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12 January 2016 NUJ

## **PRESS RELEASE**

# **Gentle, economical drying with the Adora heat pump dryers from V-ZUG**

You can put your washing line away: 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. 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 use V-ZUG's EcoManagement system, which helps you improve the energy efficiency of your dryer. 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](http://vzug.com)

## Photos



Photo 1

**Thanks to the special gentle programmes offered by the Adora tumble dryers, you can dry all of your laundry by machine**

### **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.