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PRESS RELEASE

Adora SLQ WP washing machine and REFRESH-BUTLER from V-ZUG win prestigious design award

Not only does the Adora SLQ WP set a new world record in energy saving and the REFRESH-BUTLER revolutionise fabric care, both appliances have also won the prestigious iF design award for outstanding designs.

The constant orientation on customer needs is decisively reflected V-ZUG's user-friendly design philosophy. The harmonious unity of aesthetics, function and materials that is so typical for the household appliances from V-ZUG has now also been recognized by an expert jury.

The Adora SLQ WP washing machine makes a great impression with its elegant design alongside its outstanding energy efficiency built on heat pump technology. The REFRESH-BUTLER neutralises unpleasant cooking or smoke odours in clothes, removes folds and creases from suits, and sanitises and dries fabrics. Both appliances developed and produced in Zug have won the prestigious iF design award 2014, which is bestowed upon the most outstanding products in terms of aesthetic forms and sustainable trends. The iF design award has been a symbol of outstanding design for over six decades.

The jury was impressed by the high quality of the design and manufacturing as well as the full-colour TouchDisplay, which sets new standards in terms of ease of use.



The new generation of Adora washing machines is available from specialist retailers. The REFRESH-BUTLER can be viewed and tested now in any V-ZUG showroom and advisory centre. To find out more, visit www.vzug.ch.

Photos



Photo 1
The Adora SLQ WP and the REFRESH-BUTLER from V-ZUG have won the prestigious iF design award 2014

About V-ZUG Ltd

Together with its Gehrig Group AG associate and SIBIRGroup AG subsidiary, V-ZUG Ltd forms the household appliances business unit. The company has 16 service centres located throughout Switzerland. Exhibition centres are found in Basel, Bellinzona, Biel/Bienne, Chur, Crissier, Geneva Cointrin, Rüfenacht near Bern, St. Gallen and Zug. V-ZUG is represented internationally in Australia, Belgium, China, France, Germany, Hong Kong, Ireland, Israel, Lebanon, Luxembourg, Malaysia, the Netherlands, Norway, Russia, Sweden, Singapore, Ukraine and the UK.

About Metall Zug

The Metall Zug Group employs a staff of around 3000. The holding company Metall Zug AG is listed in the Domestic Standard of SIX Swiss Exchange in Zurich (registered shares of type B: securities number 3982108, ticker symbol METN). In addition to the Swiss market leader V-ZUG Ltd, the household appliances business unit comprises SIBIRGroup AG and Gehrig Group AG. Other members of the Metall Zug Group are the Belimed Group (infection control business unit) and the Schleuniger Group (wire processing business unit).