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GLOBAL MARKETING SERVICES

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PRESS RELEASE

OptiDos – Automatic detergent dispensing by V-ZUG

Too much detergent or too little? This question is now consigned to the past, since the OptiDos function will automatically select the optimal detergent amount, making the washing process even easier and more eco-friendly.

How do you decide how much detergent to put in your wash? Do you follow the manufacturer's instructions or do you just put in what feels about right? It's hard to decide on the correct amount, because it depends on how dirty your laundry is. If you don't use enough detergent then stubborn stains might stay on your clothes, but putting in a lot of detergent doesn't work either because too much can cause unwanted effects. It can result in residue on your washing, which is particularly visible on dark clothes, and is also detrimental to the environment.

Automatic detergent dispensing

V-ZUG has the solution. Its new AdoraWash V4000 with OptiDos dispenses the detergent into your wash automatically and precisely: the appliance has two tanks of liquid detergent, each holding 1.2 litres, which allow you to do around 25 wash cycles without refilling, depending on the programme, load and water hardness. The tanks are also quick to clean thanks to a practical cleaning cycle.

Complete freedom

With just a few clicks, you can activate the OptiDos function on your display and dispense exactly the right amount of detergent and fabric conditioner into your wash. If you would like to put on a wash using a different detergent, you can of course still add the detergent via the ergonomic detergent dispenser drawer on the appliance.

Further information on: vzug.com

Photo material



Photo 1
OptiDos – Automatic detergent dispensing by V-ZUG

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, in addition to pursuing its own business operations V-ZUG is also committed to improving the economy, society and the environment. 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.