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PRESS RELEASE

Attractive design and even easier to use: the V-ZUG Adora dishwashers

Fast, energy efficient and ergonomic: the new Adora dishwasher range from V-ZUG features redesigned modern control panels, new operating controls and upgraded cutlery baskets – making life even easier.

Adora dishwashers are racing ahead of the rest. Not only are the new, modern designs visually stunning, but the appliances also set themselves apart from the rest with their eco-friendly programmes and record-low energy and water consumption. That is not all, either, as they also wash dishes in record time, for example with the Everyday Short or Party programmes, and the unique patented SteamFinish technology ensures the clean dishes are perfectly clean and sparkling.

Modern control panel

The new and modern touchscreen display on the V2000, V4000 and V6000 dishwashers shows all the relevant data and text at a glance. So for example the user can view a description for each programme. The panel is robust, scratch-resistant and easy to clean. Fully integrated appliances have been updated too: the new FunctionLight now keeps the user informed of the programme status at all times.

New top-notch cutlery baskets

The new dishwasher range makes loading and emptying the dishwasher as ergonomic as possible. The OptiLift feature raises the lower basket to hip level when it is pulled out, for back-friendly loading and emptying, while SoftSlide and SoftClose technologies ensure the baskets slide in and out quietly.

If necessary, for example if more space is needed for bigger dishes, the cutlery drawer and upper basket can be removed from the dishwasher then replaced after the wash.

Always informed

The Adora dishwashers are network ready as standard and can connect to a smartphone or tablet via V-ZUG Home. The app tells you when the wash programme has ended or the Party programme is ready to start following the warm-up phase. And if the regenerating salt needs refilling, the dishwasher can send a push notification to your smartphone.

Plus X Award winner

An expert panel of representatives from 25 different sectors awarded the new dishwasher range incorporating OptiLift the Plus X seal of approval in the categories of high quality, design, ease of use, functionality, ergonomics and ecology. This prize is presented to brands that focus on developing new, innovative technology, exceptional designs and smart yet straightforward operating concepts.

Further information at: vzug.com

Photo material



Photo 1
OptiLift: The lower basket is raised to hip height when pulled out.



Photo 2
The new and modern touchscreen display shows all the relevant data and text at a glance.



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 1,700 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.