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PRESS RELEASE

Innovative appliances for an efficient and ecological laundry day

For over 100 years, household appliances from V-ZUG have helped to make their owners' lives easier and better. This is more true than ever with the latest Adora washing machines and tumble dryers, which offer better performance and greater savings than ever before.

The Adora line from V-ZUG was 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 time and time again. From day one, Adora appliances have therefore epitomised excellent functionality, quality and sustainability. Adora washing machines and dryers are still developed and produced in the heart of Switzerland to this day, before being sent to households all over the world.

The same results with extra savings

Over the generations, the V-ZUG developers have been able to perfect the Adora 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.

Hygienic and effective washing

As well as being economical, Adora washing machines also offer excellent performance thanks to their wide range of programmes. The additional anti-mite programme, for example, is a world first developed by V-ZUG in cooperation with the Swiss Allergy Centre to rid textiles of all mites – the ideal programme for allergy sufferers. The additional steam anti-crease programme, meanwhile, makes housework easier: the steam generated in the washing machine guards the laundry against creasing while it is in the drum. The additional programme is so effective that, in most cases, there is no need to iron the garments afterwards – so you can spend your time on much more enjoyable activities.

Gentle drying

Thanks to the special gentle programmes offered by the modern Adora tumble dryers, you can dry all of your laundry by machine – even extremely delicate textiles like silk and wool. There is no need to waste time hanging it out on the line – and your laundry will be done in no time. With the textile type button, you can select the right programme for the laundry you want to dry: silk, baby garments, down, denim, wool, or many other textiles. The gentle drum movements and low temperatures take care of even the most delicate materials as they dry. The basket programme is even more gentle on textiles: the drying basket is available as an accessory and can be used to dry shoes, gloves or soft toys. Just like Adora washing machines, the tumble dryers also feature EcoManagement – for even more economical operation. Together, the two appliances make the perfect duo and will take the best possible care of your clothes while ensuring that laundry day is both efficient and ecological, all in the comfort of your own home.

More information: vzug.com

Photos



Photo 1
The new Adora washing machine – even more ecological washing with the intelligent OptiTime start-delay function



Photo 2
Everything in the dryer – now a reality thanks to the gentle care programmes for different textile types

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.