



V-ZUG Ltd  
Industriestrasse 66, Postfach 59, 6301 Zug, Switzerland  
Tel. +41 58 767 67 67, Fax +41 58 767 61 67  
info@vzug.com, www.vzug.com

GLOBAL MARKETING SERVICES

Jasmin Riesen  
Direct line +41 58 767 64 56  
jasmin.riesen@vzug.com

12 January 2016 NUJ

## **PRESS RELEASE**

# **Form and function: take pleasure in your cooking**

*For V-ZUG, design expertise means combining fine art, functionality and aesthetics in perfect harmony. As a result, our household appliances from the heart of Switzerland do offer more than just a high level of comfort of use, they are a feast for the eyes. The latest generation of V-ZUG ovens and steam cookers are the best proof of this.*

For a few years, open-plan kitchens have epitomised modern living. This is especially true for those who don't just see the kitchen as a workplace, rather an integral part of the living space. It goes without saying that the kitchen has to be highly functional but it also has to look good, particularly when it has been designed to be open plan. To be effective, it has to be visually integrated into the room and timelessly modern, bringing form and function together in perfect harmony. The design of the latest generation of V-ZUG appliances takes this aesthetic aspect into account, with the retractable handle or the purist appliance front, for example. V-ZUG has been awarded many internationally renowned prizes for its design philosophy of combining function and aesthetic appeal in its products as effectively as possible.

## **The operating panel: reduced to the essentials**

In the latest generation of ovens and steam cookers, you can only see the central adjusting knob when the appliance is switched off. There are no silicone buttons or pictograms, or even a digital

display, to spoil the appearance of the appliance front. When you switch the appliance on, the display and the touch buttons appear on the left and right of the adjusting knob. From now on, all V-ZUG ovens and steam cookers will be operated using just the rotatable adjusting knob and the touch buttons, meaning that you will be able to select the key settings directly and conveniently with a soft tap of the finger. The highly convenient appliances also boast a full-colour graphic display, which shows the current settings clearly in the form of text and images. The Combi-Steam MSLQ even features a display with touch functionality so that it can be operated in a similar way to a smartphone.

### **The retractable handle: minimalist elegance**

The mirror glass door provides added aesthetic finesse for V-ZUG ovens and combi-steam cookers with convenience level SL. While it has been possible to get cupboard doors without irritating knobs or handles for a long time, V-ZUG has also done away with the oven handle – although not completely. The handle retracts when the appliance is switched off and moves back into position when it is switched on again. When you switch the appliance off, it disappears into the front of the appliance just as elegantly again – adding even more purist style alongside functionality.

Further information: [vzug.com](http://vzug.com)

### **Photo material**



Photo 1  
**The new appliance lines from V-ZUG delight and inspire with their perfect design**



Photo 2  
**Appliance with retractable handle – for those who like it a touch simpler and more elegant**



Press release, 12.01.2016

**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.