL Developments  
 Residences: 440



**Jewel**

Property type: Residential  
 Developer: City Developments  
 Residences: 615



**Bartley Ridge**

Property type: Residential  
 Developer: Hong Leong Group  
 Residences: 680

# Switzerland

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Hoods

- Induction hobs

- Hobs

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



## Jabe Tower, Dübendorf

Property type: Residential

Developer: BFB AG management

General contractor: ADT

Innova Construction AG

Number of residences: 218



## Labitzke Areal, Zurich

Property type: Residential

Developer: Mobimo AG

Number of residences: 277



## Vulcano, Zurich

Property type: Residential

Developer: Steiner AG

Number of residences: 307



## Sue & Til, Winterthur

Property type: Residential

Developer: Implenia

Number of residences: 307



## Freilager, Zurich

Property type: Residential

Developer: Allreal

Number of residences: 780





**Roy, Winterthur**

Property type: Residential  
 Developer: Implenia  
 Number of residences: 227



**Trigenius Wohnsiedlung, Bottmingen**

Property type: Residential  
 Developer: Allreal  
 Number of residences: 58



**Lindberghallee, Glattpark**

Property type: Residential/  
 business building  
 Developer: Steiner AG  
 Number of residences: 142



**Weltpostpark Bern**

Property type: Residential  
 General contractor:  
 Frutiger AG  
 Number of residences: 170



**Station 595**

Property type: Residential  
 Developer: Credit Suisse  
 Number of residences: 60



**Richti Areal, Zurich**

Property type: Residential  
 Developer: Allreal  
 Number of residences: 370



**Neubauwohnsiedlung Guggach II Zürich**

Property type: Residential  
 General Contractor: HRS  
 Real Estate AG  
 Number of residences: 257

# Taiwan

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Induction hobs
- Dishwashers
- Washer-dryers
- Warming drawers
- Coffee machines



**Chung-Shan Century**  
Property type: Residential  
Developer: Pacific Construction Co., Ltd  
Residences: 12



**Dunnan Mansion**  
Property type: Residential  
Developer: Tsan-Fu Construction Co., Ltd  
Residences: 51



**Emerald Forest**  
Property type: Residential  
Developer: Kuo-Yang Construction & Development  
Residences: 174



**Green Emerald**  
Property type: Residential  
Developer: King's Group  
Residences: 53



**Jiu Dan**  
Property type: Residential  
Developer: King's Town  
Residences: 140





**The One**

Property type: Residential  
 Developer: Da-Yi Construction & Development  
 Residences: 60



**Shi-Hua Court**

Property type: Residential  
 Developer: Yuan-Chung Construction Co. Ltd  
 Residences: 37



**Royal Palace**

Property type: Residential  
 Developer: Cheng Yang Developments  
 Residences: 140



**Erh Gulf**

Property type: Residential  
 Developer: Chung-De  
 Residences: 144



**Field**

Property type: Residential  
 Developer: Kingdom  
 Residences: 114

# Thailand

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Hoods

- Hobs

- Refrigerators

- Microwave ovens

- Washing machines

- Washer-dryers

- Kettles



**Sansara in Hua Hin**  
Property type:  
Luxury Villas & Apartments  
Developer:  
Sansara Development  
Residences: 108



**Ascott Thonglor**  
Property type:  
Luxury service apartment  
Developer:  
Ananda Development  
Residences: 445



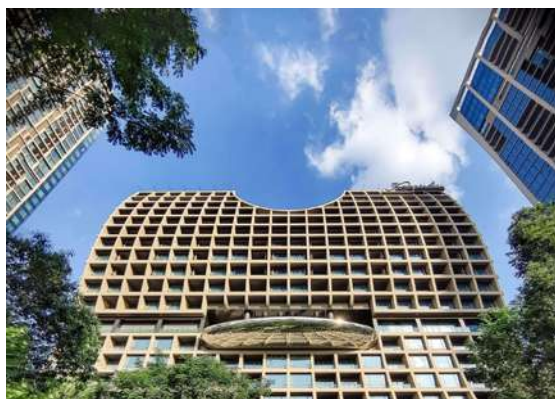
**Ascott Sathorn**  
Property type:  
Luxury service apartment I  
Developer:  
Ananda Development  
Residences: 177



**Somerset Sriracha**  
Property type:  
Luxury service apartment:  
Developer:  
Ananda Development  
Residences: 176



**Somerset Sriracha**  
Property type:  
Premium condominium  
Developer:  
SC Asset  
Residences: 411



**Sinhorn Village**  
Property type: Hi-end  
community in Bangkok  
city centre  
Developer: Siam Sindhorn  
Residences: 476





**One Bangkok**

Property type:  
High rise condominium,  
new landmark of Bangkok  
Developer: Fraser Property  
Residences: 110



**Supalai condominiums**

Property type:  
Premium condominium  
Developer: Supalai  
Residences: 3000



**Centric Ratchayothin**

Property type:  
Premium condominium  
Developer: SC Asset  
Residences: 261



**Beatniq Sukhumvit 32**

Property type:  
Premium condominium  
Developer: SC Asset  
Residences: 187



**Tela Thonglor**

Property type:  
Luxury condominium  
Developer:  
Gaysorn Wattana  
Residences: 44



**Citygate Phuket**

Property type: Premium  
residential in Thailand's top  
beach destination  
Developer: Citygate  
Exclusive Development  
Residences: 388



**Sethiwan Sriracha**

Property type: Premium  
residential in Thailand's top  
beach destination  
Developer: Fatima  
Development  
Residences: 185

# Turkey

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Microwave ovens

- Hoods

- Refrigerators

- Hobs

- Washing machines

- Dryers



## Selective Port

Property type: Residential

Developer: Alper  
Construction

Residences: 315



## Life Bornova

Property type: Residential

Developer: Folkart  
Construction

Residences: 810



## Yenitepe Kadiköy

Property type: Residential

Developer: Nuhoğlu  
Construction

Residences: 882



## Livin' Izmir

Property type: Residential

Developer: Cengiz  
Construction

Residences: 363



## Folkart Time

Property type: Residential

Developer: Folkart  
Construction

Residences: 369





**Mandarins Acıbadem**

Property type: Residential  
 Developer: Mandarins  
 Construction  
 Residences: 409



**Se Retro 9**

Property type: Residential  
 Developer: Aşçıoğlu  
 Construction  
 Residences: 218



**Vadi Koru**

Property type: Residential  
 Developer: Invest  
 Construction  
 Residences: 288



**Nazenin Konaklari**

Property type: Residential  
 Developer: Nanda,  
 Ergonomi, Pehlivanoğulları  
 Construction  
 Residences: 1180



**Lens İstanbul**

Property type: Residential  
 Developer: Lens  
 Construction  
 Residences: 982



**Köy Project**

Property type: Residential  
 Developer: Siyahkalem Co.  
 Residences: 1180



**The House Residence**

Property type: Residential  
 Developer: Yenigün  
 Construction  
 Residences: 143



**Gökdeniz Kartal**

Property type: Residential  
 Developer: Gülsa  
 Construction  
 Residences: 204



**Selenium Retro**

Property type: Residential  
 Developer: Aşçıoğlu  
 Construction  
 Residences: 200



**Selenium Ataköy**

Property type: Residential  
 Developer: Aşçıoğlu  
 Construction  
 Residences: 321

# Vietnam

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Microwave ovens

- Hoods

- Refrigerators

- Fridge-freezers

- Gas hobs

- Washing machines

- Dryers

- Washer-dryers

- Sterilizers



**New Pearl residences**  
Property type: Residential  
Developer: Sunny World



**Leman CT Plaza**  
Property type: Residential  
Developer: CT Group



**Saigon Center**  
Property type: Residential  
Developer: Evergrande



**Ocean Amy Villas & Beach Club**  
Property type: Residential  
Developer: Con Ong Xanh



**Citadines Mippec Nhatrang**  
Property type: Residential  
Developer: Mippec





**Park 12 – Parkhill 2**  
Property type: Residential  
Developer: Vingroup



**Somerset West Point Hanoi**  
Property type: Residential  
Developer: Biet Thu Vang



**Sol Phu Quoc**  
Property type: Residential  
Developer: MIK



**Oakwood Serviced**  
Property type: Residential  
Developer: Mapletree



**Citadine Serviced**  
Property type: Residential  
Developer: Viet Housing



**Saigon Plaza Apartments**  
Property type: Residential  
Developer: QCGL



**Water Front Residences**  
Property type: Residential  
Developer: Con Ong Xanh



**Citadines Da nang**  
Property type: Residential  
Developer: Hoa Binh Green Group



**Richlane Residences Saigon South**  
Property type: Residential  
Developer: Mapletree

# Qatar

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

**Brand: Electrolux**

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



**Paramount Tower**

Property type: Residential

Developer: Al Asmakh

Number of residences: 192



**Al Barooq Tower**

Property type: Residential

Developer: KBM Builders

Number of residences: 500



**Viva Bhariya - Pearl**

Property type: Residential

Developer: The Land

Number of residences: 950



**Samrya 44**

Property type: Residential

Developer: CBQ

Number of residences: 218



**Sidra Village**

Property type: Residential

Developer: Quortba Real Estate

Number of residences: 1167



**Aiseal Residence**

Property type: Residential

Developer: Al Shera'a RE

Number of residences: 126



**CBQ Tower**

Property type: Residential

Developer: CBQ

Number of residences: 352



**Century Hotel**

Property type: Hotel Apartments

Developer: Al Jaber Group

Number of residences: 101





**Centara Hotel**

Property type: Hotel  
Apartments  
Developer: Al Bandary  
Number of residences: 122



**Ezdan Curve Hotel**

Property type: Hotel  
Apartments  
Developer: Ezdan Holding  
Number of residences: 562



**Fox Hills 5**

Property type: Residential  
Developer: Private  
Developer  
Number of residences: 429



**IBA Tower**

Property type: Residential  
Developer: Ismail Bin Ali  
Group  
Number of residences: 121



**Ibis & Adagio**

Property type: Hotel  
Apartments  
Developer: Accor  
Number of residences: 153



**Porto Arabia**

Property type: Residential  
Developer: The Land  
Number of residences: 350



**Qanat Quartier**

Property type: Hotel  
Apartments  
Developer: UDC  
Number of residences: 1135



**Thuraya Tower**

Property type: Hotel  
Apartments  
Developer: Al Bandary  
Number of residences: 323



**Viva Bhariya**

Property type: Residential  
Developer: The Land Group  
Number of residences: 950

# United Arab Emirates

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens

- Hoods

- Hobs

- Microwave ovens

- Dishwashers

- Refrigerators

- Washing machines

- Dryers



**Capricorn Tower**

Property type: Residential

Developer: DCC

Number of residences: 192



**Fareed Tower 2**

Property type: Residential

Developer: DCC

Number of residences: 112



**Belgravia 2**

Property type: Residential

Developer: Ellington

Number of residences: 182



**Nation Tower**

Property type: Residential

Developer: Arab Tech

Number of residences: 360



**Address Boulevard**

Property type: Residential

Developer: Emaar

Number of residences: 575



**Address Downtown**

Property type: Residential

Developer: Emaar

Number of residences: 626



**Studio One**

Property type: Residential

Developer: Select Group

Number of residences: 400



**Dreamz**

Property type: Residential

Developer: Danube

Number of residences: 171



**Glamz**

Property type: Residential

Developer: Danube

Number of residences: 418



**Glitz 1, 2 & 3**

Property type: Residential

Developer: Danube

Number of residences: 352





**Nikki Beach**  
 Property type: Residential  
 Developer: Meraas  
 Number of residences: 70



**Armani Hotel**  
 Property type: Residential  
 Developer: Emaar  
 Number of residences: 150



**Address Fountain View**  
 Property type: Residential  
 Developer: Emaar  
 Number of residences: 761



**City Walk Phase 1 & 2**  
 Property type: Residential  
 Developer: Meraas  
 Number of residences: 1500



**Five Jumerah Village**  
 Property type: Residential  
 Number of residences: 287



**Tiara United Towers**  
 Property type: Residential  
 Developer: Meraas  
 Number of residences: 841



**Starz**  
 Property type: Residential  
 Developer: Danube  
 Number of residences: 446



**Ocean Project**  
 Property type: Residential  
 Developer: Seven Tides Property  
 Number of residences: 644



**The 8**  
 Property type: Hotel Apartments  
 Developer: IFA Hotels & Resorts  
 Number of residences: 130



For more information visit:  
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