



**ZUG: Swiss power  
of innovation in the  
kitchen and laundry  
room**





**A ZUG success in the kitchen:  
The new Combi-Steam SL with the world-exclusive  
GourmetSteam**

How to cook healthy food while cooking like a consummate professional: Pages 8–14.

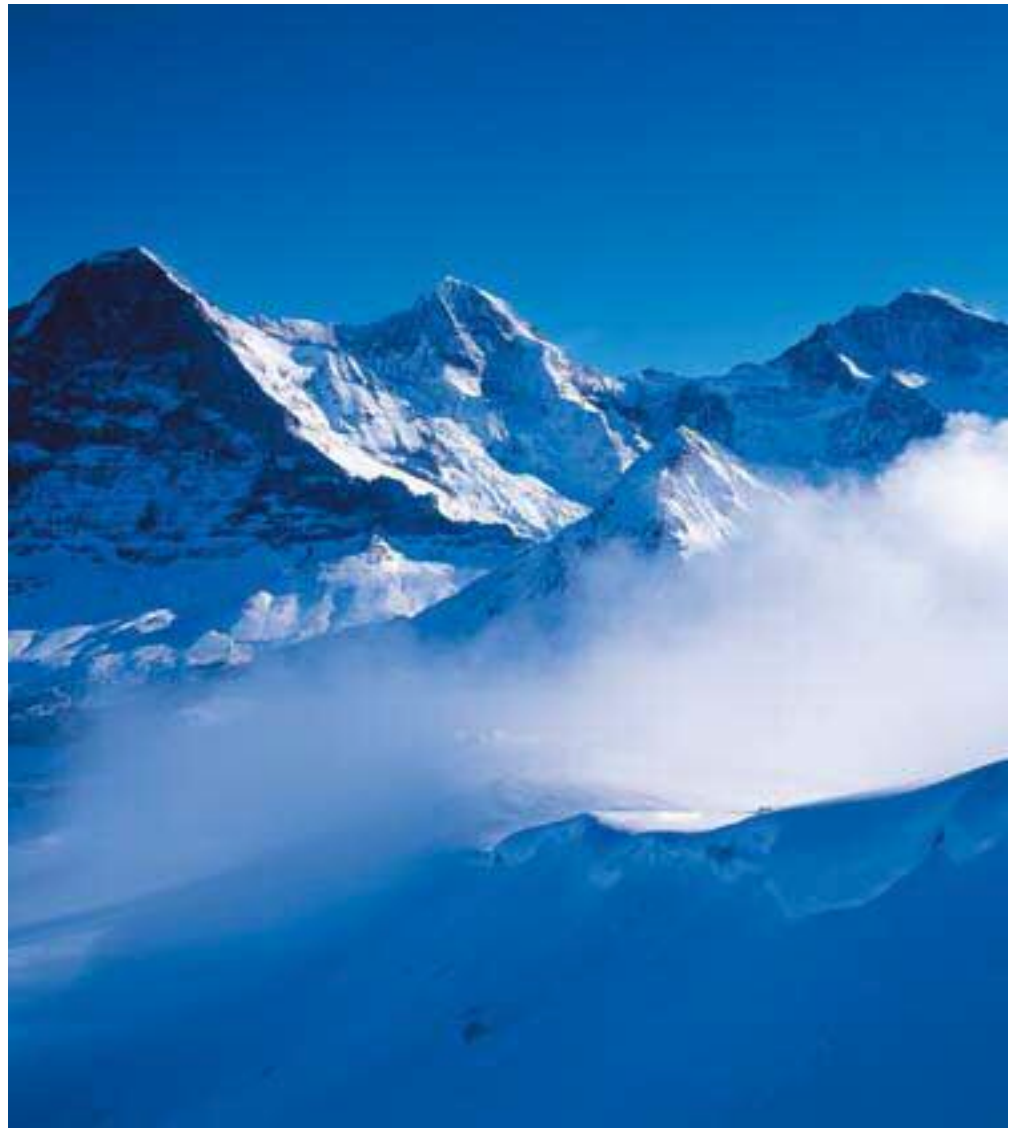


**A ZUG success in the  
laundry room:  
The new Adora with  
the world-exclusive  
steam anti-crease**

Why most of the time you will no longer  
have to iron: Pages 28–31.

## Switzerland – a beautiful country with lots of pioneering spirit

Our majestic mountains are known the world over, and tourists from all corners of the globe come to enjoy them. Not least because these natural wonders have been made very accessible through the wonders of engineering and the Swiss pioneering spirit. There is even a mountain cogwheel railway that goes to the Jungfrauoch – the «Top of Europe». The town of Zug is nestled in beautiful countryside near the Swiss Alps, and V-ZUG Ltd has been cultivating its pioneering spirit here since the company was founded in 1913.



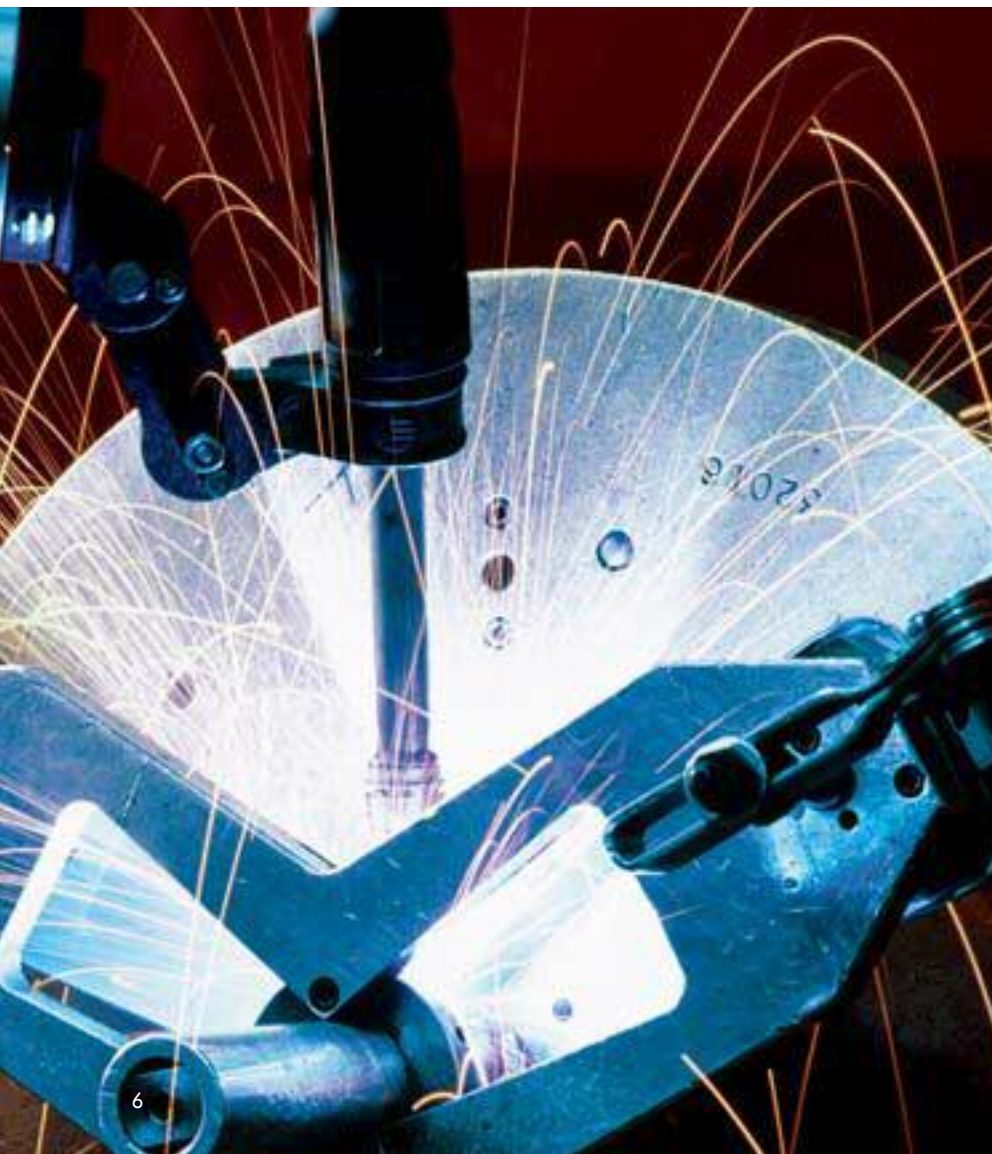
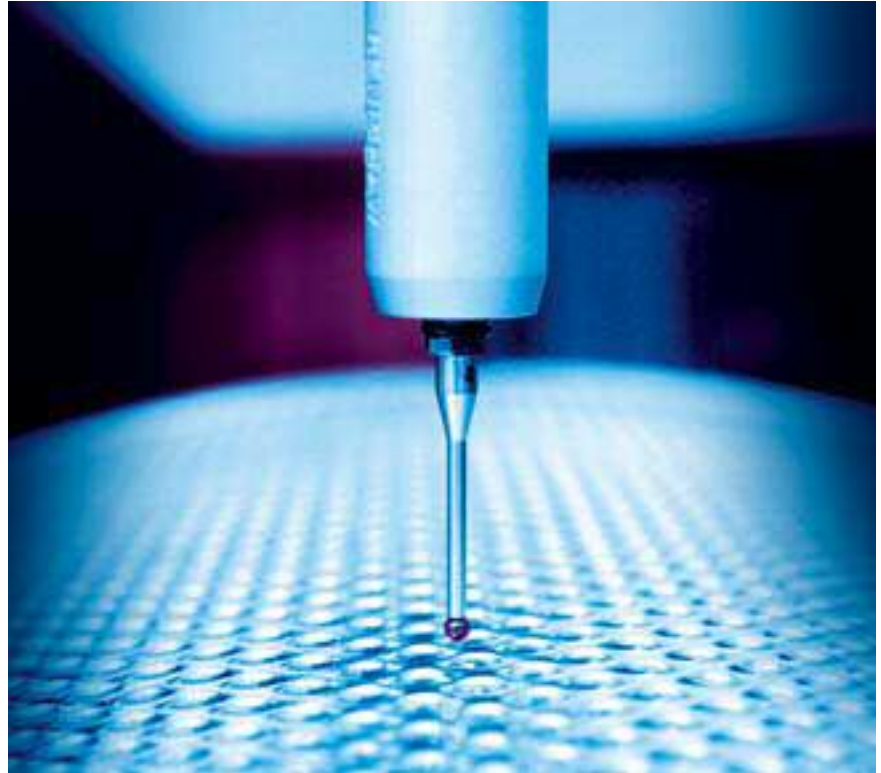
## In Switzerland, a lack of natural resources means a greater reliance on our human resources

Engraved on the plaque to the left are the Swiss values that bring success. They are also chiselled into the consciousness of over 1,000 ZUG employees. Well-trained and highly motivated people are essential for ensuring innovation and top quality. That is why we are committed to staying in Switzerland and insist on our products being «Swiss made» with no ifs, ands, or buts.

## Exceptional power of innovation since 1913

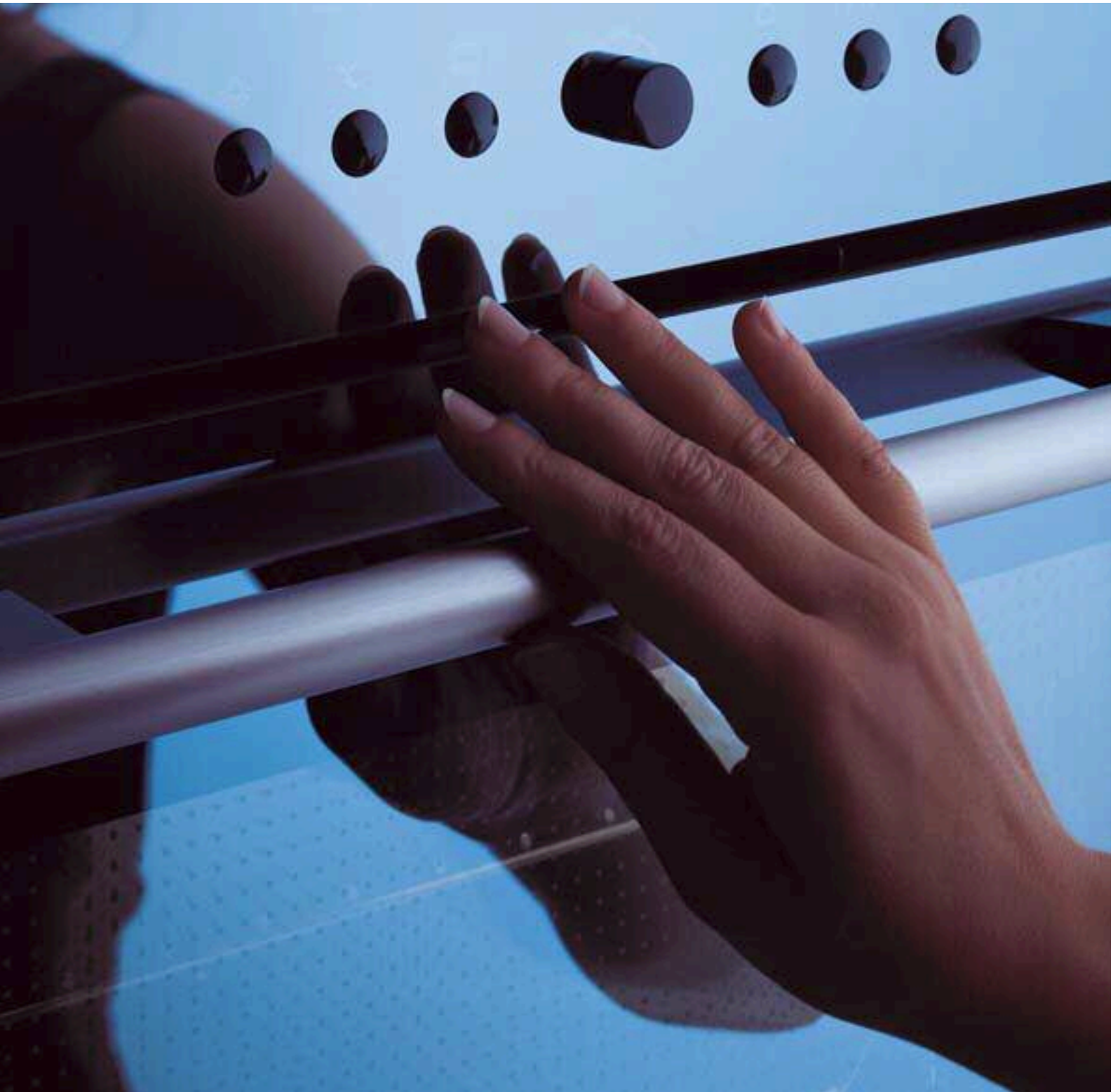
The power of innovation is the most important pillar of any industrial company. This is the reason why ZUG invests significant resources into research and development. These resources are not wasted! With its numerous pioneering innovations (often world exclusives), V-ZUG Ltd has made household history and has long been the Swiss market leader for large appliances in the kitchen and laundry room. When called for, ZUG even uses gemstones, as shown in the 3D precision measurement of the famous ZUG honeycomb drum.

The extremely sensitive ruby-tipped measuring stylus controls the size, shape and position of the unequalled number of drum holes.



**You can also now enjoy what people value about Swiss watches in the kitchen and laundry room – the highest reliability thanks to first-class manufacturing.**

Innovations are only valued if they work perfectly. Reliability is especially important in the household. Everyone appreciates it when the household runs like clockwork. ZUG goes to great lengths to be able to offer you trouble-free and long-lasting appliances. The best raw materials, latest production techniques and strictest quality assurance controls ensure top quality. Our customers have trusted this premium Swiss quality for decades. The photo features one of ZUG's elaborate, automated, continuous wire welding systems for the exclusive ZUG honeycomb drum for the Adora washing machine.



## Typically Swiss: Love of detail

Is the handle for opening and closing an appliance of lesser importance? Perhaps to some, but not to ZUG. Here too, we pay close attention to the interplay of ergonomics, expressive design and quality.



## International recognition

ZUG has not only won the «iF product design award» but also the Chicago Athenaeum Museum of Architecture and Design's GOOD DESIGN Award, which is the world's oldest and most prestigious. After all, Swiss designers always have the beautiful Swiss landscape as inspiration . . .