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GLOBAL MARKETING SERVICES

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PRESS RELEASE

The new Adora: Modern and convenient

Washing and drying has just got easier, more convenient and more aesthetically pleasing as this V-ZUG premium product has reached a new level in terms of design, ergonomics and functionality. The Adora washing machines and dryers have been completely redesigned and now have uniform control panels and a purist design.

The new design subtly and elegantly incorporates the V-ZUG logo and the name Adora, and the appliances have new control panels which are uniform across the whole range. They feature an ultra-modern TFT touch screen with an intuitive user interface, enabling you to find the programme you want quickly and easily. The unique swivel screen can be tilted up 45 degrees, which allows you to see it better and operate it ergonomically. Moreover, the uniform control panels make it easy to combine appliances.

Great lighting

Do you sometimes leave dark socks in the machine? From now on, you will be able to clearly see the interior of your machine since all new Adoras are equipped with LED drum lighting. This switches on automatically at the end of the programme, or can be activated manually.

Future-proofed

The new Adoras are fitted with a Wi-Fi module as standard and can thus be networked easily and conveniently, giving you access to the digital world of V-ZUG Home. This saves you time, brings flexibility to household chores and keeps you in the loop at all times; simple status information and push notifications when the programme ends will

make your everyday life easier. You can also use our app for things like adjusting OptiDos settings.

Even more extras

Not only do they have an appealing new design, Adora appliances also incorporate the best technology and latest innovations in the field of washing and drying. The new appliances are even more efficient and eco-friendly while building on the technical achievements of previous generations. New functions and programmes such as OptiDos and FirstWash make household chores easier than ever and give you real added value, while our world-first DualDry technology opens up a whole new range of drying options for you.

Further information on: vzug.com

Photo material



Photo 1
Washing and drying with the Adora has just become easier, more convenient and more aesthetically pleasing.

About V-ZUG

V-ZUG is the leading Swiss household appliances brand and has its head office in Zug. For over 100 years, the company in the heart of Switzerland has been developing and producing innovative kitchen and laundry appliances which make everyday life easier while inspiring and delighting users – for a lifetime of enjoyment. V-ZUG has 10 display and advice centres and 16 service centres in Switzerland and is represented internationally in 18 countries. The company has around 1,400 employees worldwide and trains over 70 apprentices. As the market leader in Switzerland, V-ZUG is also committed to improving the economy, society and the environment, in addition to pursuing its own business operations. Together with its sister company Gehrig Group AG and subsidiary SIBIRGroup AG, the owner-operated company belongs to the Metall Zug group.

About Metall Zug

Metall Zug is a Swiss industrial holding company with its head office in Zug and offers a wide range of innovative and sustainable premium and precision products. The group is a technology leader and develops, produces and distributes appliances, machines and solutions through its household appliances, infection control and wire processing business units. The Metall Zug group consists of V-ZUG AG, Gehrig Group AG (Household Appliances Business Unit), the Belimed group (Infection Control Business Unit) and the Schleuniger group (Wire Processing Business Unit). The industrial holding company grew out of the metalwork company Metallwarenfabrik Zug which was established in 1887, and is still primarily owned by the founding family. The Metall Zug group employs around 3,600 people worldwide and is listed on the SIX Swiss Exchange.