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GLOBAL MARKETING SERVICES

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PRESS RELEASE

A world first: OptiTime achieves the same results with extra savings

From day one, Adora washing machines have epitomised excellent functionality, quality and sustainability. Over the generations, the V-ZUG developers and engineers have been able to perfect the appliances and adapt them to modern needs by employing their instinct for trends. The latest innovation is OptiTime – an intelligent start-delay function which helps make your washing even more economical. You select your usual programme and set the desired end time with OptiTime. A normal start-delay function will delay the start of the programme so that the laundry is finished at the desired time. OptiTime, on the other hand, starts the programme earlier and automatically uses the available time to save as much energy and water as possible – with the same washing results as the normal programme. This intelligent function also forms part of V-ZUG's EcoManagement system – a whole range of functions which help you to use the appliances more ecologically and take a responsible approach to your housework.

More information: vzug.com

Photos



Photo 1

The intelligent OptiTime start-delay function gives the washing machine time to do the washing as ecologically as possible – a world first from V-ZUG

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.