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## **PRESS RELEASE**

# **Gentle and clean: how steam has simplified the household chores**

*Steam has been around since the dawn of time and is used today for the latest kitchen and household technology. For many years, V-ZUG has used steam to perfect household appliances with the aim of noticeably simplifying and enriching your chores.*

Natural steam is an important source of inspiration for researchers and developers at V-ZUG. It is a highly efficient energy source which has many positive characteristics that V-ZUG has made use of in several innovations for everyday life in recent years, not just in the kitchen, but also in the washroom.

## **Gentle cooking**

The best-known steam application is the combi-steam cookers from V-ZUG. Steam cooking is a low-fat and extremely gentle way of preparing foods – and the results are delicious. To add to this, heating up takes on a whole new meaning. With the combi-steam cooker's gentle regeneration programme, home-cooked food tastes as though as it has been freshly prepared, even the next day. The highlight for ambitious amateur chefs is the sous vide function which allows you to cook meat, fish, vegetables or fruit slowly and at low temperatures in a vacuum bag. This preparation method means that you can create taste sensations in line with those from top kitchens. Top Swiss chefs

have developed numerous recipes specially for use with V-ZUG appliances to provide inspiration for steam cooking in the combi-steam cooker.

### **Sparkling cleaning results**

Wherever you find people cooking and feasting passionately, you will also find a dishwasher working hard. When it comes to washing dishes, steam is also very useful. The SteamFinish function developed and patented by V-ZUG in Switzerland uses pure steam created at the end of the drying process to ensure sparkling and stain-free dishes. The steam condenses on glasses, cutlery and dishes in the form of the very purest water and removes remnants of residual salts, as well as traces of rinsing and shine agents. You can select the additional 20-minute SteamFinish programme for each rinse programme or simply programme it permanently for a gentle finish with every rinsing process.

### **Guarding against creases**

Steam even has a place in V-ZUG washing machines. With the additional 18-minute steam anti-crease programme, there's no need to iron in most cases as the laundry is already guarded against creases in the washing machine. The steam, which is created in the washing machine, reaches the laundry via the small openings in the honeycomb drum. Here, it releases its energy and acts as a crease guard for the items of clothing. You can add the steam anti-crease option to nearly all programmes as an additional programme or switch it on separately in order to remove the creases from remaining laundry which is already dry. It doesn't get easier than that.

Further information: [vzug.com](http://vzug.com)

## Photo material



Photo 1

**Combi-Steam XSL: gentle steam cooking for flavoursome, healthy meals**



Photo 2

**Adora SL WP dishwasher: brilliant shine without residue thanks to the innovative SteamFinish function**



Photo 3

**Adora SLQ WP washing machine: with the additional steam anti-crease programme, there's no need to iron in most cases**

### 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.