

Media release
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Designed to last: V-ZUG launches its Repurpose Products



Swiss perfection for your home. Since 1913.



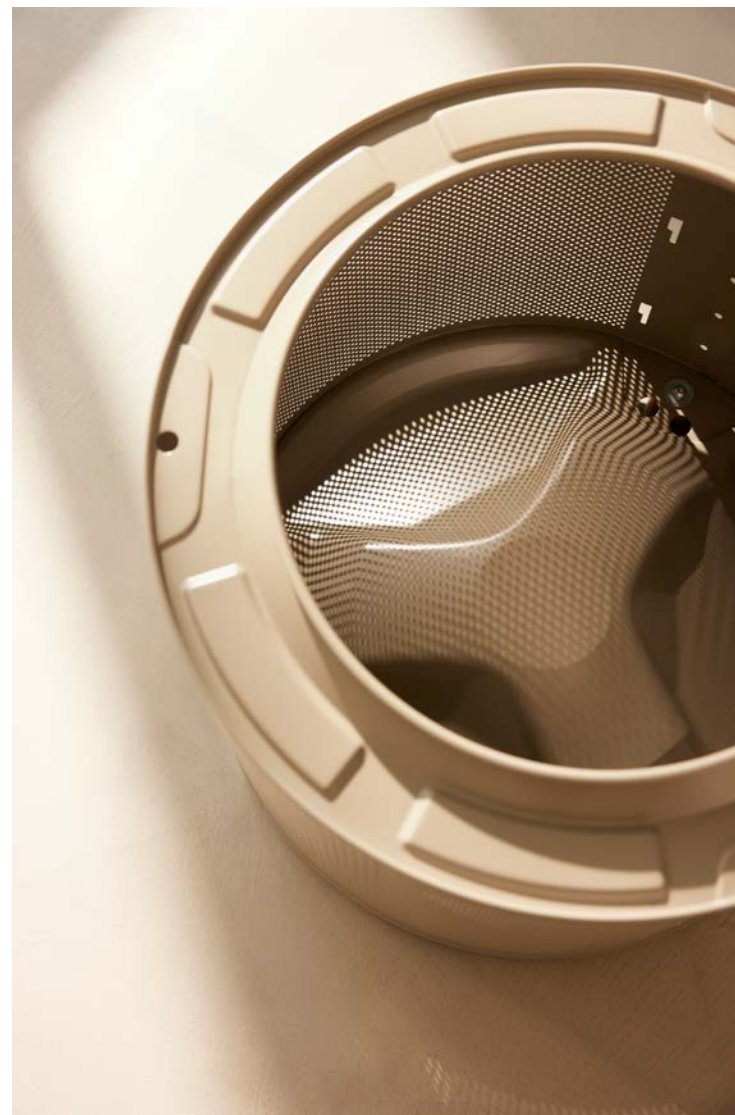
V-ZUG launches its Repurpose Products – an initiative that reflects the company’s commitment to sustainability, resource efficiency, and Swiss craftsmanship.

The Swiss company V-ZUG, which is known for its high-quality household appliances from ovens and hobs to dishwashers and washing machines, has now launched its Repurpose Products. At the heart of the collection lies a simple yet powerful idea: giving discarded materials another purpose instead of letting them go to recycling. Used V-ZUG washing machines are carefully dismantled and their drums are cleaned and transformed into high-quality furniture that is as stylish as it is sustainable.

Circular design meets Swiss craftsmanship

Each piece is designed and produced in Switzerland, ensuring the highest standards of quality, sustainability and regional value creation. The process begins at the Gemeinnützige Gesellschaft Zug (GGZ) – a social enterprise operating within the secondary labour market. On V-ZUG’s behalf, GGZ employees carefully dismantle old, broken washing machines into their individual components, which are then thoroughly cleaned. The drum, for example, is given a new lease of life through reuse.

Spritzwerk Rotkreuz handles the sandblasting and powder-coating of drums that can no longer be installed in new machines. DER SÄTTLER, based in Central Switzerland, is responsible for the high-quality upholstery, while Buchmann & Britschgi joinery takes care of the woodwork. The result? A piece of furniture that conserves resources, supports local jobs, and offers versatile functionality.





A sustainable design piece for your home

With its compact size (50 x 49 x 50 cm), the Adora pouf is perfect for smaller living spaces or as a stylish addition to existing interiors. What was once a washing machine drum now serves as discreet storage for blankets, magazines or everyday essentials. Whether placed in a home, office or showroom, each piece brings not just function, but also character and a meaningful story. Looking ahead, V-ZUG plans to expand this repurposing concept to other product categories, scaling sustainability, one object at a time.

Repurpose is just one of V-ZUG's circular design strategies, alongside Re-pair, Re-use, Re-circle and Re-furbish. We're committed to extending the life of our materials and minimizing our ecological footprint – one beautiful object at a time.

To learn more about how V-ZUG is building circular design into its business model, visit www.closingthecircle.vzug.com

Closing the Circle

As part of its long-term sustainability strategy, V-ZUG is placing a strong focus on the principles of the circular economy. While this transformation is still in its early stages, the company is committed to steadily advancing along this path. Implementing circular practices takes time and careful planning – but for V-ZUG, it is a necessary and strategic step toward reducing the environmental impact of its business activities.

One of the first milestones in this journey is the shift from simply recycling end-of-life household appliances to systematically dismantling them. This approach allows for the separation of pure material streams, enabling high-quality reuse and recycling while significantly lowering the company's ecological footprint.

The circular economy is guided by a set of “R-strategies” – principles that V-ZUG actively applies. These include:

Re-pair:

Whenever possible, we repair our appliances to extend their lifespan and maintain reliable performance. To support this commitment, we offer spare parts for up to 15 years after the end of production.

Re-use:

Direct reuse of components,
such as counterweights.

Re-circle:

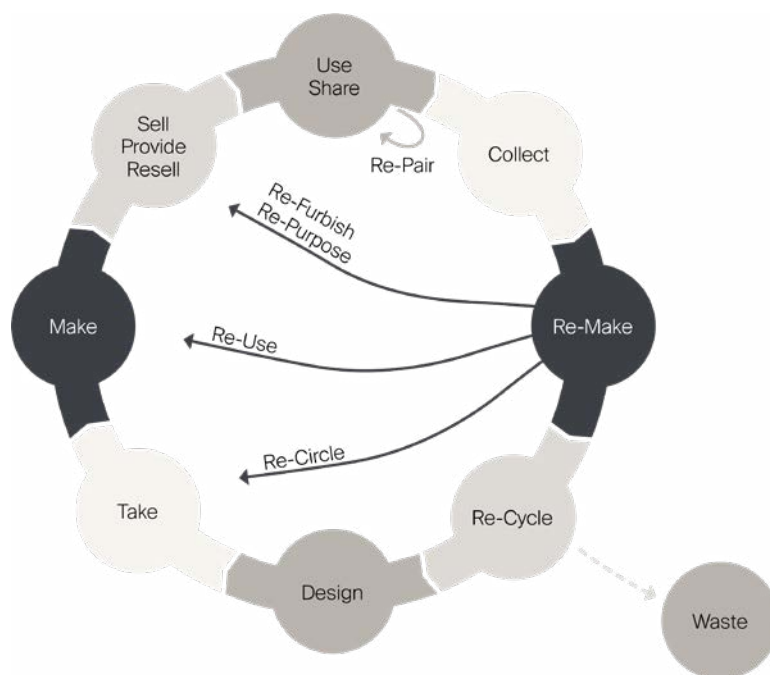
Keeping materials such as polypropylene bases in the loop by Wreturning them to suppliers.

Re-furbish:

Restoring entire appliances to working condition and giving them a second life.

Re-purpose:

Assigning new functions to materials that can no longer serve their original purpose.



Through these initiatives, V-ZUG is not only extending the lifecycle of its products but also contributing to a more circular and sustainable economy.

More about “Closing the Circle” on closingthecircle.vzuq.com

Repurpose Products

Adora Table

The Adora table is made from used laundry drums from V-ZUG Adora washing machines – materials that would otherwise be discarded. In the recycling factory, they are given a new lease of life by being cleaned, refined and refurbished with regionally produced wooden components. The result is stylish, sustainable and locally produced pieces of furniture with a very special origin. Available in cream and black.



Adora Pouf

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Multipurpose Bowl

Another highlight from the Repurpose Products collection is the Multipurpose Bowl, crafted from the door glass of decommissioned washing machines. With its sleek, minimalist design, the bowl is perfect for serving salads or displaying fruit.

All products can be ordered from the V-ZUG website: www.vzug.com





About the V-ZUG Group

V-ZUG is Switzerland's leading brand in household appliances and markets its products in Switzerland and selected international markets. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup, which focuses on the Swiss-wide provision of all-brand servicing and the retail of household appliances, is also part of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI)
(Securities number: 54 248 374 | ISIN: CH0542483745 | Ticker symbol: VZUG).

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