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GLOBAL MARKETING SERVICES

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PRESS RELEASE

Maximum ergonomics: new V-ZUG dishwashers with OptiLift

The new dishwasher range from V-ZUG combines modern design with total convenience. The OptiLift feature raises the lower basket to hip level when it is pulled out - for back-friendly loading and emptying. The back of the OptiLift basket has been specially designed to make refilling salt and cleaning the filter a simple chore, while the compact and highly convenient SoftSlide runners with SoftClose damping protect the dishes as the baskets slide in and out. If necessary, the cutlery drawer and upper basket can also be removed from the dishwasher then replaced easily. The new Adora range leaves nothing to be desired and was thus awarded the unique Plus X seal of approval in the categories of high quality, design, ease of use, functionality, ergonomics and ecology.

Further information at: vzug.com

Photo material



Photo 1
OptiLift: The lower basket is raised to hip height when pulled out.



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 1,700 employees worldwide and trains over 70 apprentices. As the market leader in Switzerland, V-ZUG is also committed to improving the economy, society and the environment, in addition to pursuing its own business operations. Together with its sister company Gehrige 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, Gehrige 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.