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PRESS RELEASE

New energy labels – V-ZUG awarded top rating for the AdoraWash V6000 with heat pump

Since 1995, consumers have been guided by the energy label when buying household appliances.

On 1 March 2021, a new energy labelling system will come into force.

Thanks to innovative laundry technology, V-ZUG has been awarded the top energy efficiency rating.

New energy labels

The new, tougher regulation on energy labelling comes into force in the European Union (EU) on 1 March 2021. The introduction of the new energy labels with a return to the familiar, standardized energy efficiency scale of A (the best) to G (the worst) will once again provide greater transparency when comparing appliances.

Background

EU energy labels have proved their worth since 1995, and consumers are familiar with them and consult them when making purchasing decisions. The introduction of energy labels supported innovative developments in the industry and boosted competition. Appliances became increasingly efficient, so the previous scale of A to G was extended to A+/A++ or even A+++, depending on the product category concerned. This led to consumers struggling to identify the best products.



Easier access to information

Like the old energy labels, the new ones provide information about other appliance properties too. More extensive appliance information can now be accessed simply and conveniently using a smartphone by scanning the QR code on the label, which links to the European product database (EPREL).

Top rating

The V-ZUG AdoraWash V6000 washing machine with heat pump has been awarded the top rating for energy efficiency and spin-drying performance, making it one of the most resource-efficient appliances in its class.

Clever and environmentally friendly

With their Eco function and various EcoHybrid settings, V-ZUG's Adora washing machines save water and energy. Thanks to the V-ZUG EcoManagement function, you can clearly see the consumption for each individual wash. OptiTime is an intelligent delayed start function that optimally uses the time available to wash even more ecologically. And you can save on detergent too – with OptiDos, the AdoraWash dispenses detergent automatically and precisely.

Further information at: vzug.com

Photo material



Photo 1
New energy labels – V-ZUG achieves best ranking for the AdoraWash V6000 with heat pump.

**About the V-ZUG Group**

V-ZUG is Switzerland's leading brand in household appliances. Located in the heart of Switzerland, V-ZUG has been developing and producing kitchen and laundry appliances for over 100 years and offers a comprehensive service as well. In Switzerland alone, there are over 300 technicians working in the service business. As market leader in Switzerland, the V-ZUG Group also markets its products in selected premium markets abroad. The V-ZUG Group currently employs around 2,000 people. V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).