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PRESS RELEASE

Adora washing machines: steam anti-crease virtually eliminates the need for ironing

Adora washing machines from V-ZUG have been making housework easier since the 1960s. They were specially designed for use in the home – for people who want high-quality care for their textiles and don't want to have to stick to a laundry schedule. To meet these needs, the V-ZUG engineers draw on the latest technological expertise and their own extensive experience. Steam plays a key role in V-ZUG's development process as it is a highly efficient energy source with numerous positive qualities which can be extremely useful in the home. One of these innovative applications is the steam anti-crease programme in the Adora washing machines: the steam generated in the washing machine guards the laundry against creasing while it is in the drum. It does this so thoroughly that, in most cases, there is no need to iron the garments afterwards. The additional programme can either be used in conjunction with virtually any other programme, or it can be selected separately to remove creases from laundry that has been sitting around. That means you can spend the time you would have spent ironing on much more enjoyable activities.

More information: vzug.com

Photos



Photo 1

The world's first steam anti-crease programme from V-ZUG virtually eliminates the need for ironing

About V-ZUG

V-ZUG is the leading Swiss brand for household appliances and is based in Zug. For over 100 years, the company has developed and manufactured innovative appliances for the kitchen and washroom which simplify everyday life and provide lifelong inspiration and delight – right in the very heart of Switzerland. V-ZUG has 10 exhibition and advisory centres as well as 16 service centres in Switzerland and has representatives in 18 countries all over the world. The company employs around 1400 people globally and is training more than 70 apprentices. As the Swiss market leader, V-ZUG is committed to the economy, society and environment, stretching beyond the company itself. The owner-managed company belongs to the Metall Zug Group, together with sister company Gehrig Group AG and subsidiary SIBIRGroup AG.

About Metall Zug

Metall Zug is a Swiss industrial holding company based in Zug. It provides a wide range of innovative and sustainable premium and precision products. The Group develops, manufactures and sells technologically advanced appliances, machines and solutions in the household appliance, infection control and wire processing divisions. V-ZUG AG, Gehrig Group AG (household appliance division), Belimed Group (infection control division) and Schleuniger Group (wire processing division) all belong to the Metall Zug Group. The industrial holding company originates from Metallwarenfabrik Zug, founded in 1887, and remains largely in the hands of the founding family today. The Metall Zug Group employs around 3600 people globally and is listed on the SIX Swiss Exchange.