

# Global Projects Magazine





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# Electrolux Group

A leading global appliance  
company that has shaped living for  
the better for more than 100 years.



# We strive to improve everyday life for millions of people around the world



Watch: Our Purpose

Our future is determined by the way we all live our lives. That's why we focus our efforts in making everyday life better for people and the world around us. It is embodied in everything we do. In every idea, every product and every human interaction.

We believe that outstanding taste experiences should be easy for everyone. That there is always a better way to care for our clothes to make them look and feel new longer.

That the home should be a place for wellbeing, a place to care for ourselves and our loved ones.

To succeed, we continuously rethink and improve our ways of working - internally, and together with our customers and partners.

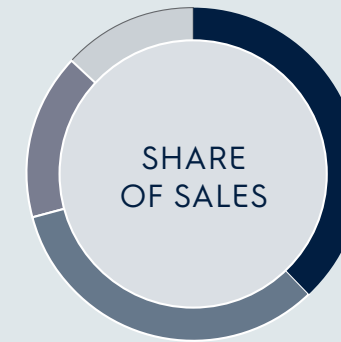
By creating desirable solutions and great experiences that enrich peoples' daily lives and the health of our planet, we want to be a driving force in defining enjoyable and sustainable living.

This is us - at Electrolux Group we shape living for the better.

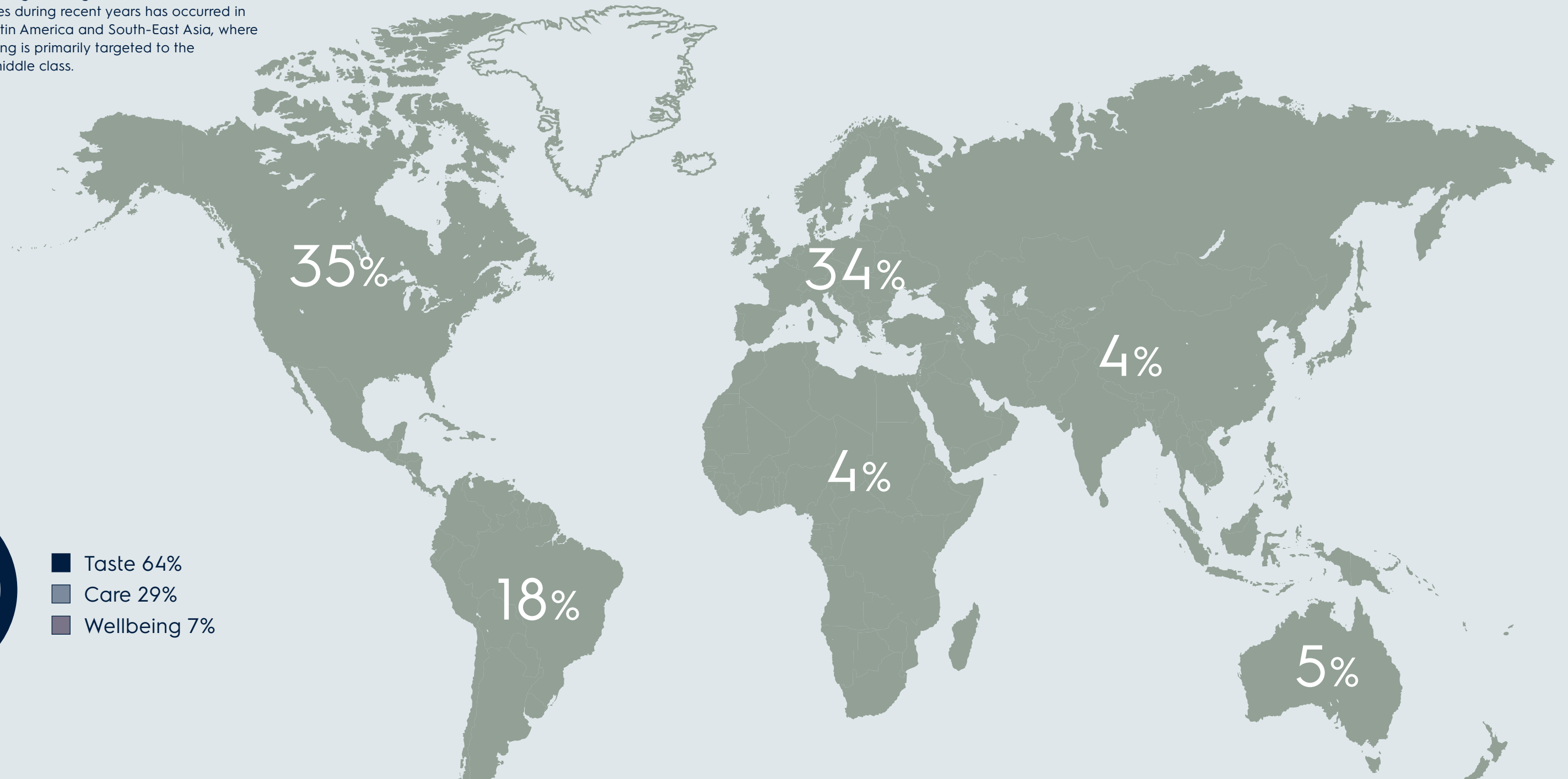
# Global presence

The Electrolux Group Taste category accounts for almost two-thirds of the Group's sales and is well-represented among the most energy-efficient alternatives.

The Group holds strong positions in all major categories of kitchen appliances and commands significant global market share. The most rapid increase in sales during recent years has occurred in growth regions such as Latin America and South-East Asia, where the Electrolux Group offering is primarily targeted to the fast-growing city-based middle class.



- Europe, 34%
- North America, 35%
- Latin America, 18%
- Asia-Pacific, Middle East and Africa, 13%



- Taste 64%
- Care 29%
- Wellbeing 7%

# Significant global market share

Electrolux Group is a leading global appliance company that has shaped living for the better for more than 100 years. We reinvent taste, care and wellbeing experiences for millions of people around the world, always striving to be at the forefront of sustainability in society through our solutions and operations. Under our brands, including Electrolux, AEG and Frigidaire, we sell approximately 60 million household products in approximately 120 markets every year. In 2022, Electrolux Group had sales of SEK 135 billion and employed 51,000 people around the world.



**Present in over  
120 markets**



**Approximately  
60 Million products  
sold annually**



**51,000  
employees**



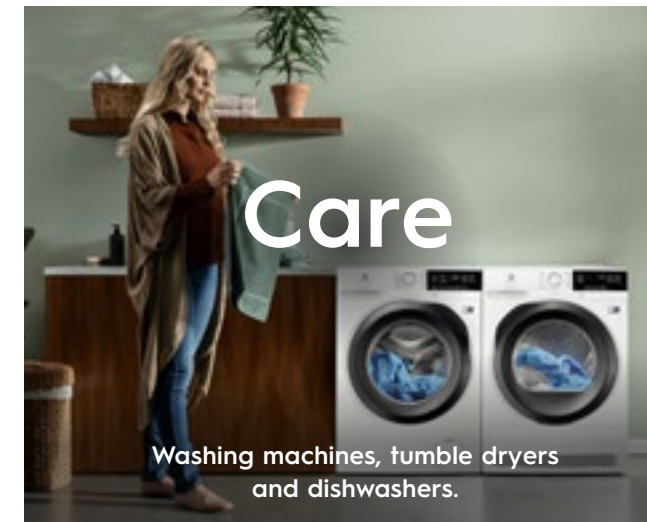
# The power of innovation

We shape living for the better by focussing on reinventing experiences in three main innovation areas: taste, care and wellbeing.

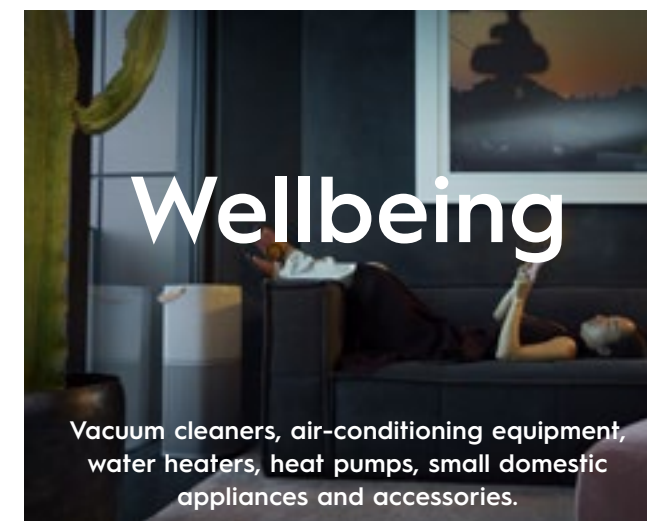
By putting our customers' needs at the centre of our innovations, we create more enjoyable and sustainable living.



Ovens, hobs, hoods, microwave ovens, cookers, dishwashers, refrigerators and freezers.



Washing machines, tumble dryers and dishwashers.



Vacuum cleaners, air-conditioning equipment, water heaters, heat pumps, small domestic appliances and accessories.

## Enabling consumers to prepare great-tasting food.

As a kitchen appliance leader, we want our products to enable consumers to prepare food with the right taste and texture, minimize food waste, and create healthy and nutritious meals. We continuously add new functionalities in terms of control, interaction and innovative digital technologies.

By enabling consumers to achieve excellent culinary results, we inspire people to eat and live more enjoyably and sustainably.

In 2022, Electrolux Group launched responsive and sustainable kitchen systems to help consumers create better taste experiences with less efforts.

## Enabling consumers to care for their clothes so they stay new for longer.

Our laundry products offer consumers outstanding garment care, water and energy efficiency, and effective low temperature washing. Demand for Electrolux Group washing machines and tumble dryers is driven by innovations that promote user-friendliness and garment care through tailored and adaptive programs combined with leading resource efficiency.

We create care solutions that make it easier for consumers to make better choices for their wardrobe, their life and the planet, so they can love their clothes for longer.

During 2020-2021, Electrolux Group launched the Make it last campaign with smart and sustainable technologies for perfect care every time - keeping clothes like new for longer. And in 2022 we launched our new campaign #breakthepattern, delivering on our mission to make clothes last twice as long with half the environmental impact by 2030.

## Enabling consumers to achieve healthy wellbeing in their homes.

We strive to create wellbeing products that are differentiated by their visual appeal, and how they promote healthy indoor environments and sustainable living. Electrolux Group vacuum cleaners and air-conditioning equipment reduce harmful allergens and pollutants in the home.

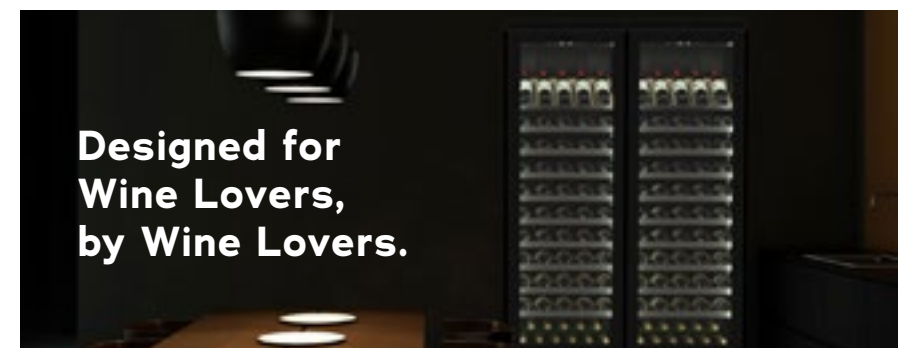
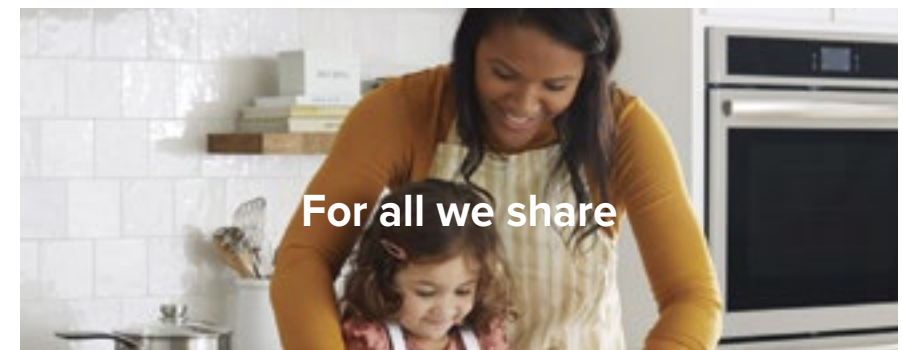
Our high-performance wellbeing solutions are easy to use, accessible and versatile.

In 2022, Electrolux Group developed a responsive wellbeing ecosystem with effortless performance and complete comfort solutions.

Electrolux Group

# Our brands

A portfolio of well-established brands with a clear proposition.







# For better living. From Sweden.

We come from Sweden. A land of extreme contrast, where winter gives us eternal darkness and summer infinite light. It's a unique place to call home. And it's the reason we do things differently.

Everything we do aims to solve real challenges, for real people, in the real world. And for a company like us, it's natural to start with the most precious place there is: home. With the ambition to improve the lives of the people living there.

We believe that a solution for a sustainable future is right in front of us. Where most of our days begin and end. Where we feel loved and where we love. Where we raise families and celebrate with friends. Where every single touch, feel and smell means we're in the right place. At home.

That's where we can make a difference. We understand life at home and its everyday challenges, big and small. Our role is to help people along the way – everything we do is done to make their lives effortless, enriching and more sustainable.

If all of us make small changes in our everyday lives, we can make a big difference. Not just for the home we live in, but for the home we all share. Whether it's making food taste better, last longer and prevent it from being wasted. Or helping make clothes last longer and be less of a burden for our planet. Or making the air we breathe at home cleaner and healthier.

We believe that the best way to take care of our future, is to care about how we live today.



# AEG

## CHALLENGE THE EXPECTED

We are AEG. We exist to redefine what you expect out of your household appliances, which is why we want to challenge the boundaries of everyday life.

Since our start in Berlin in 1887, we've never settled for good enough. And we don't think you should have to either.

That's why we never compromise with innovations for your home. We believe in responsible innovations that stand out today and help build a better tomorrow. So you can live on your own terms while also living up to the terms of the environment.



# FRIGIDAIRE®

## For all we share

We're proud, that for over 100 years, our innovative spirit has helped our Frigidaire families, live a little bit better.

Frigidaire offers meaningful, everyday innovations, which help our families waste less, and live happier and healthier. Together, we all can do our part to create a brighter future for our children and the communities we share.

**For all we share. Frigidaire.**



# ZANUSSI

## EVERYDAY EASE

With over a century of appliance design expertise, Zanussi continues to deliver innovations that matter.

Fresher, brighter and bolder than ever, our brand makes it even easier for our customers, creating both ease of use and peace of mind.

The home is our arena. Whether it concerns taste, care or wellbeing – we are committed to developing solutions that simplify life at home.

We bring peace of mind to our consumers by delivering reliable and easy to choose solutions, with innovations that are truly built to last to simplify everyday life.



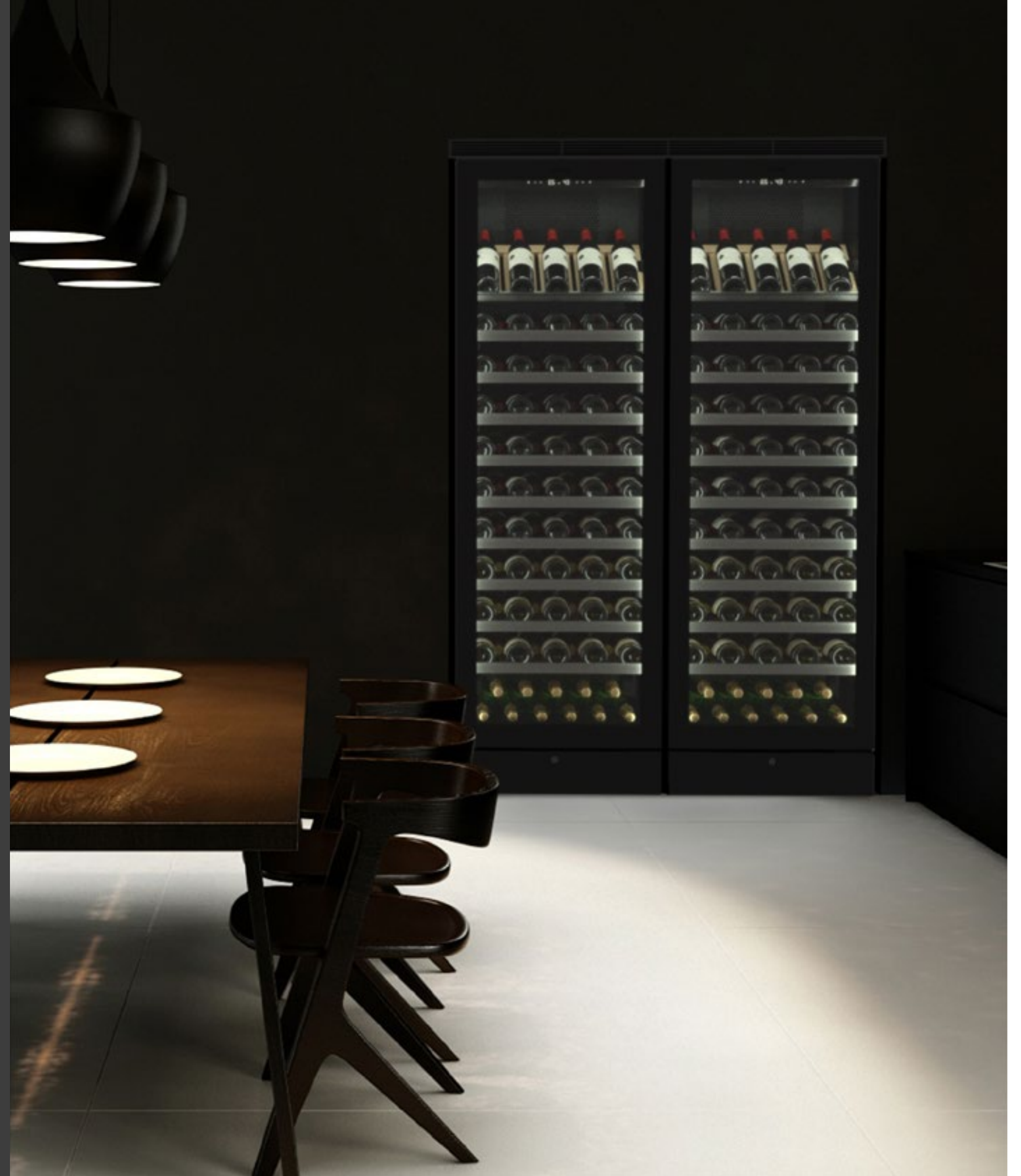


## Designed for Wine Lovers, by Wine Lovers.

Vintec is a global leading specialist in premium, climate-controlled wine cellars and experiences around wine.

Wine is at the heart of everything we do. It's a passion we share with all wine lovers and, as wine lovers, we know how valuable a wine collection can be. Both emotionally and/or as an investment. We know how important it is to store and serve one's wines correctly, and how intimidating learning and immersing oneself in the world of wine can be.

That's why Vintec wine cabinets are designed to recreate the perfect storage conditions found in the best natural underground cellars – to meet the exacting standards of wine professionals and needs of discerning wine lovers. It is also why we develop educational content, and unique and exclusive experiences that guide wine lovers along their journey of wine discovery. All of this, together with the support of a community of like-minded wine lovers, the Vintec Club, and a unique cellar management app designed to enhance your wine experience, OENO by Vintec.



# Maintaining our sustainability leadership to 2030 and beyond

"We're working to make sure that everything we do takes us on a journey to become a truly sustainable company."

Jonas Samuelsson,  
Electrolux Group CEO & President

# What sustainability means to us

The world in which we operate is constantly changing due to the influence of global mega-trends, which create challenges for our business – but also bring about enormous opportunities.

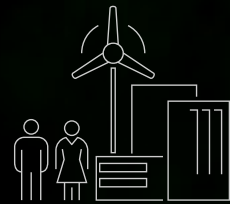
Our sustainability framework – **For the Better 2030** – defines how Electrolux Group continuously works to become a *Better Company*, with *Better Solutions*, and strives for *Better Living*. It also explains how we work to deliver our climate goals. The framework includes our most material sustainability issues and helps drive us towards our purpose to Shape living for the better.

Sustainability is crucial for Electrolux Group, as our planet approaches several extremely significant tipping points. This is why we have the Better Living action plan since 2019. Our Climate Goals' roadmap includes our science-based target and our commitment to the United Nations Global Compact Business ambition for 1.5°C for a climate neutral value chain by 2050.



# For the Better 2030

Towards carbon neutrality & circularity. We're ambitious in what we want to achieve and we are committed to becoming climate neutral across the value chain by 2050. We continuously work to be a Better Company. We create Better Solutions and, across the world, Electrolux strives for Better Living by inspiring and empowering people to make choices that will help them live more sustainably.



## Better Company

Be climate neutral and drive clean and resource-efficient operations.

Act ethically, lead in diversity and respect human rights.

Drive supply chain sustainability.



## Better Solutions

Lead in energy and resource-efficient solutions.

Offer circular products and business solutions.

Eliminate harmful materials.



## Better Living

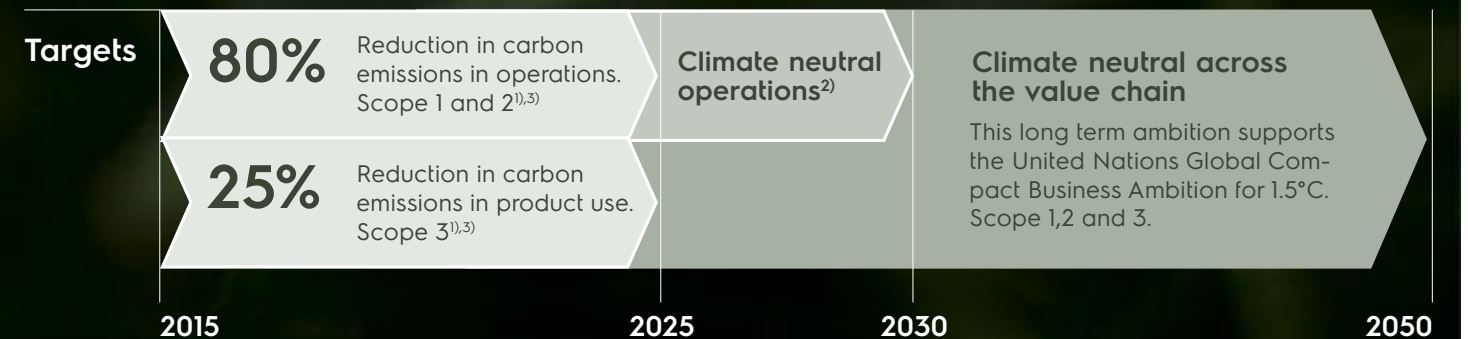
Make healthy and sustainable eating the preferred choice.

Make clothes last twice as long with half the environmental impact

Make the home a healthier place to thrive in, with half the carbon footprint

## Our climate neutrality roadmap

Our roadmap includes our science-based target that has been approved by the Science Based Targets initiative, and our For the Better 2030 climate neutral operations target. It also includes our commitment to contribute to the United Nations Global Compact Business ambition for 1.5°C by achieving a climate neutral value chain by 2050.<sup>2</sup>



The Group has had an approved science-based target in line with the Paris Agreement (COP 21), since 2018. To drive the internal focus on actions to reduce climate change within the Electrolux Group, a performance target is linked to the Group's science-based target, within the long-term share-related incentive programs for senior managers.

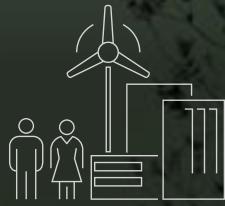
1. Science-based target  
2. Company target (Scope 1 + 2 = 0).  
3. Includes contributions from energy use and greenhouse gas fugitive emissions.



Scan or click QR code  
Learn more and download  
the Better Living Program



# Key results 2022



## Better Company

**98%**

of electricity used in global operations from renewable sources.

**124,000**

people engaged on sustainable eating since 2016.

**35%**

of ocean cargo transported with more sustainable fuels.



## Better Solutions

**24/39**

Our most energy and water-efficient products accounted for 24% of total units sold and 39% of gross profit.

**70%**

recycled plastic in the inner liners of our new built-in refrigerators.

**4,000**

components tested for chemical compliance.



## Better Living

**Fridge with cooling 360**

and ColdSense make ingredients last longer and help reduce food waste.

**Millions reached**

through global campaign on sustainable laundry.

**First vac without paint**

to reduce chemical use, energy and material impact.

## Emissions reduction in 2022

### Scope 1<sup>1,2</sup>

Emissions produced directly by an organization, for instance through the combustion of fuels, e.g. natural gas combustion for manufacturing processes.

### Scope 3<sup>1</sup>

Other indirect emissions due to the activities of an organization, but that are produced and controlled by a different emitter, e.g. emissions resulting from the use of a company's products.

### Scope 2<sup>1,2</sup>

Includes indirect emissions generated through the consumption of purchased energy, e.g. through electricity use.

**82%**

reduction in scope 1 and 2 emissions compared to 2015

**>25%**

reduction in scope 3 emissions compared to 2015

1. Science based target (SBT) 2. Includes contributions from energy use and greenhouse gas fugitive emissions.



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**Our 2030 Taste Goal:**

# Make healthy and sustainable eating the preferred choice

We will promote healthy and sustainable eating by helping consumers reduce food waste, adopt more plant-based eating, minimize nutrition loss in cooking, and enhance healthy and sustainable eating experiences.

The food sector currently consumes around a third of global energy consumption<sup>1</sup>. At the same time, almost a third of all food produced is wasted<sup>2</sup> and hunger remains a challenge with more than one in nine people in the world not having access to enough food<sup>3</sup>.

This is why we want to help people make better eating choices in ways that are effortless and enjoyable.

Electrolux Group products can help consumers to eat healthier and more sustainably. This includes nudging consumers to try healthier and more sustainable diets and cooking techniques that help preserve nutrients, while reducing food waste.

Better eating is one of the areas we have identified as part of our Better Living action plan. <https://www.betterlivingelectrolux.com/>

## Taking action on food scarcity and food waste

Since 2016, the Electrolux Food Foundation has supported initiatives to educate and inspire more sustainable food choices among consumers and professionals, and to support people in need in the communities around us. It is an independent, non-profit organisation founded and funded by Electrolux Group, and operates with global partners including the Red Cross, AIESEC and World chefs.

## Electrolux Food Foundation

ESTABLISHED IN 2016

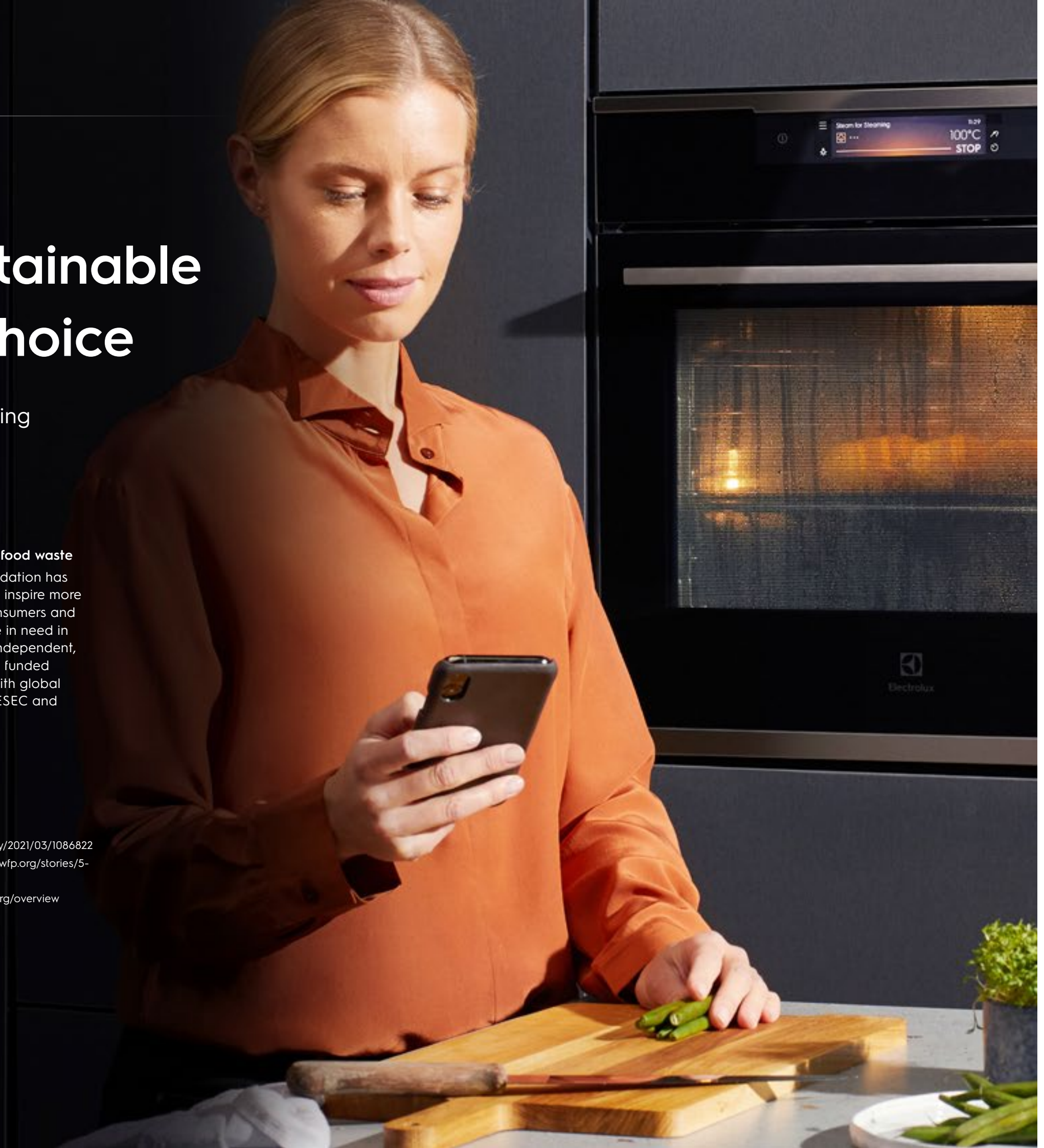
<sup>1</sup> United Nations – <https://news.un.org/en/story/2021/03/1086822>

<sup>2</sup> World Food Programme (2020) <https://www.wfp.org/stories/5-facts-about-food-waste-and-hunger>

<sup>3</sup> World Food Programme – <https://www.wfp.org/overview>



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**Our 2030 Wellbeing Goal:**

# Make the home a healthier place to thrive in, with half the carbon footprint

By leveraging adaptive technologies, new business models and inspiration for smarter consumer habits, we aim to create spearhead solutions by 2030 that contribute to healthier homes with half the carbon footprint. By fast-tracking the rollout of these solutions in all markets, we will enable more people to sustainably benefit from comfortable temperatures as well as cleaner air, water and surfaces.

More than 90% of the world's population live in places where air quality exceeds World Health Organization's guideline limits<sup>1</sup>. Therefore, controlling air quality indoors where we spend most of our time is becoming increasingly important. As a domestic appliance sustainability leader, we are in a unique position to drive societal change that can improve the home environment for people around the world.

<sup>1</sup> Source: WHO air pollution

**Progress on our goal**

Electrolux Group has an important role to play in providing consumers with products and solutions that promote health and wellbeing in the home with less environmental impact.

**We will continue to:**

- Inspire better home care habits by providing solutions that actively guide consumers toward more sustainable habits in caring for their home.
- Work to increase awareness of issues around air and water hygiene, to ensure that solutions are effective and broadly accessible.
- Provide innovation that makes it possible for consumers to reduce environmental impact during usage - to bridge the gap between the need for comfort and care for the planet.



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**Our 2030 Care Goal:**

# Make clothes last twice as long with half the environmental impact

Electrolux Group has the objective to make clothes last longer and reduce the environmental impact of garment care while caring for all fabrics.

The fashion industry, including the production of all clothes which people wear, contributes to around 10% of global greenhouse gas emissions<sup>1</sup>. At the same time, the number of garments we purchase has increased by 400% in the past 20 years<sup>2</sup>.

Society is increasingly aware of the resource and climate impacts of the textile industry and our throw-away fashion culture. Research shows that extending the lifespan of clothing by an extra nine months can reduce carbon, waste and water footprints by between 20% and 30%<sup>3</sup>.

**Progress on our goal**

To guide us towards our goal, we will seek to drive product innovations, educate consumers, undertake further research, and form meaningful partnerships. Our focus areas for better garment care are:

- Help consumers maximize the life of their clothes and help them better care for their clothes in general.
- Reduce environmental impact during garment care.

<sup>1</sup> UN Climate Change - <https://unfccc.int/news/un-helps-fashion-industry-shift-to-low-carbon>

<sup>2</sup> The True Cost - <https://truecostmovie.com/learn-more/environmental-impact/#:~:text=Disposable%20Clothing,of%20textile%20waste%20each%20year>

<sup>3</sup> <https://www.newstandardinstitute.org/the-information/extending-the-life-of-clothes-by-just-nine-extra-months-of-active-use-would-reduce-carbon-water-and-waste-footprints-by-around-20-30-eac>



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# Awards and recognition

In our Sustainability Report 2022, rating agencies and sustainability rankings have recognized our sustainability commitment and performance over the past year.



## CDP

In 2021, we were recognized for our sustainability leadership with a prestigious “double A” score for climate and water and as a Supplier Engagement Leader by the global non-profit CDP. Electrolux Group was one of a few companies to receive top marks for its efforts to tackle climate change, protect water security and engage with suppliers. We have been on the CDP Climate A list for the past six years and on the Water A list since 2020. CDP is an international non-profit that runs a global disclosure system for investors, companies, cities, states and regions.

## Dow Jones Sustainability World Index

Electrolux Group is recognized as a sustainability leader in the Dow Jones Sustainability Index (DJSI) World and Europe in the consumer durables industry. Manjit Jus, Global Head of ESG Research and Data, S&P Global: “We congratulate Electrolux Group for being included in the DJSI WORLD. A DJSI distinction is a reflection of being a sustainability leader in your industry. With a record number of companies participating in the 2020 Corporate Sustainability Assessment and more stringent rules for inclusion this year, this sets your company apart and rewards your continued commitment to people and planet.”

## S&P Global

We Electrolux Group are pleased to share our recognition as a company committed to sustainability in our industry. In order to be listed in the Yearbook, companies must score within the top 15% of their industry and must achieve an S&P Global ESG Score within 30% of their industry’s top-performing company. S&P Global CSA scores are also the basis for including companies in the prestigious global Dow Jones Sustainability Indices (DJSI). Electrolux Group is a member of DJSI World.

## Stoxx

Electrolux Group is included in the STOXX® Global ESG Leaders index. The STOXX® Global ESG Leaders Index was launched in 2011 and was an important step for providing visibility for companies that excel in sustainable operations and management. The index is STOXX’s broadest benchmark tracking the highest-scoring companies in environmental, social and governance (ESG) criteria.

## Global Compact 100

The Global Compact 100 (GC 100), developed in partnership with Sustainalytics, is composed of a representative group of Global Compact companies, selected based on their implementation of the ten principles and evidence of executive leadership commitment and consistent baseline profitability.

## ISS oekom Prime status

ISS oekom research assesses the environmental, social and governance performance of a company as part of the Corporate Rating, carried out with the aid of over 100 social and environmental criteria, selected specifically for each industry. ISS oekom research awards Prime Status to those companies that are among the leaders in their industry, according to the oekom Corporate Rating, and that meet industry-specific minimum requirements.

## FTSE4Good

FTSE Russell (the trading name of FTSE International Limited and Frank Russell Company) confirms that Electrolux has been independently assessed according to the FTSE4Good criteria, and has satisfied the requirements to become a constituent of the FTSE4Good Index Series. Created by the global index provider FTSE Russell, the FTSE4Good Index Series is designed to measure the performance of companies demonstrating strong ESG practices. The FTSE4Good indices are used by a wide variety of market participants to create and assess responsible investment funds and other products.



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# The Change-Makers report

A better tomorrow according to the youth of today.

**Today's youth:** the individuals who will be most affected by the decisions we currently make. Their time for running the world will come, but their perspective is needed now.

This generation of young people will face complex challenges over the coming decade.\* As they look towards setting up their own homes, sustainable living is a more pressing issue for them than for any generation to come before.

That's why we conducted a survey of 13,886 young people from 13 countries - all aged between 16 and 20 - which forms the basis of this report

The objective is to feed the insights gathered from these initiatives into our innovations over the coming years. In turn, we aim to shape better living by strengthening the degree to which the products we bring into people's homes can serve the needs and wants of the very people who will be using them.



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our Change-Makers Report

\*United Nations. (2019). "UN World Youth Report: Addressing the complex challenges facing young people today."

# Future sustainable kitchen event

“There are so many innovators showing that with the right amount of knowledge, right amount of nudging, we can really make a difference that’s meaningful for the planet and for our future.”

**Jonas Samuelson,**  
Electrolux Group CEO & President

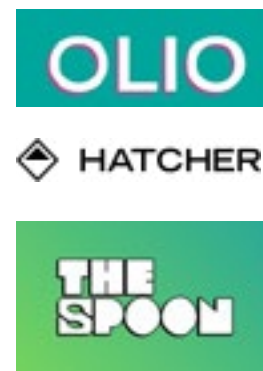
The annual Future Sustainable Kitchen event, presented by Electrolux Group, gathers representatives from across the food ecosystem to discuss and discover how we together can make healthy and sustainable eating the preferred choice.

The whole food ecosystem must work together to nudge consumers towards making healthier and sustainable choices instead of judging their behavior, said panellists at the recent Electrolux Group’s Future Sustainable Kitchen (FSK) event

“There are so many innovators showing that with the right amount of knowledge, right amount of nudging, we can really make a difference that’s meaningful for the planet and for our future,” said Electrolux Group CEO Jonas Samuelson. “If today has shown anything, it’s really the power of partnership in the food ecosystem.”

FSK’s third edition, held in May 2022, gathered leading online experts from across the food ecosystem – scientists, kitchen producers, food tech start-ups, and a chef. Among them is Petra Janney, founder of sustainability consultancy firm Hatcher, who said companies should put the right choices in front of consumers.

“We have to stop judging our consumers for failing to act, and instead nudge them in the right direction by making sustainable choices magnetic,” she said. This means companies should find out what matters to consumers, link their identity to sustainable action, and make eating diverse, plant-based foods the new social norm. In the process, companies can create “irresistible offerings” based on shared experiences for families and friends. “Eating sustainably is not a sacrifice: it’s an opportunity to learn something new, to try something delicious, and to create an unforgettable moment with loved ones,” Janney added.



Jonas Samuelson,  
Electrolux Group  
CEO & President



## Sustainability

Making sustainable choices also includes changing the way we treat surplus food. "What most people don't realize is how bad food waste is for the environment – greenhouse emissions from one kilogram of food waste is equivalent to landfilling 25,000 500ml plastic bottles," said Tessa Clarke, co-founder of Olio, a mobile app enabling people and local stores to share surplus food. Citing data from Project DrawDown\*, she said that for a 2°C warmed world the top solution is reducing food waste, even above electric cars, solar power, and a plant-based diet.

Equally important is offering consumers appliances with less impact on the environment. "Our Life Cycle Analysis has shown that globally around 85% of the CO<sub>2</sub> emissions from the appliance come from the usage phase, when the products are in consumers' home and in use every day," said Sarah Schaefer, VP Sustainability at Electrolux Group in Europe. "This means that we are constantly looking at more efficient and circular ways to make our appliances 'greener' so we can help consumers reduce their environmental footprint."

To aid consumers, companies can show through stories "how to use the product, its eco functions, the auto dosage, and, ultimately, how to reduce food waste," said Tommy Myhre, Category Director at Nordic consumer electronics retailer Elkjøp.

At the 2022 edition of Eurocucina in Milan (June 7-12), Electrolux Group unveiled GRO – a visionary concept aimed at reinventing the kitchen and enabling people to enjoy food in a way that is sustainable for our health and the planet.

**Pictured Opposite:** L-R: Electrolux Group Chief Design Officer Simon Bradford, The Spoon Founder & CEO Mike Wolf, Chef Sebastian Gibrand, Electrolux Group VP Sustainability for Europe Sarah Schaefer.



The whole food ecosystem must work together to nudge consumers towards making healthier and sustainable choices instead of judging their behavior, said panelists at the recent Electrolux Group's Future Sustainable Kitchen (FSK) event.

### Event highlights

**+500**  
attended  
FSK 2022

**+300**  
Electrolux Group  
attended

**+140**  
trade  
attended



# Greenhouse Sthlm: Our ultimate better living project

Reducing our climate footprint is in everyone's interest but is it really possible if you also want to enjoy a good life? Greenhouse Sthlm, a model for a modern sustainable urban development and good living, located in Stockholm, Sweden, aims to find out. And who is making this possible? Electrolux Group.



Scan or click QR code  
Learn more about  
Greenhouse Sthlm

On western Kungsholmen in Stockholm, a stone's throw from the Stadshagen metro station and close to large green park areas as well as lake Mälaren, something highly unusual is happening. Greenhouse Sthlm - a model for a modern sustainable urban development and good living - is being built.

Currently the site is 100% office property, but, over time, it will be transformed into a vibrant, multi-purpose community that promotes quality of life, health, accessibility, and everyday ease.

Electrolux Group is not only the owner and the first tenant, it is also now developing the first phase along St Göransgatan, with the ambition to offer a more sustainable and better life for everyone living there.

Fully developed it will be like a small, sustainable city within a city with up to 3,000 people living, working and thriving within one neighborhood. Traders who are strongly committed to sustainability and climate change issues will be welcomed and, alongside their offices, there will be residential apartments, green gardens, and a pre-school.

There will also be a restaurant with a focus on sustainable eating, a fitness and swimming pool facility with fabulous views, a car and bicycle pool in the garage, and a ground-floor café along with concierge service.

Inspired by the 15-minute city, where all essential services can be reached within 15 minutes by foot or bike, Greenhouse Sthlm recognizes that the way we live can make a difference. Greenhouse Sthlm will help make that difference by seeking to address the top four climate footprint challenges that individuals face every day - living, transportation, eating and purchasing.

**Reducing a building's total climate footprint**

The first construction phase of Greenhouse Sthlm is one of the first building projects in Sweden to be given a new certification, ZeroCO<sub>2</sub>. It is a standard that recognizes its commitment to minimizing the building's total climate footprint from a lifetime perspective.

**Circular solutions and renewable materials are key**

Circular solutions and renewable materials are key to more sustainable construction. In Greenhouse Sthlm, the property from the late-1960s will not be torn down and replaced as so often happens. This is because it still has many more years to offer to the Electrolux Group HQ operations. New building's facades will reuse bricks from old facades. Locally produced wood from the middle of Sweden will be used to further reduce CO<sub>2</sub> emissions and the new buildings will function as a carbon sink for generations ahead.

The roof will be covered by solar panels and the food waste will be sent to biogas production - only one of many examples of great circular solutions we find in the neighborhood. Another example of a large scale circular solution is the buildings are being heated by waste incineration, the challenge being to make the waste as close to 100% renewable as possible which we can all contribute to make happen. All Greenhouse Sthlm residents will be offered an Electrolux premium appliance repair service to encourage repair over buying new when an appliance is not working as it should.

**Sharing for a sustainable future**

Sharing has an important role to play in Greenhouse Sthlm. The gardens are shared by the employees and residents, as is the pool & fitness facility, the padel court, the outdoor gym, the cultivation lots, the outdoor kitchen, and the concierge service. A carpool is also part of the sharing concept. Each tenant association has its own shared resources as well such as shared living rooms, kitchens, and laundry room.

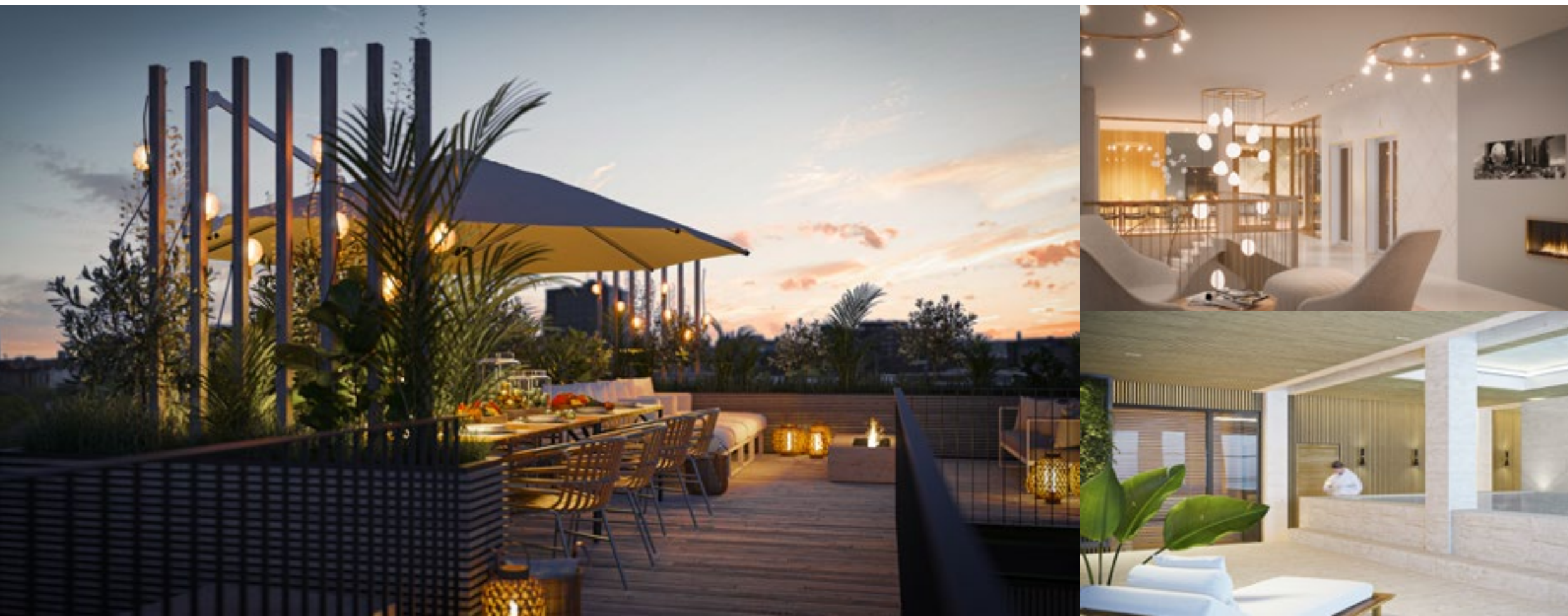
**Better eating**

The first tenant association has been named "brf Gourmet". Needless to say, when moving into a neighborhood created by Electrolux Group, connected, energy-efficient top-of-the-line premium appliances are standard. There will be plenty of kitchens to choose from - from individual ones to a shared indoor kitchen and an outdoor kitchen. Better eating is a key priority at Greenhouse Sthlm and, in 2025, a new high-profile restaurant will open with a fantastic view over Stockholm that will be run by one of Sweden's top chefs.

**To care and be well**

In Greenhouse Sthlm people are stronger together. Meeting areas - with new and existing friends, neighbors, and colleagues - are integrated everywhere in the block. Physical wellbeing is another priority, and there will be plenty of areas for physical activity including the fitness center, pool and a padel court.

Greenhouse Sthlm is all about shaping living for the better and with employees representing almost 60 nationalities, Electrolux Group HQ is on a mission to make its brand promise a reality for everyone.



# Design

At Electrolux Group, designing outstanding experiences with a human touch lies at the heart of everything we do within Group Design.



# A touch of Scandinavia

Good design doesn't happen by accident. At Electrolux Group, we take an iterative, research-based and collaborative approach to design that encompasses the entire user experience. We call this philosophy Human Touch.

With products in hundreds of millions of homes around the world, we use the power of design to drive change for the better. Better for the users of our solutions – digital or physical – and better for our planet. We channel our creativity to achieve meaningful, sustainable, experiences. Human Touch is about making technology more human, intuitive and seamlessly integrated into our lives, whether it's through a clever use of lighting that helps reduce food waste from your fridge or an intuitive user interface that encourages sustainable choices.

Design at Electrolux Group is defined as the practice of creating human-centric solutions; products, services and interactions. It's a diverse field that draws from synthesis, analysis, engineering, culture and data. When combined with cultural context, it connects emotionally and tells a story. To this end, there are three main elements to the Human Touch design philosophy:

**Foresight.** Continuously interpreting trends and insights to develop a point of view about the future, which inspires and directs our work.

**Creativity.** Applying the unique sensibility and perspective of designers to identify opportunities, solve problems and nurture a creative culture throughout Electrolux Group.

**Context.** Designing for real use and thinking in terms of ecosystems, beyond one product at a time. By truly understanding usage patterns and behaviors, we seek to simplify decisions and guide actions.

The Human Touch philosophy comes to life through a structured approach with three main phases: Understand, Create and Develop. Intended to ensure successful outcomes, this approach is about first framing the opportunity, then creating the concept and finally making it real.

Good design doesn't happen by accident. It's been in our DNA since founder Axel Wenner-Gren launched the first collaborations with world-renowned industrial designers in the 1930s. Today, our designers globally are guided by Brand Design DNA frameworks. These provide each of Electrolux Group key brands (Electrolux, AEG and Frigidaire) with distinctive features and values.



# Designing together, for the better

Design is about understanding consumer needs, and helping them to live better, says Simon Bradford, Chief Design Officer, Electrolux Group.

The Design culture at Electrolux Group is deeply rooted in our Scandinavian heritage. Scandinavian Design started in the Nordics around the 50's. It is characterized by its simplicity, clean lines and uncompromising view on usability. It was very progressive for its time for the type of materials used and manufacturing methods deployed. Scandinavian Design is very well known worldwide for its beautiful lines inspired by the surrounding nature yet the sole purpose of the Designers of the time, was to improve the daily life of its users!



**Simon Bradford**  
Chief Design Officer, Electrolux Group

So based on those same founding principles, at Electrolux Group Design we talk about Scandinavian Design being Human, Memorable, Timeless and finally - always on the forefront of change.

Design is about creating solutions for people to address a need or a problem. Our ways of working are user-centered, but as awareness of climate change grows, we are shifting toward more humanity-focused. So, bearing in mind the global scale we operate at, "shape living for the better" has a whole new meaning and sense of urgency.

At Electrolux Group we call our design thinking "Human Touch." It's an innovation process that continuously centers on the consumer. Only when we have truly understood the needs of our consumer, can we then design experiences that will improve their daily lives. This way of designing ensures that the innovation we bring to our users, answers a real need they have. It is a process that involves the user in all its steps. We are no longer just observing the consumer, but co-creating with them throughout the product development phases. With this focus, we minimize the uncertainty and risk of bringing new innovations to market. This is also the only way to ensure we create real value for consumers.

"The experiences that we design need to be first and foremost human. The industry is shifting from consumer-centric to a more design-for-life approach taking into consideration all aspects of a person's life. We need to design with wellness in mind. We play an active role in nudging healthy behaviour of all sorts."

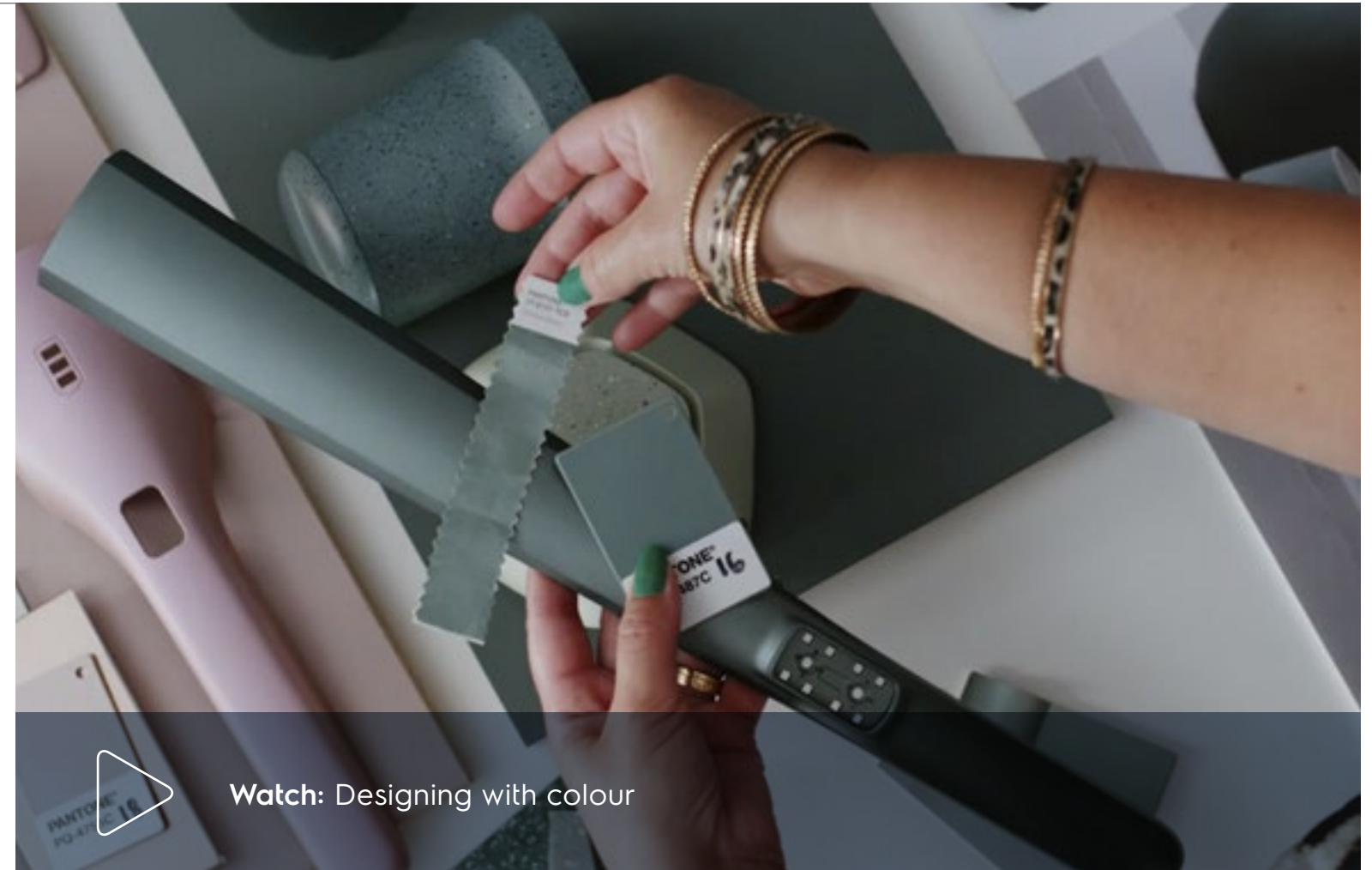
Simon Bradford,  
Chief Design Officer, Electrolux Group



**Sustainability permeates every part of what we do at Electrolux Group: from how our products are used and produced to the materials we select and source, right through to how we operate internally as a company.**

As we undertake our pursuit to understand what is out there – what seeds are being planted, how they’re impacting people’s behaviour patterns or changing their perceptions, needs and desires – there’s one word that keeps coming back: sustainability.

As a designer, sustainability is – more than ever before – at the centre of my outlook, and not just from the standpoint of material and usage. It inspires me to create conduciveness between everyday living and sustainable living, whether it’s in the kitchen, laundry, bedroom or somewhere else. I want to help make it a joy to walk the path of more sustainable choices – by encouraging the design of products and services that empathise with the needs of people and planet.



Watch: Designing with colour



Watch: Designing with form

**Design Systems drives consistency**

Context is key to design and when products come together in the same environment and under the same brand, they need to be held together. A common model is to have the premium products tightly aligned in order to represent the brand. More mainstream products are then designed to be more dependent on category codes. However, in most cases people need to be able to mix and match. For example, a person may want to invest in a premium oven but save money on a hood or a hob.

Our role is to ensure that those products harmonise with each other. That’s why I strongly believe in working with brand design values over signature. We need to move to more of a systematic way of thinking where the building blocks determine the experience and we can achieve effectiveness and scale in our solutions.

That’s the power of working with Design Systems, either it’s used for designing user interfaces, applied colour, material & finishing specifications or for branding and packaging, for example. Design Systems drives consistency, breaks down the knowledge barrier, increases speed to market, saves time and supports effective decisions, which then allows more time for designers to solve real-life user problems and bring increased value to the business through improved user experience and brand equity.

# GRO. A vision of sustainable eating

Earlier this year, Electrolux Group revealed GRO, a future concept aimed at reinventing the kitchen and enabling people to enjoy food in a way that's sustainable for their health and the planet.

Through a collection of modular solutions powered by advanced sensors and AI, based on behavioral science and the planetary health diet from the EAT-Lancet report\*, Electrolux Group has created a vision of a better tomorrow.

"Electrolux Group has set the ambition to make healthy and sustainable eating the preferred choice by 2030, and GRO is our testament to that. By challenging conventional thinking of what a kitchen is, we have rethought everything from the start – aiming to help change behaviors by making planet-friendly eating effortless and enjoyable through groundbreaking design," says Tove Chevalley, Head of Electrolux Group Innovation Hub.



Scan or click QR code  
Learn more about GRO

\* <https://eatforum.org/learn-and-discover/the-planetary-health-diet/>

The GRO concept is entirely built on data and behavioral science, which has been the foundation for every design decision and product feature within the kitchen system. It's also about exploring how kitchen products can contribute to eating more sustainably.

Inspired by experts, chefs, early adopters and thousands of consumers, GRO empowers people to act on key recommendations in the renowned EAT-Lancet report\*, designed to support people's personal needs to move towards a more sustainable diet

Here we hear Mathieu Rivière, Experience-Innovation Master Designer, telling us more about this revolutionary concept

**Hi Mathieu, could you introduce yourself and explain how you and your team have been working on this project?**

Hi. My name is Mathieu Rivière and I am an Experience-Innovation Master Designer, working in the Electrolux Group Design studio in Stockholm. With a background in industrial design, I have led the physical design work of the GRO concept kitchen, which was showcased this year, in Milan for EuroCucina.

A small core team of Experience-Innovation Designers has carried out the project with the commitment to make sustainable eating not only an easy choice for all of us but the preferred one. Multiple disciplines and designers have been involved in the project including research, trends, experience design, physical design, colors & materials, engineers, and much more.



Left to right - Audrey Yrieix, Shreya Prem, Camila Serpa Soares, Iga Slowik, Mathieu Rivière, Tove Chevalley

**What is the design philosophy behind GRO?**

In GRO we have re-imagined the kitchen around sustainable eating. At its heart is a modular system of interconnected products and services which reflect the recommended planetary health diet of the EAT-Lancet report. Each compartment is designed to optimally preserve its ingredients and highlight its diversity and beauty.

From the beginning we wanted to step away from the "white-goods" classic codes. Inspired by our Scandinavian heritage, we imagined this kitchen as a living space. Wood, stainless steel and glass were used to help create a strong visual identity.

**Why are there so many compartments?**

You need a lot of compartments to reflect the variety of diets in the world! Seriously though, in Milan, we put them all in to show what is possible but in a home it might be different. People may want fewer compartments to reflect their food needs, diet or preferences. Or they may decide they want more. For example, if they are looking for inspiration in exploring new and diverse sources of protein then the "Grain and Pulses Library" compartment would be ideal. If they want to be inspired by plant-based ingredients, every time they step into the kitchen, they can add the "Plant Gallery" compartment.

The key point is different ingredients need different care. Different people need different solutions. Over time we have forgotten this.

**Can I still have meat in this fridge?**

Of course, you can! Our vision is around wanting to support behavioral change, not shifting blindly into a full vegan way of living. But having meat in every meal is not sustainable for the planet or your body. In the plant-forward movement, meat is frequently used as a condiment, bringing umami and texture to meals. For this we have the "Jewelry Box" compartment. Three drawers dedicated to meat, fish and eggs. This compartment is about encouraging all of us to treat animal-sourced proteins with respect and appreciating every bite.

**How realistic it is?**

GRO is a concept, a future looking vision of a kitchen designed around sustainable eating. It was not created to be put into production as it is. Its influence is in what we do with it. We are now using the concept as an illustration of our Taste North-Star and sharing it with our designers, engineers and partners. With it we can envision future scenarios and project these into more formal processes including appliances you will be using in the future.

**Where can we see this Concept Kitchen?**

The GRO concept kitchen premiered at EuroCucina 2022 in Milan last spring. We are now moving it to our worldwide headquarters, Electrolux Group Forum in Stockholm. All our employees and partners will have the opportunity to see and experience it. This concept is not meant to be archived. It is now our gateway to all our future thinking regarding taste.

**Thank you for your time. Any last words?**

Working with future concepts is always exciting. With GRO, it goes above simple enthusiasm though. From the research, the ideation, up to the display in our headquarters, the whole company is part of the discussion. We are using this vision to build our future strategy going forward. And that's pretty exciting.



 Watch: GRO trailer



# Designed for Better Living

Designers Janina Hihnala and Daniel Virgona talk to us about the launch of Electrolux Group's new built-in cooling range.

Designing the new Electrolux Group built-in cooling range has been a once in a lifetime opportunity as we were able to redesign every aspect of the product experience.

Home is the most important place for many of us, and that's why we place an emphasis on understanding how to design products that integrate seamlessly into our lives and support our day-to-day demands.

We live in an age of domesticity of technology. Instead of attention-seeking appliances, product design have moved towards bringing calmness to the busy lives of people. Consumers expect friction-free experiences and technology that is so simple that it almost disappears into the home life.

Our human centric design philosophy guides us to always design with the context of use in mind. For example, we approached the range development looking at a refrigerator as an interior object that is a part of the everyday rituals of cooking, rather than a piece of technology. You can see this approach come to life in the simple design language that aims to de-clutter the interiors and emphasize sense of calm space and easy adaptability.

We have hidden unnecessary engineering details and made technology into something that simply works quietly in the background. Materials and surface finishes used are authentic and chosen to extend the lifespan of the product.



We also live an age of conscious design. Consumers are becoming more educated and aware of sustainability. The products we create must match their expectations and consumers hold us accountable to deliver solutions that are truly more sustainable. This is a mindset shift that will have a huge impact on the future of design.

We have taken tremendous efforts to make this our most sustainable refrigeration range to date. The hero of the new range is the science-based solutions that help us fight against food waste. Food waste is our primary focus as it is one of the highest emitters of greenhouse gases in the world. In the new range we also introduce a user interface featuring the ECOMETER function that gently nudges consumers to adopt the most energy-efficient ECO program.

This year we also premiered our Maxispace model with the introduction of more sustainable materials. The inner walls of the product are made from 70% recycled plastic from discarded refrigerators creating a new aesthetic to our products.

Sustainable materials are a crucial step in Electrolux Group's efforts to reduce CO<sub>2</sub> emissions from products and we have several initiatives to bring recycled materials to wider part of our new product range.

We're excited to introduce this new range of built-in refrigerators that are optimized to make healthy eating easy and sustainable, so that people can protect what matters - your food, your health and the planet. Because the biggest impact we can make is through what we eat. For ourselves. And the planet.



Left to right - Martin Svalander, Janina Hihnala and Daniel Virgona

# EuroCucina trends

Urbanization and post COVID multifunctional spaces.  
An interview with designer, Iga Slowik.

**Hi Iga, can you tell us more about what you saw at EuroCucina in 2022?**

Hi. Yes, of course. Rapid global change and urgent social issues were often reflected in the exhibition themes and design executions this year. We observed that design cannot ignore the topic of urbanization. By 2025, it is predicted that 70% of the world's population will live in urban areas and it will have direct impact on home sizes. Our spaces are becoming increasingly limited and will therefore have to be multi-purposeful. Our home environments must evolve to answer those needs.

**Do you think this has particularly been influenced by COVID?**

Yes. Not only is urbanization influencing the home space, but the post-pandemic lifestyle has also elevated the meaning of home. Now, we expect our homes to support all aspects of our lives, including working from home, as well as different moments. Brands are embracing these new demands by designing products and objects that blend naturally into the home environment through new innovative approaches to modularity and adaptability.

**Which trends are you seeing emerging?**

We see two mature trends. The first one is *Compact Consider*. This is in response to the challenge of space scarcity and increasing costs per square meter. As a result, we are seeing many creative solutions and innovative, space-optimizing designs, that can maximize the use of small spaces. It is not about miniaturizing products and appliances but offering new experiences and designs, such as furniture archetypes to fit within this new context.

With rising housing prices and a changing lifestyle, the perception of small spaces has been redefined by not only rethinking products, but also the type of materials that are used. Brands want to introduce order and comfort in homes of all sizes.

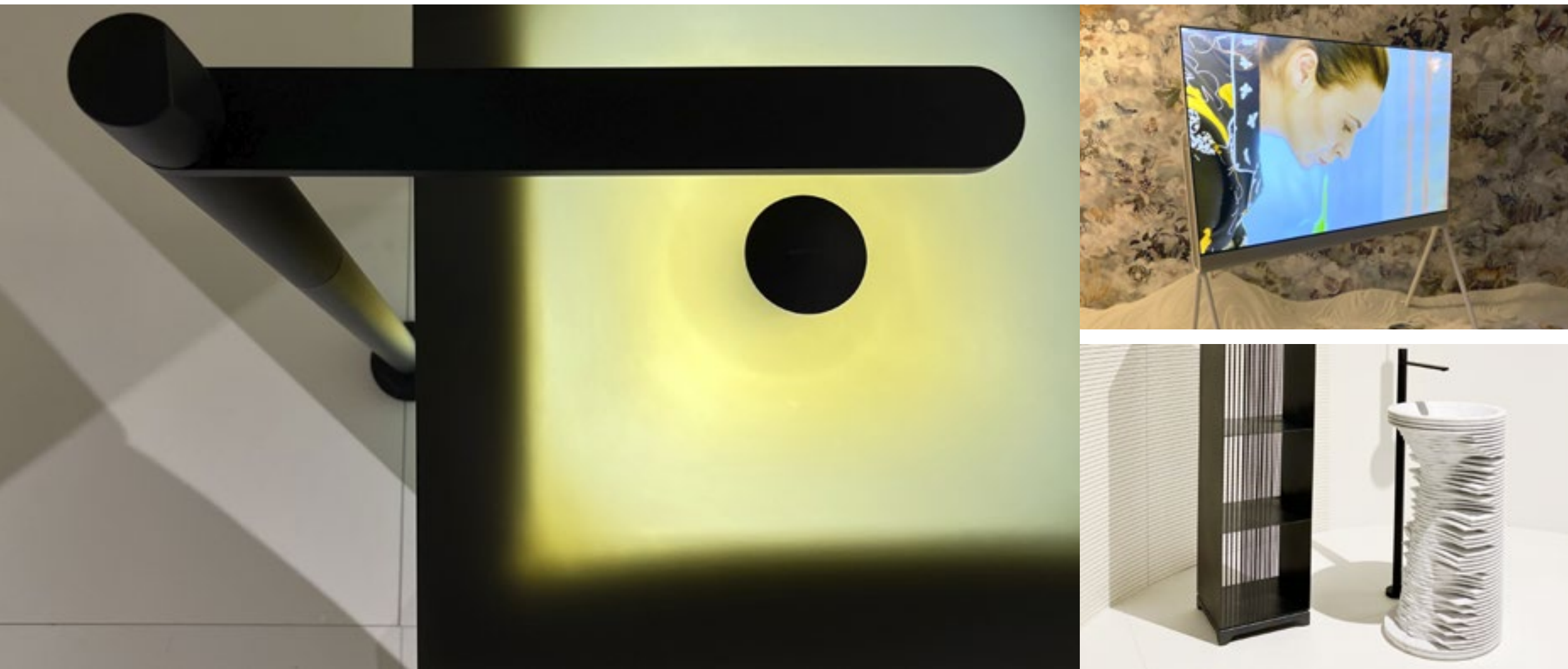


The second trend emerging is *Blend into Life*. One thing that has been accelerated due to the post-COVID lifestyle is the need for multi-functional spaces. Our home needs to adapt to diverse needs and activities like working, studying, entertaining or exercising. As a result, we see products that become quieter and inconspicuous, blending in with the homes surroundings with a design that allows technology to become hidden when not needed and creating a visual harmony.

We see trends that are not only looking into reveal and unveil, but also trying to adopt a new shape that suits the interior. This is a break from a traditional appliance aesthetics and includes statement pieces that set a new tone for the home interior. We see this trend not only from appliance manufacturers and furniture companies but also from consumer electronics. The aesthetics have shifted towards from increased attention to seamless integration and the search for different forms, patterns, and materials to blend in with the home environment.



**Iga Slowik**  
Designer, Electrolux Group



# Architecture community events

Our ambition is to deliver relevant and dedicated support to architects. We are sponsoring and hosting different events aimed towards architects to make sure we continue to engage and strengthen our relationship within this community. Here is a snapshot of some of these events.

## W Awards

Formerly known as Women in Architecture, the W Awards continues to raise the profile of women and non-binary people in architecture worldwide, inspiring change as a united voice of this global call for respect, diversity and equality. The awards were started in 2012 to celebrate exemplary work of all kinds: from the design of the world's most significant new buildings to contributions to wider architectural culture, and from lifetimes of achievement to the work of women with bright futures ahead. Electrolux Group sponsored the W Awards, as an ongoing support to diversity and inclusion in the workplace.



## AJ100

The AJ100 survey is the definitive record of the UK's largest architecture practices, measured by the number of architects employed in the UK. The accompanying AJ100 awards programme celebrates the achievements of these firms, including those leading the way on sustainability.

Now in its 27th year, the AJ100 is a firm fixture in the architecture calendar. The top 100 practices, measured by number of architects employed in the UK, were invited to join for the annual AJ100 Awards, on June 22, 2022, when the winners of the dedicated AJ100 award categories were revealed. As a full programme sponsor, it was a great opportunity for Electrolux Group to connect with these top UK practices.



## DOPO Event

'The architecture of waste: from the spoon to the city' was an event held by The Architectural Review in Milan. This event was in partnership with Electrolux Group and took place on the 8th June during the 2022 Salone del Mobile. Speakers included Laboratorio Permanente and Baubüro In Situ.

Taking different sites as starting points – a kitchen cupboard, a factory extension and an urban park – the panel discussion looked at ways to reduce waste and presented ideas to encourage greater reuse, recycling and repair in the spaces of everyday life. Waste needs to be made visible and become a subject for discussion and debate.

Manon Mollard, Editor of The Architectural Review explained more about the event: "Within the last year we have dedicated issues of The Architectural Review to the topic of waste and of kitchens. We are delighted to be partnering with Electrolux Group to extend the conversation outside the printed pages and discuss how to reduce waste and encourage more reuse in our kitchens, buildings and cities."



Barry Waddilove, Director of Sustainability, explains why Electrolux Group wanted to be part of this event. "We were delighted to be at DOPO to discuss the topic of food waste. Electrolux Group really cares about sustainability. This is a big topic for us and a great opportunity to meet with architects, and particularly people outside of the business, to get their perspective on the challenges that we are facing and how to create solutions."

Barry also took the opportunity to introduce the audience to Electrolux Group's new kitchen concept, GRO. "We launched GRO, a new kitchen concept at EuroCucina which has a lot of ideas around circularity and helps the consumer to address food waste. We were really excited to share that with this audience and meet everyone to discuss the subject of circularity."



# Kitchen Excellence

We work together with prestigious partners, to consistently deliver projects of excellence.



# Leading supplier to the Project Business

We believe that strong Global Brands, together with dedicated local teams, are the key reason the Electrolux Group has such a long history in being the leading supplier to the Project Business in many of our markets. Our in-depth knowledge and long experience in the Project Business means that we have a genuine understanding of the market.



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# Building Information Modelling (BIM)

BIM is a digital process that combines 3D models and product information, and helps with coordination and simulation during the entire life-cycle of a project (plan, design, build, operation and maintenance).

Building Information Modelling (BIM) has become the new paradigm for exchanging project information between designers, suppliers, contractors and owners.

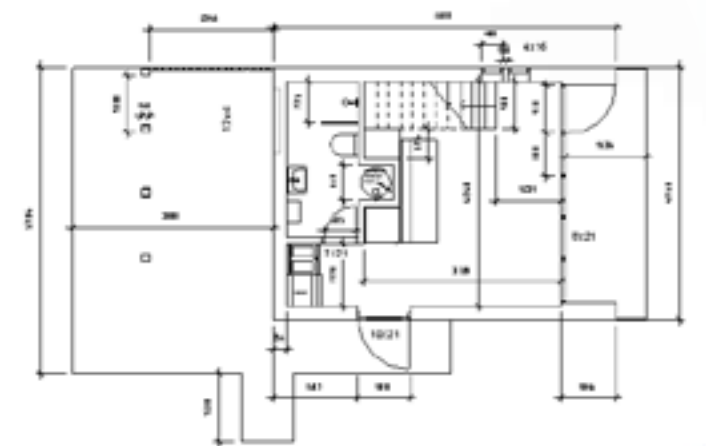
*"Electrolux Group contributes to the digital transformation of the building industry, combining 3D models and product information".*

The various involved parties, such as architects, designers, contractors, planners, builders, consultants, and civil engineers, are encouraged to collaborate and share information from the design phase onwards. Resulting in a complex set of information about the entire building which is stored in an integrated data-base - a digital 3D model, fed with lots of information.

By providing appliances as objects for the BIM process, Electrolux Group gives designers the ability to transfer digital Electrolux, AEG and Zanussi models, such as ovens, hobs and other appliances, directly into their projects. These objects contain full product specifications, installation drawings and 3D models and are accessible through the BIMObject platform.

With Objects for BIM, clear visualisation in all stages and a high transparency of information are the main advantages. While CAD-based drawings are lacking in both visualisation and meta-tag information (e.g. prices, contact information, etc.), Objects for BIM includes very high quality rendering and provides all the product manufacturer's data. This means that instead of recurring bilateral and paper-based communication between two parties, BIM enables multilateral and digitally automated communication.

The example below highlights the visual advantages a BIM model provides. The 3D model can be easily interpreted by anyone and the 2D drawing is still available for more technical planning. Both views are available to access and engage through BIM.



Scan or click QR code  
Access all our Objects for BIM

# Planned to perfection



**AEG SteamPro BI Oven Electric 60x60 Horizon Line Stainless steel with antifingerprint**

Unique ref.: AEG\_SteamPro\_BI\_Oven-Electric\_60x60\_Horizon-Line\_Stainless-steel-with-antifingerprint

Brand: AEG

Product family: Oven

Product group: Built in Oven Electric

Date of publishing: 2019-04-04

Edition number: 1

Type: Object (single object)

Valuable meta-data is carried throughout the lifespan of the project.

Objects such as kitchen appliances are implemented at the design stage and carry valuable meta-data throughout the lifespan of the project. Each object has complete product information accessed via a menu. And the objects can be shared, previewed in live 3D or supplied as embed code.



Scan or click QR code  
Access all our Objects for BIM



The main goal of BIM is to facilitate more efficient collaboration among the professionals involved in the building process, where the virtual 3D model and all the additional information around it are the key. The term BIM itself has attracted a lot of attention over the last decades and is growing globally, both in awareness and demand.

Electrolux Group has been nominated for a prestigious LiveTime Achievement Award from BIMobject – Electrolux Group's selected partner for making its objects for BIM freely available. The awards took place as part of BIMobject LIVE 2020 in Malmö, Sweden on 2nd March, where this year's theme was climate emergency and its challenges for the building industry.

*"The nomination is in recognition of our understanding of all the opportunities that BIM offers and our willingness to support a more efficient building process",* says Anders Johansen, Channel Manager B2B & Projects Europe at Electrolux Group.

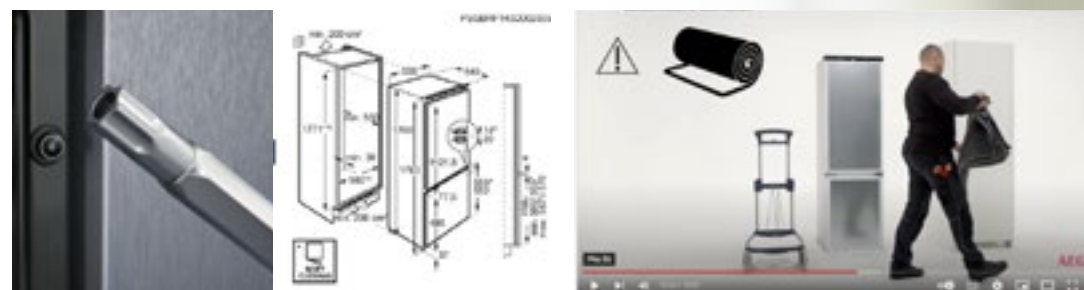
And architect Oliver Leiken had this to say about BIMobject: *"BIMobject enables us to work faster than our competitors. The objects include all the necessary requirements. An easy platform to discuss all issues at the beginning of the project and anticipate any client requests – reducing any future problems. BIMobject streamlines the work-flow, saving time on research and wasted time on drawings. No errors. No confrontations. No misinterpretations. BIM is the best way to start any project".*

# Best-in-class installation

We are committed to offer the top-class installation experience to our customers. We make the installation of our products as simple as possible by improving the installation quality.

Our perfectFit installation method stands for, constant improvements to make the installation of our products a delightful experience. Reducing the number of installation steps by up to 30% for an entire Electrolux kitchen that contains: a BI oven, a BI hob, a BI dishwasher, and a BI cold product compared to our main competitors. With Electrolux Group you install more kitchens a day.

This combined with our intuitive installer APP to support our professional installers. You experience the correct and fastest way of installing Electrolux and AEG appliances with the availability of Installation videos, instructions, technical data, user manuals, Customer service info and links to relevant spare parts, all in one place.



▲ Installation done with just one tool and on-hand support from the Installer App.



Scan or click QR code  
Download the installer App.



▲ Thanks to the design of our new hinges, the doors on our ovens gently rotate within the niche.

▲ At just 20mm, our ovens require the narrowest ventilation gap on the market.

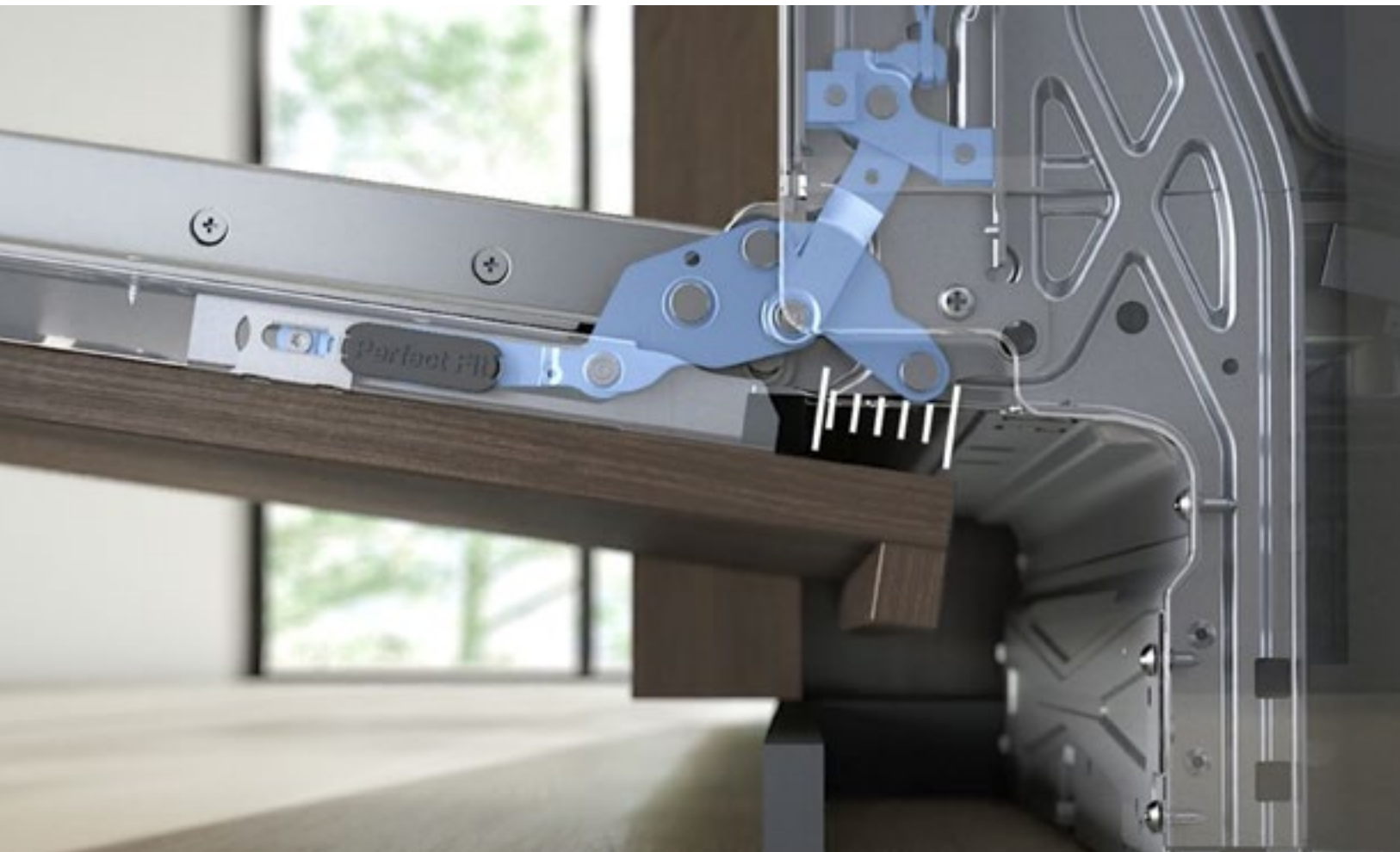
20mm



# A real advantage for any kitchen project

All our built-in appliances can be fitted seamlessly into any kitchen project thanks to our PerfectFit installation solutions. With our vast range of kitchen appliances, we provide limitless possibilities to design dream kitchens for your customers.

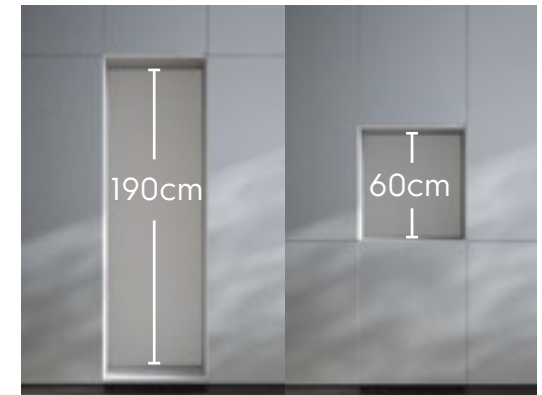
▼ **Dishwashers:** Our flexible sliding hinges are designed to adapt to any door or plinth, with no need for costly furniture adjustments.



► **50% less installation steps for sliding door:** Our new installation is very intuitive and has half of the previous installation steps, thanks to factory fit parts.



▲ **Most efficient installation:** A click in and pull up mounting system avoids the necessity of 2 persons.



▲ **Refrigeration:** A cooling product for every kitchen with niche sizes ranging from 60cm all the way up to 190cm.



# Case studies

We invite you to discover our achievements across the world. We have a long history in being the leading supplier to the Project Business in many countries which enables you to deliver the best to your customers.

# Belgium

**Image: Finance Tower, Liege.**

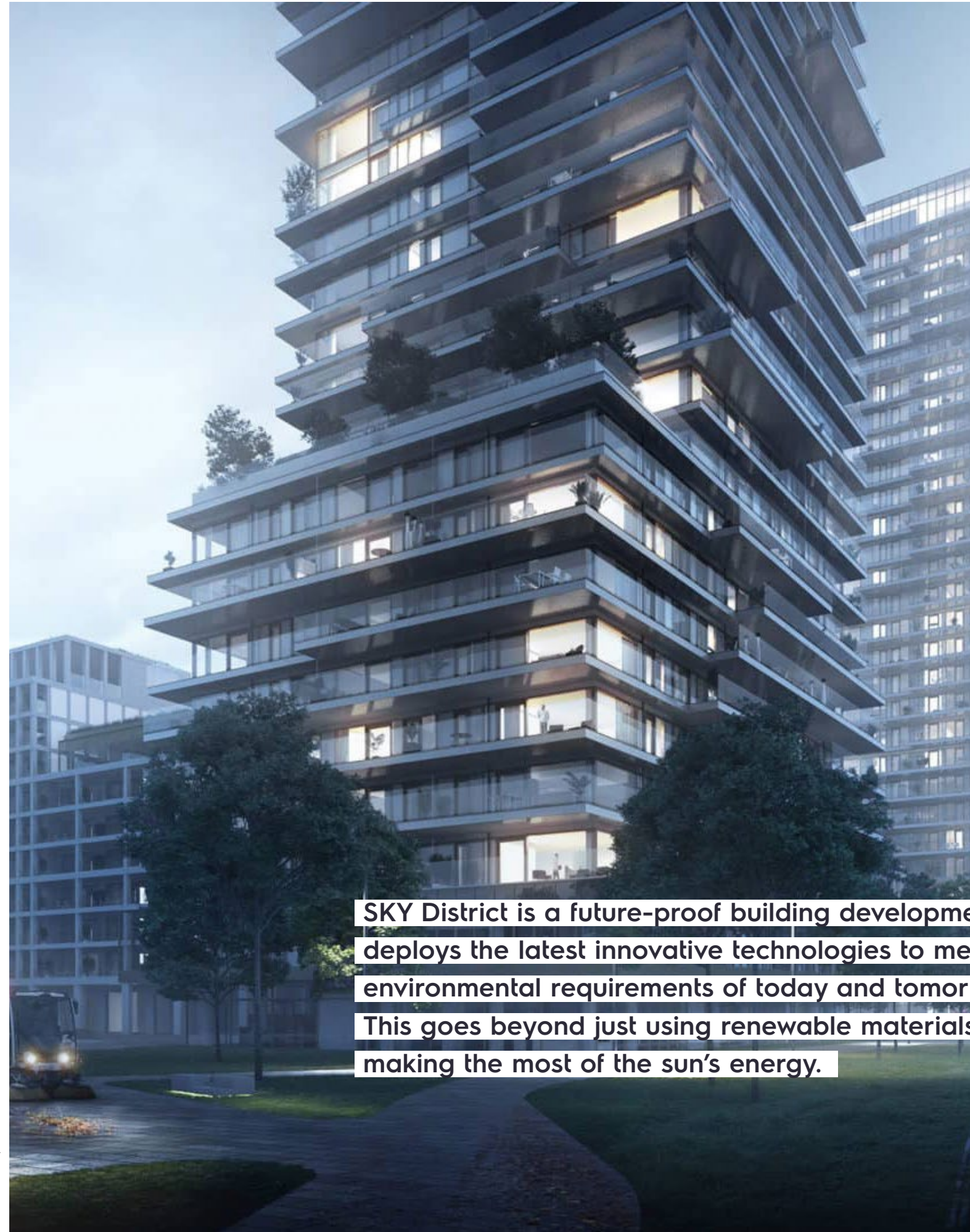
Architect: M. & J-M.Jaspers  
- J.Eyers & Partners

# SKY Towers

Vastgoed Degroote & AEG

Expressive, horizontal layers with randomly projecting extra-large balconies, floor-to-ceiling panoramic windows and the luxurious finish with bronze detailing. All of these make SKY Towers a model of iconic, cosmopolitan architecture, where indoors and outdoors merge seamlessly together.

The buildings are all different heights but join together at their plinths. The whole development envelops a semi-private garden that forms the green heart of SKY District.



**SKY District is a future-proof building development that deploys the latest innovative technologies to meet the environmental requirements of today and tomorrow. This goes beyond just using renewable materials and making the most of the sun's energy.**

## Case study, Belgium

The SKY District has been developed with a sustainable future in mind.

- Re-use of rainwater
- Underfloor heating
- Installation of green roofs on the canopies
- Connected to the Beauvent district heating network
- Iconic architecture



©Render: nanopixel3d.com

### A city-in-a-city

SKY District is an urban renewal project, strategically located between the railway station, city centre and Ostend's harbour district. This new quarter will comprise six buildings and a total of 484 apartments, offices, shops, cafés and restaurants.

With plenty of recreational facilities and low-traffic squares, the new district harmonises perfectly with Ostend's vision to transform the city centre into a pleasant, car-free environment for all to enjoy. The SKY District development and the overhaul of the railway station will mean a complete facelift for the Hazegras district.



### Appliances installed:

Brand: AEG

- Ovens
- Induction hobs
- Refrigerators
- Dishwashers



QuickSelect Dishwasher FSK52637P:  
Provides eco-friendly dishwashing choices with a single touch.



©This page Renders: nanopixel3d.com

# Confluents Côté Rivage

**DELZELLE Residentials & Electrolux**

A haven of peace in an exceptional environment. At Confluents Côté Rivage, everything is designed to offer a perfect balance between mobility, modernity and conviviality. The big cities are not far away, yet calm and serenity are at the rendez-vous.

The development of the 6 hectares has been carefully thought out by urban planning experts, architects, landscapers and business development specialists. Large urban boulevards and wide pedestrian esplanades rub shoulders with generous green spaces dedicated to leisure and recreation. Here, priority is given to pedestrians and cyclists. 90% of the car parks are underground. Outdoor electrical terminals are also present in order to favour zero-carbon mobility.

The entire project includes about twenty residences of 3 to 8 floors whose difference in height harmoniously rhythms the whole. These residences are separated by large green areas. The local shops and restaurants are located a few minutes' walk away, mainly along the central avenue, and blend perfectly into this setting. As for the terraces of brasseries or restaurants, they offer the best possible sunshine.



The development is a conversion of an abandoned industrial location in the city of Tubize, which struggled for several decades to overcome this history of heavy industry, to a new place where future generations can live, work and shop in modern, sustainable environment

## Case study, Belgium

Contemporary, elegant and coherent architecture.  
A transformation from an industrial site to sustainable homes and living spaces.

- Highly energy efficient
- Leisure facilities
- Outlet shopping mall
- Sport facilities
- Restaurants & bars
- Local shops



### Apartments that live up to the environment.

All units have the highest scoring in energy efficiency with insulation, heat pump, rain water recuperation. Every apartment has its own terrace and most of the parking spaces are located below ground level, which considerably reduces the levels of traffic.

The former site of the Forges de Clabecq, on which the Les Confluents Côté Rivage project is located, totals about 60 hectares. Ideally situated in the town of Tubize, in the province of Walloon Brabant, only 20km from Brussels and 90 km from Antwerp port, attracts both new residents and businesses. Welcome to the new "place to be" of Walloon Brabant.

### Appliances installed:

- Brand: Electrolux
- Ovens
- Induction hobs
- Built-in refrigerators
- Dishwashers
- Fridge freezers



SurroundCook Oven OEF5E50X:  
SurroundCook Oven ensures  
your dishes are evenly cooked in  
every corner.



# China

Image: Cultural Centre, Hong Kong.

Architect: José Lei



# Shenzhen EXPO BAY

China Merchants Group & Electrolux

American landscape designers SWA developed this 35,000 square metre river interlaced oasis, taking inspiration from famous scenic landmarks such as Google's Mountain View in California and Shenzhen Bay Park.



**In the Post-Pandemic world, people increasingly understand the importance of idyllic scenery and healthy air to breathe.**

**Shenzhen EXPO BAY offers harmony with nature within a diversified community space.**

## Case study, China

Sustainable Garden Living within  
Convention and Exhibition Centre.

- 35,000M<sup>2</sup> of modern landscape space
- 12,00M<sup>2</sup> large scale sunshine lawns
- 24 species of precious trees
- 3 standard basketball courts



12,00 square meters of large scale sunshine laden lawns, and 24 species of precious trees, create sustainable, tranquil gardens that awaken the five senses of sight, hearing, smell, touch and taste – providing an all season community space for harmonious living.

### Appliances installed:

Brand: Electrolux

- Ovens
- Pull-out hoods
- Induction hobs
- Built-in microwaves
- Steamers
- Built-in refrigerators
- Dish sterilizer



Pull-out hood EFP6030X:  
The Electrolux Pull-out Hood helps to remove fumes from the room, without the need for an exhaust pipe.



# ShanWei

## Star River Group & Electrolux

ShanWei is the signature residence project from the Star River Group. The design of the residence was inspired by the Milky Way. The formation of the buildings spreads out from the lake, reminiscent of the way the stars spread throughout the galaxy.

This unique location and its high quality interiors make the property one of the most sought-after residences in Shanwei city.



## Case study, China

The total construction area is 130 million square metres including various amenities such as 5-star hotels, a sports arena, harbour style shopping mall and oriental gardens.

- 5 star international hotel
- Sports arena
- Commercial district
- Oriental gardens



### A mixture of Mediterranean and Chinese garden styles

The design philosophy is a hybrid of Mediterranean and Chinese garden styles. It applies the shape of Chinese garden as an exterior and a Mediterranean interior design. The initial kitchen design incorporates a built-in solution with a Mediterranean, icy-white look that will challenge customer preconceptions in a modern kitchen. Electrolux's simple and functional products were shown to be the best match when compared with competitors. The built-in expertise for installation was also a plus-point when choosing Electrolux as the preferred partner.

### Appliances installed:

Brand: Electrolux

- Ovens
- Extractor hoods
- Gas hobs
- Microwaves
- Refrigerators
- Sterilizing cabinets



Multifunction oven EOB3400BOX: Quick heating and evenly-cooked results every time. Timer and LED display makes this oven easy to operate.



# Denmark

Image: ARoS Aarhus Art Museum

Architects: Schmidt Hammer Lassen

# Harbor luxury home

Jesper Rehne Jensen & AEG

## Scandinavian living in understated luxury building

In the historic area of Esbjerg a new brick building arises in Kronprinsensgade. It has a classic, modern, and minimalistic design and houses 9 luxury apartments.

What makes it special – compared to a traditional new property – is that it's made with high quality materials throughout the building both inside and outside and installed with home appliance for the discerning residents. Here you can live in a beautiful, architect-designed brick building near the harbor, close to the sea, but still in the vibrant city.

It's Scandinavian living at its finest.



**What makes the apartments very exclusive, compared to a traditional new building, is the high quality of materials and interior design.**

**Throughout the building both inside and outside the choice of sanitation, floors, cabinets and home appliances are chosen to please the stylish and discerning resident.**

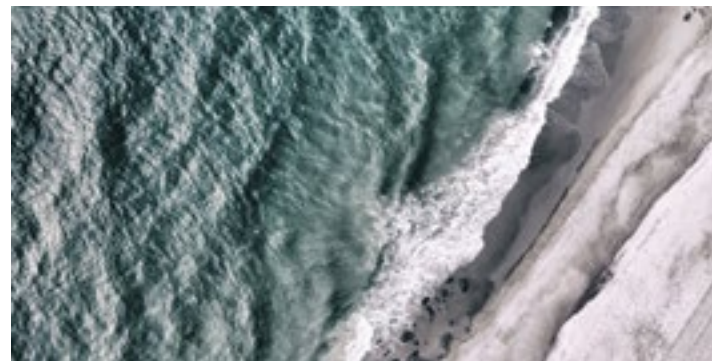
## Case study, Denmark

### Modern life in historic surroundings

Esbjerg was founded in 1868 and is the fifth largest city in Denmark. It offers everything one can expect from a modern city, but at the same time it holds many of the charming qualities of a smaller city.

Between two historic streets, Kongensgade and Havnegade, you find Kronprinsensgade 8 and a newly built red brick building with just 9 exclusive apartments.

Located in the vibrant city, but near the charming harbour and the sea, the apartments offer that special Scandinavian feel. Open floor plans, large windows and balconies combined with an open kitchen and living room create a spacious, bright, and minimalistic feeling.



### Kitchen as gathering place

The kitchen is the central part of the spacious apartment. It requires great design and high quality. Kept in minimalistic black combined with warm oak, the kitchen becomes the visual centrepiece and a natural gathering place.

"The modern consumer expects the kitchen to be functional, aesthetically beautiful and of high quality. With HTH Nordic Creation kitchen and AEG Matt Black appliances we are spot on!" states Rikke Skovdal, HTH Business Consultant.

That's called understated Scandinavian luxury living.



### Appliances installed:

- Brand: AEG
- Ovens
- Warming drawers
- Induction hobs
- Built-in Coffee machines
- Refrigerators
- Freezers
- Dishwashers
- Extractor hoods
- Washing machines
- Washer dryers



**KKK994500T Integrated Coffee machine:**  
Free up space on your counter tops with a built-in coffee machine. Choose from stylish black and grey styles that'll ensure your integrated coffee machine fits seamlessly into your kitchen



# Finland

**Image: Tammela Stadium, Tampere**

Architects: JKMM Arkkitehdit Oy





# Tammela Stadium

Pohjola Rakennus Oy & Electrolux

Construction work on Tammela's original football stadium began in the 1920s when the city decided it needed to meet the needs of its industrial growth. Tammela Stadium was completed in 1931 and it quickly became the venue for many events. Known for its excellent atmosphere, the stadium is primarily used for hosting football matches and athletic meets.



As the years passed, Tammela Stadium became in need of renovation. In 2014, the multi-award winning firm of architects, JKMM, won the tender to rejuvenate not only the stadium but the other related constructions in the same vicinity. Their proposal was appropriately called Hattutempu – or Hattrick as it translates. Pohjola Rakennus was chosen as the building contractor.

- UEFA category 4 (highest standard)
- Combined with over 100 apartments
- Underground parking



The new Tammela Stadium in Tampere will seat up to 8,000 people all year round and it will meet UEFA's highest standard, Category 4, meaning it can host top-flight international competitions. As well as providing an underground parking facility, Pohjola Rakennus is also building more than a hundred new homes in the two new apartment buildings: Vesta 33 apartments and Victoria 86 apartments.

The smallest apartments are 27.5m<sup>2</sup> and the largest 128m<sup>2</sup>. The materials have been carefully chosen and of high quality. The selected home appliances are of superior Electrolux quality and the kitchens have large islands. The apartments' balconies, floor-to-ceiling landscape windows, apartment-specific ventilation and underfloor heating will be sure to increase the quality of living.

The work is a completely unique entity in Finland, both architecturally and in terms of cityscape. Construction work on the Tammela Stadium began in the summer of 2021 and the first football match is scheduled to be played in 2023.

#### Appliances installed:

**Brand: Electrolux**

- Ovens
- Induction hobs
- Built-in microwaves
- Built-in refrigerators
- Built-in dishwashers
- Washing machines
- Dryers



SurroundCook Oven - CKB300V:  
Cooks everything evenly and ensures a constant internal temperature at all times



# France

Image: La Défense Business District, Paris.

# The Ascott

## Ascott Champs-Élysées & Electrolux

La Clef Champs-Élysées, a 5-star hotel in the centre of Paris, offers you a special stay in typical Parisian style. Built in 1907 by the Hennessy family, during the enchanted era of the 'Belle Epoque' in Paris.

During this period, Paris was experiencing economic, technological and political development, thanks to the transformations made by Baron Haussmann. World exhibitions, cabaret revues, theatre of all genres, and exceptional restaurants. The City of Light is renowned as a capital of sophistication, and attracts visitors from all over the world.

©Picture: www.the-ascott.com



Reflecting this magical era, La Clef Champs-Élysées embodies the French way of life. Chic, modern and contemporary, this hotel offers its guests an unforgettable stay in Paris.

## Case study, France

The Ascott Champs-Élysées is part of the Ascott group. This 5-star hotel benefits from an idyllic setting and features up to 40 apartments with home appliances.

- The group owns 700 properties around the world
- Includes residences with kitchens
- High market position
- Customers: Business people, Tourists, Families
- Values: Culture, Gastronomy, Community, Wellness



©Picture: www.the-ascott.com

### The Champs-Élysées District

Located in the 8th arrondissement, at the crossroads of the Rues de Bassano and Magellan, you are close to the most beautiful avenue in the world: the Avenue des Champs-Élysées, which extends from the Place de la Concorde to the Arc de Triomphe. The atmosphere of the district is very unique, and allows you to enjoy the magic of the French capital.

This ideal location also gives you the opportunity to see everything Paris has to offer. Indeed, you are only a few minutes away from the main attractions of the city, such as the Orsay Museum, the Trocadero, the Petit and the Grand Palais, the Louvre, the Tuileries Gardens, the Champ de Mars, and, of course, the Eiffel Tower. You are also a 5-minute walk away from the Avenue Montaigne, 'the most fashionable and luxurious avenue in the capital', which houses famous *Haute Couture* stores such as Chanel, Dior, Louis Vuitton, etc.

Electrolux and the Ascott group, are both international brands concerned with the quality as well as the sustainability of their products. This delivers a perfect partnership in terms of exceeding the client's expectations of comfort and quality, as well as the environmental impact of these premium suites and residences.

### Appliances installed:

- Brand: Electrolux
- Microwave ovens
- Refrigerators
- Dishwashers
- Induction hobs
- Extractor hoods



Built-in Microwave oven EMS17006OX:  
*Delivering on both taste and texture at the touch of a button - from crispy bacon to a golden cheese crust*



©Pictures this page: www.the-ascott.com

# Netherlands

Image: Kubuswoningen, Rotterdam.

Architect: Piet Blom

# De Beeldhouwer Hoorn

Punt Beheer Heerhugowaard & AEG

As if from the hands of a sculptor, every object within the old tax office in Hoorn NewBouw, has been transformed into a beautiful work of art in this newly-converted apartment building. The Sculptor phase II, consists of 83 owner-occupied apartments at Nieuwe Steen 2A in Hoorn.

Centrally situated opposite the town hall, around the corner from the shopping centre 'De Huesmolen' and a stone's throw from the characteristic city centre and station. All of the homes are very affordable, making it a great opportunity for first time buyers, singles and senior citizens.



Although De Beeldhouwer Hoorn has nine houses and different apartment types, they have one thing in common: they are all very affordable, which was a deliberate choice by the developer.

## Case study, Netherlands

De Beeldhouwer Hoorn has a strong focus on affordability and diversity for all age groups.

- 83 high-quality homes
- Gardens and spacious balconies
- Senior citizen and wheelchair-friendly
- Large indoor storage
- Charging points for electric bicycles
- Many individual options available

At De Beeldhouwer residents have a lot of choice. Firstly from nine different apartment types. Then it's possible to choose from a wide range of finish options. After purchase, new residents are granted access to NewBouw, a digital housing platform. This makes it possible to see the options available for each apartment and their associated costs.

The Sculptor phase II's location is ideal. The neighbouring shopping centre, 'De Huesmolen', has all the shops for your daily needs. The inner city and the railway station are just a stone's throw away, and you can reach Amsterdam in just 40 minutes.

Like the apartments, AEG appliances are of very high quality, but also affordable - this made AEG the obvious installation choice.



### Appliances installed:

- Brand: AEG
- Ovens
- Microwave ovens
- Refrigerators
- Dishwashers
- Induction hobs



Compact combi-micro oven KMK56500M: Combine hot air fan cooking with the speed of a microwave to produce succulent dishes - all achieved in just half the time a conventional oven would require.





# Portugal

Image: Lisbon Oceanário

Architect: Pedro Campos Costa

# Bayline, Armação de Pêra

Vanguard Properties & AEG

Anchored in the south of Portugal, the Algarve is well known for its beautiful coastline and friendly people. Blessed with beautiful sandy beaches, picturesque villages and a fabulous climate, it is not surprising that this region is considered the most important tourist region in Portugal. It is also the perfect place to invest.

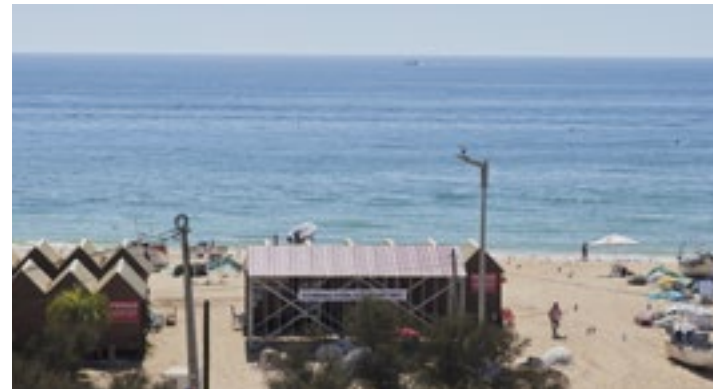


Designed by architects Saraiva + Associados  
Bayline is expected to be completed by  
the end of the first quarter, 2023.

## Case study, Portugal

Located in the unrivalled surroundings of Lagoa dos Salgados and Praia Grande Bay, Bayline is the only resort in Algarve facing the ocean.

- 256 apartments
- Beach-front location
- 2 hectares of private gardens
- Outdoor pools
- Spa & gymnasium



With 256 apartments in buildings of up to six floors, the luxury private condominium has 2 hectares of private gardens, indoor and outdoor pools, spa, gymnasium, and a games court. And, of course, it has direct access to the beach. The project, under the responsibility of Saraiva + Associados design team, presents a contemporary architecture developed with excellent finishings, terraces and large exterior spans to maximize the luxuriousness of the views. The kitchens are naturally equipped with AEG to match this highly, prestigious development.



### Appliances installed:

Brand: AEG

- Ovens
- Induction hobs
- Extractor hoods
- Built-in microwaves
- Wine coolers
- Built-in washer-dryers
- Built-in refrigerators
- Built-in dishwashers



Wine cooler - AWUS052B5B:  
Optimum temperature protects corks and develops the taste in each bottle

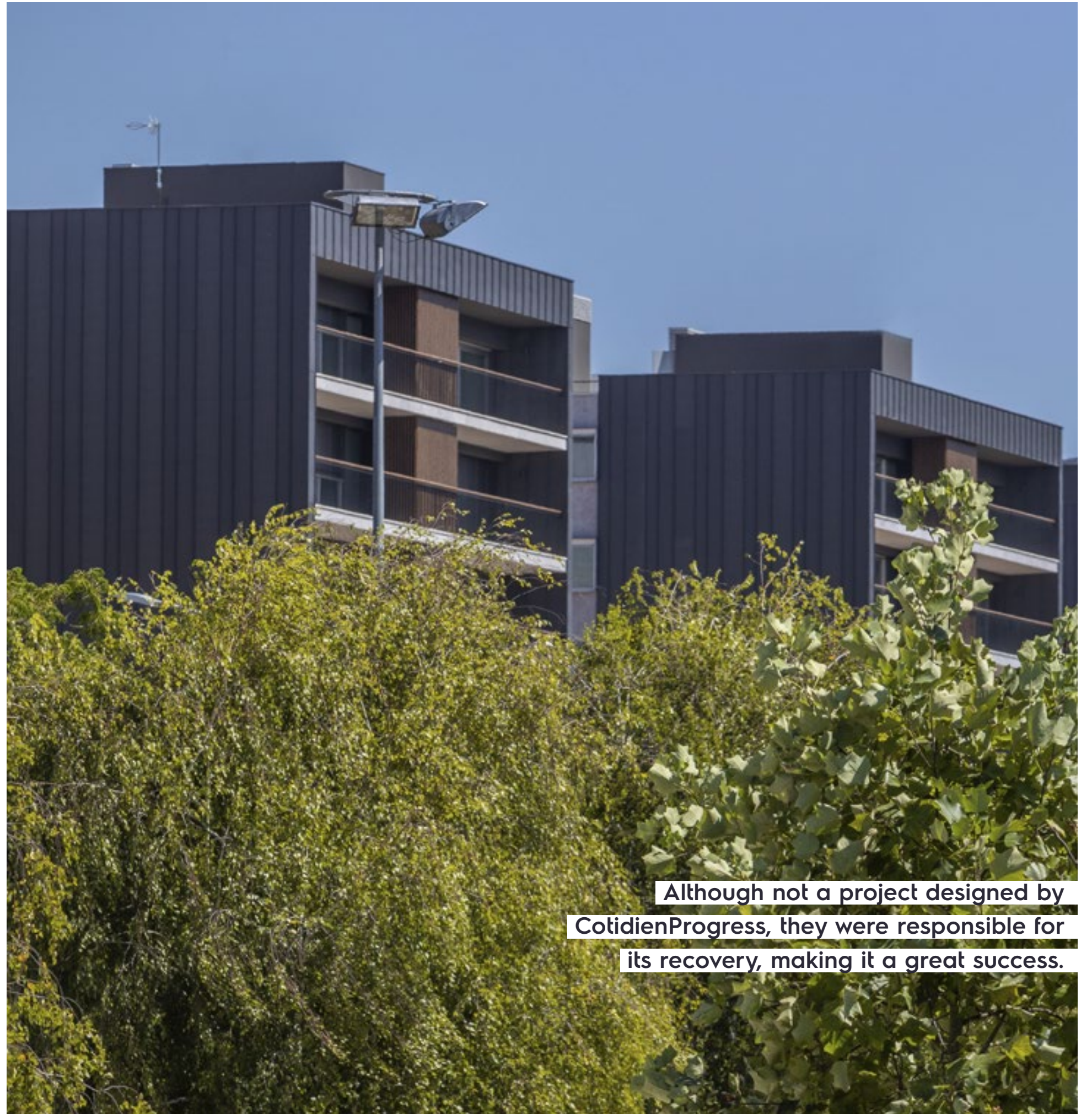


# Terraços do Rio

## CotidienProgress, Lda & Electrolux

This project became known in Coimbra as a black spot because the construction started at the end of the 90's, and, due to successive problems, it was interrupted for several years until around 2010. CotidienProgress, led by Francisco Baptista and José Carrilho, accepted the challenge of resuming the project, guaranteeing it meets today's construction and sustainability standards.

Most of the appliances which were already installed, were kept following the recommendation of kitchen experts Matobra. Furthermore, Electrolux guaranteed that, although several years had passed, most of the appliances were still up-to-date. Therefore, only two products were replaced – gas hobs with induction hobs, and the extractor hoods, as the capacity was inferior to current models.



Although not a project designed by CotidienProgress, they were responsible for its recovery, making it a great success.

## Case study, Portugal

It took great courage to take on a project that had been on hold for 10 years. Keeping decade-old appliances was a decision taken by CotidienProgress aligned with Electrolux Group's sustainability values. A total 102 apartments were sold from the first phase, proving it to be the right decision.

- Rehabilitation project
- New, more efficient façades
- Kitchen experts Matobra overseeing project
- Existing appliances kept, in-line with modern standards



### Sustainability is 'undoubtedly our concern'

Sustainability and efficiency were two driving forces behind the development. In order to improve the energy efficiency of the entire infrastructure and of each building, several measures were taken. Exterior façades of the buildings were replaced by materials that guarantee a superior level of insulation and are more environmentally friendly. Items such as the appliances were kept, as they comply with modern standards, preventing unnecessary waste.

In summary, this team, led by Francisco Baptista, turned a black spot into an important landmark in the city of Coimbra, overlooking the University Tower and the river. It is now a beautiful spot, that offers people tranquillity, for now and for the future.

### Appliances installed:

- Brand: Electrolux
  - Ovens
  - Induction hobs
  - Extractor hoods
  - Built-in washing machines
  - Freestanding washing machines
  - Built-in refrigerators
  - Built-in dishwashers



Induction hob - EHH6240ISK:  
Two booster zones & fast installation.



# Boulevard

## AM48 & AEG

At the beginning of Avenida da Liberdade, on the way to downtown Lisbon, we find the historic Praça dos Restauradores. It is a symbol of Portugal's independence in 1640 and testimony to the elegance and unique aesthetics of the buildings built centuries ago.

The newly-renovated property, Boulevard, has 46 tourist apartments which were designed and developed specifically to offer functionality and comfort. The interior portrays third generation infrastructures, top quality finishing, and carefully chosen materials and equipment.



©Picture: Fernando Guerra

The renovation brought a new life into this building, which is now an exclusive residence. Lisbon's unique light enters through the window, the wide avenue winds away and the freshness of the river Tagus can be felt in the breeze.

## Case study, Portugal

The project presents a perfect combination of sober, contemporary and traditional elements, preserving many of its original decorative and structural features.

- Renovation maintains the original facade
- 46 tourist apartments
- Third generation infrastructure
- Careful choice of materials and finishing



©Picture: Fernando Guerra

### Alignment between AEG and the project's philosophy

When it comes to ambitious renovation projects - where the aim is, for instance, a balanced mix of modern and classical aesthetics - developers have to trust the appliances they choose for their properties. It may seem obvious, but finding a brand that delivers both inspiring design and functionality can be a challenging task.

Lisbon's Boulevard apartments are the perfect example of such a balance. When developers decided to turn a landmark building in Portugal's capital into stylish, modern apartments, they needed functional and user-friendly fixtures and fittings to make it possible. To bring their "old-meets-new" vision to life required modern appliances that perform exceptionally well and yet feel natural in such a grandiose building.

With the help of KUC Kitchen Specialist, architect Luís Francisco from project developer AM48 described the process as a 'symbiosis between what we know works and what we hoped to achieve'. For the kitchens, it was obvious which brand would deliver on expectations. AEG appliances were the perfect fit - reliable, elegant and sustainable. AEG was the premium brand with all of the qualities they were looking for, ticking the right boxes for developers and homeowners alike.



### Appliances installed:

Brand: AEG

- Compact ovens
- Refrigerators
- Dishwashers
- Induction hobs



Compact Micro/combi oven KMK761000M:  
Combine hot air fan cooking with the speed of a microwave to give you a mouthwatering finish and textures in one compact space.



©Pictures this page: Fernando Guerra

# Sweden

**Image:** Aula Medica, Stockholm

Architect: Wingårdh, architects

Photo: Ozan-Oztaskiran





# Fyrhusen

## HSB brf Fyrhusen & Electrolux

Five rust-red house bodies placed in different directions, large panoramic windows and boats passing outside the window. At dusk, the light from the 66 apartments casts a light over Stockholm's waters, which almost gives the feeling that there is a lighthouse up there, on top of Telegrafberget.

Design and function are key words for our interior designer who has developed three kitchen styles. The white kitchen is classic, the grey is a popular choice and the linden flower green creates a warm, trendy feeling.

43 meters above sea level, on the mountain plateau Telegrafberget rises Fyrhusen. With rust-red façades, the area's industrial history can characterize the buildings that have been carefully fitted into the mountain's varying terrain. Large glass sections provide a unique view of Stockholm's inlet. Ahlqvist & Almqvist architects have developed and developed the entire new accommodation Tele-grafberget with about 300 apartments from sketch to finished homes.

The name comes from the optical telegraph that served as a link in the telegraph connection between Mosebacke and Vaxholm. The name Fyrhusen reflects that we have wanted to create a lighthouse feeling. With large balconies and glass partitions facing the water, the light from the apartments in the evening creates a luminous lighthouse.



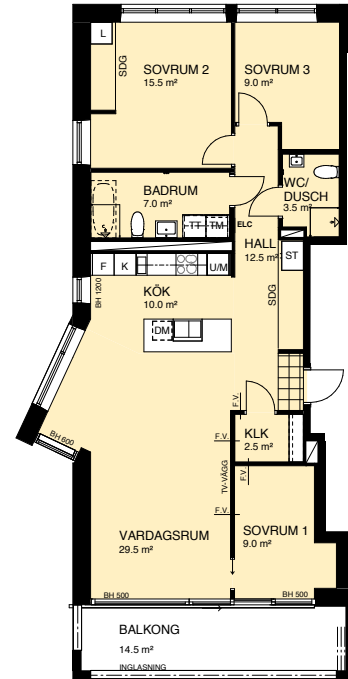
**"We have placed the house bodies in different directions, like the light cones of a lighthouse. The long sides of the façades are rust red as a link to Telegrafberget's industrial history. The red tones contrast beautifully with the greenery of nature and the granite of the mountain. Today, it is obvious to build energy-efficient houses with natural materials. This also applies to the lighthouse houses that are designed for the classification of environmental building silver."**

BRITT ALMQVIST, Ahlqvist & Almqvist architects

## Case study, Sweden

A development with modern Scandinavian values.

- 'Miljöbyggnad Silver' Sustainability certification
- Electrolux high energy class appliances
- HSB goal is to reduce CO<sub>2</sub> emissions by 50% between 2008/23
- LED lighting a constant throughout the apartments
- Electric powered fleet of maintenance vehicles



### History

In 1795, the optical telegraph was inaugurated, giving rise to the name of the place. In 1886, the oil company Wahlund & Grönberg decided to establish itself on the site below the mountain. At the beginning of the 20th century, they built cisterns for the photo gene, a quay and a pumping station that were placed on a very powerful jetty for oil tankers. Over the years, the business was expanded even higher up the mountain, and Telegrafberget became an important oil depot. The business was closed down in 1973, but the cisterns remained until the autumn of 2016 when they were dismantled.

### Sustainability

Our ambition is to build our new homes according to the certification Miljöbyggnad Silver. This means stricter environmental requirements for energy consumption, indoor environment, materials and chemicals. HSB's environmental goal is for carbon dioxide emissions to be reduced by 50 percent between the years 2008 and 2023. LED lighting will be a constant in the apartments and in each apartment white goods with a high energy class are installed, which is good for both the environment and the wallet. In several of our residential areas, electric cars are used for daily property maintenance. They have low energy consumption and are practically charged overnight.

### Appliances installed:

Brand: Electrolux

- Ovens
- Induction hobs
- Fridge-freezers
- Extractor hoods
- Microwave ovens



Induction Hob IKB64401FB:  
Superior temperature control  
for perfect cooking results.



# Switzerland

**Image:** Building "Südpark", Basel.

Architects: Herzog & de Meuron

©Picture: Victor Garcia



# Vulcano

## Steiner AG & Electrolux

With Vulcano, Zürich has been given a shining, new landmark. The three slim 80-metre residential towers are visible from far away. At the same time, they offer residents spectacular views.

Situated in the heart of the up-and-coming Zurich West, residents can take part in the diverse life of the district in exclusive comfort. National and international destinations are easily accessible via the SBB network.



By using an App., Vulcano also gives you the privilege of being able to access exclusive services, offers and amenities in and around the house, directly on your mobile devices.

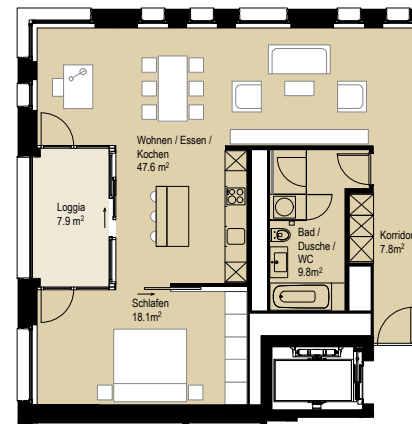
## Case study, Switzerland

### High-quality living, Zurich West

Living in the Vulcano in Zurich-Altstetten is anything but ordinary. No compromise. No restriction. Vulcano is for confident people who know what they want in life – the very best of everything.



©Picture: Matchcom



The quality of fixtures and fittings leaves nothing to be desired and the apartments are equipped with the most modern, innovative premium household appliances which fully meet the residents' high demands. The refined design blends in perfectly with the luxurious ambience and the spectacular views.

In addition, Vulcano offers you the privilege of accessing exclusive services, offers and amenities in and around the house.

#### Appliances installed:

Brand: Electrolux

- Dishwashers

- Ovens

- Hobs

- Extractor hoods

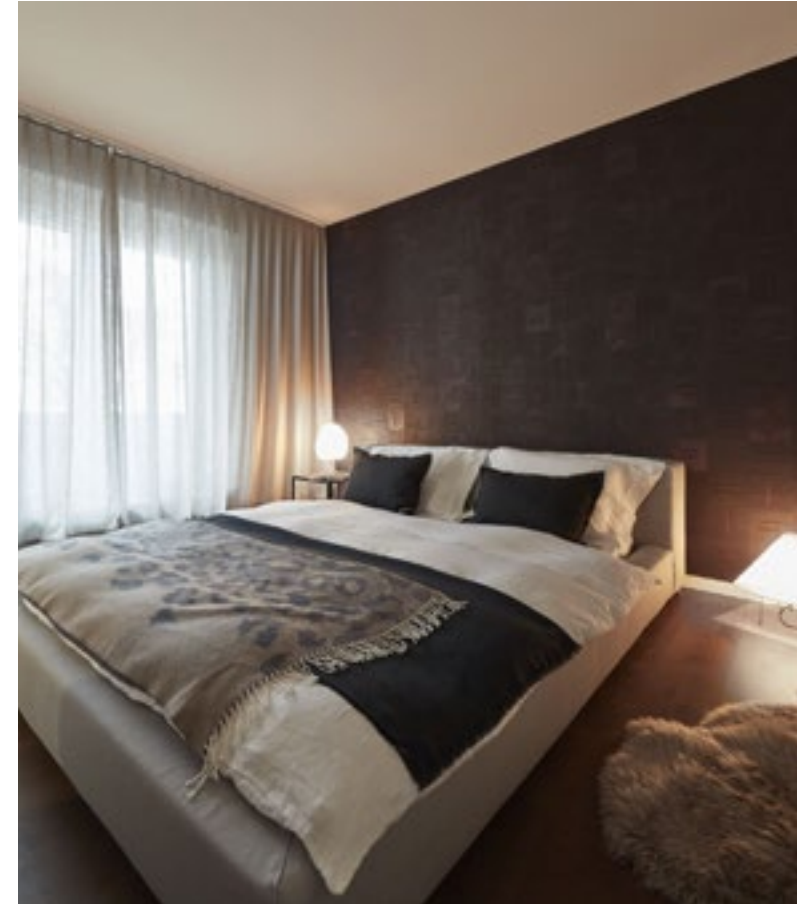
- Refrigerators

- Washing machines

- Dryers



**ProfSteam Oven EB6SL70KSP:**  
Whether you're roasting or grilling meats, baking bread, creating delicate desserts or using the SousVide feature - you can be confident your cooking will be elevated to another level.



©Pictures on this page: Matchcom

# Thailand

Image: The Residence Phuket.

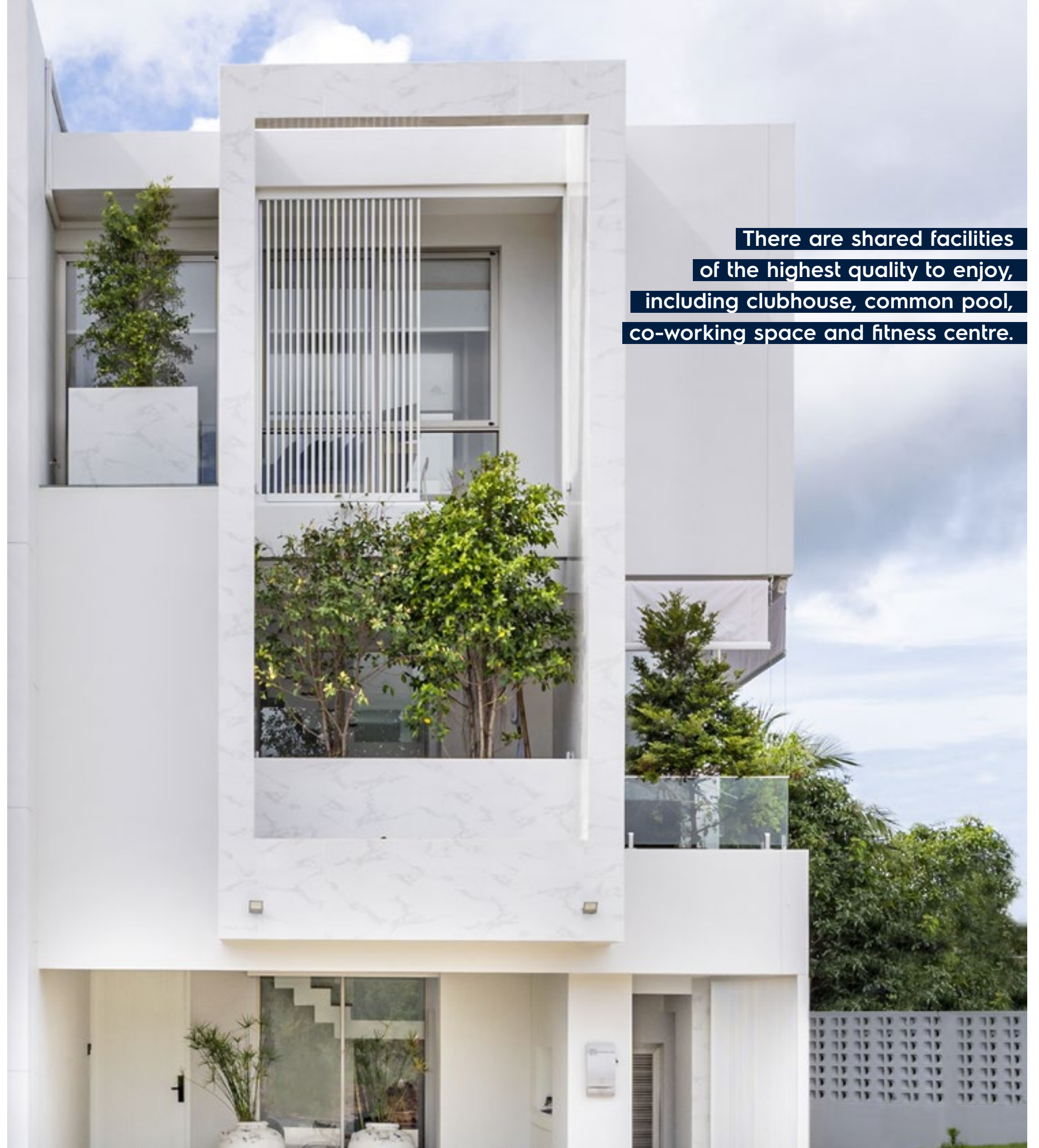


# The Residence

Andaman Asset Solution and Electrolux

Located on a spectacular 5-1-9 rai plot of land in the heart of Phuket's central business district, THE RESIDENCE has been designed with ultimate exclusivity in mind. More than a "simple" home, it is created around the idea of being a precious gift of "perfection".

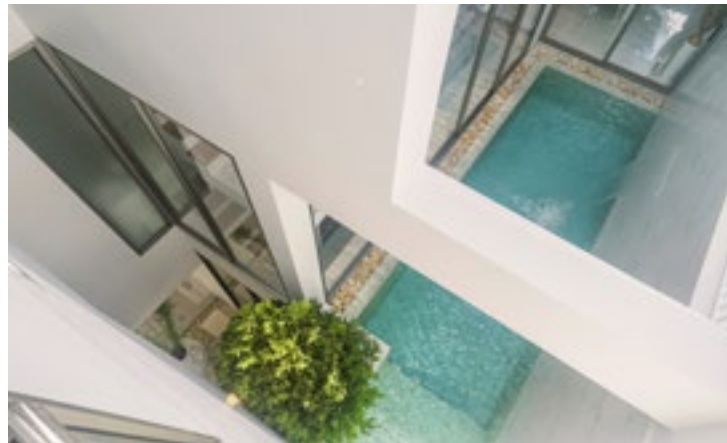
**There are shared facilities of the highest quality to enjoy, including clubhouse, common pool, co-working space and fitness centre.**



## Case study, Thailand

Each of the 24 villas feature three bedrooms, two en-suite bathrooms, two restrooms and shared facilities.

- Clubhouse
- Common pool area
- Co-working space
- Fitness centre



Each villa also has its own private swimming pool and a central green area larger than 350m<sup>2</sup>, creating the perfect idyll for people to relax. Rooms are multi-entry, connecting to each other seamlessly as if living in a luxury 5-star resort and, of course, fitted with the very best Electrolux appliances.

The latest village by ANDAMAN ASSET SOLUTION Property development, THE RESIDENCE also offers the convenience of various connection points. Residents may reach the Laguna Area in 5 minutes via Bandon-Cherngtalay Road, reach Layan Beach via Cherng Talay Rd., and link to the city's main street in 5 minutes, reducing commute time and increasing quality time with family.



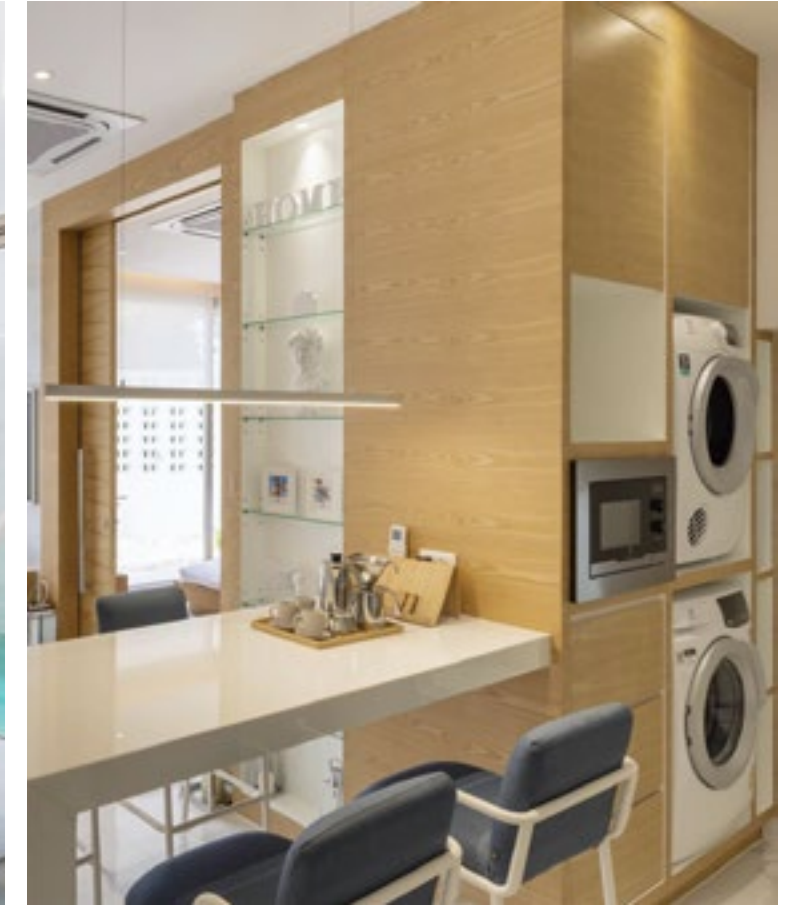
Appliances installed:

Brand: Electrolux

- Ovens
- Hoods
- Induction Hobs
- Built-in Microwaves
- Refrigerators
- Toasters
- Coffee Machines
- Water kettles
- Washing machines
- Dryers
- Shower Heaters



UltimateCare 300 EWF8024D3WB:  
The HygienicCare option finishes the wash cycle with a soft spray of vapour to remove up to 99.9% of allergens and germs.





# United Kingdom

Image: Selfridges Building, Birmingham

Architect: Future Systems

# 360° Barking

## NU living & AEG

Transforming a long-vacant site in Barking Town Centre, 360° Barking is a central scheme in the Barking Housing Zone regeneration. Developed by Swan in partnership with the London Borough of Barking and Dagenham (LBBD) and the Mayor of London (providing £29.1 million in Housing Zone funding).

The scheme has delivered 291 residential homes, of which 96 were affordable, with priority for local residents. It offers a high percentage of Shared Ownership units (33%), helping young professionals and families alike to get on the property ladder.

Designed by Studio Egret West and built by Swan's in-house developer, NU living, the contemporary one and two bedroom apartments are fully accessible with lifts to every floor, including their roof gardens. And Canary Wharf, the Shard, the Gherkin, the Cheese Grater and the London Eye are all visible from the higher apartments and beautiful communal garden roof terraces.

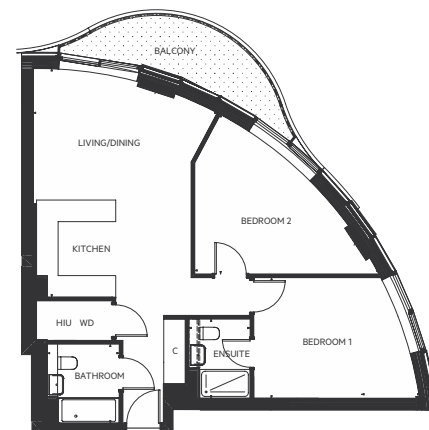


**360° Barking - a state-of-the-art development of four interlinked residential towers - has helped to transform the face of Barking in East London, by creating distinctive cylindrical shaped blocks of modern, stylish private apartments, in keeping with the up-and-coming district.**

## Case study, UK

This striking development is a community asset that has already been recognised for its design excellence.

- 291 residences
- Leisure and creative space
- Curated by London Borough of Barking and Dagenham (LBBD)
- Children's play area
- Private rooftop garden on the 10th and 20th floors
- 360° panoramic views of central London's iconic skyline
- Connected roof garden for all residents



### 'Barcelona-on-Thames'

The new urbanisation at Barking Riverside, has been dubbed 'Barcelona-on-Thames' and 360° Barking has played a significant part in shaping the landscape. With a master plan to build 10,000 new homes in Barking over the next 15 years, endorsed by the Mayor of London, 360° Barking has set the standard high for future developments.

All the apartments boast a range of high-specification features. From the underfloor heating system (meaning no unsightly radiators), to the audio-visual door entry system, chrome effect electrical sockets and switches, low down lights and low-energy, wall-mounted balcony/terrace lighting. They are fitted with a Combined Heat and Power (CHP) energy system for heating and hot water, which can generate electricity to power the building, as well as PV solar panels on the roof, making them energy-efficient and sustainable.

A concierge service - whereby there is always someone on hand to accept deliveries and welcome visitors - offers convenience and ensures the safety of residents as does the CCTV and audio-visual door entry system.

### Appliances installed:

Brands: AEG (A) /Zanussi (Z) /Electrolux (E)

- Single ovens (A)
- Microwave ovens (A)
- Induction hobs (A)
- Extractor hoods (E)
- Integrated dishwashers (Z)
- Built-in fridge-freezers (Z)
- Freestanding washer-dryers (Z)



Induction Hob IKB64401FB:  
Superior temperature control  
for perfect cooking results.



# Lu2on

## Strawberry Star & Zanussi

At the heart of one of the region's most important historic sites (the former Vauxhall Motors factory, where some of Britain's most iconic cars were built) Luton was for many years famous for hat making but is now more notable for Luton Airport which is one of Britain's major airports. The Luton-London connection is the result of a centuries-old relationship between the two locations. It all started with a mythical beast, the emblem of a griffin, which is visible throughout Luton. The creature from folklore was adopted as a logo by Vauxhall Motors.

Luton offers a modern town with excellent business opportunities and picturesque countryside on its doorstep, making it a wonderful place to live and work. Luton has a very rich cultural heritage and diverse community and is located within the famous 'Golden Triangle' of Cambridge, Oxford and London, encompassing Europe's top universities.

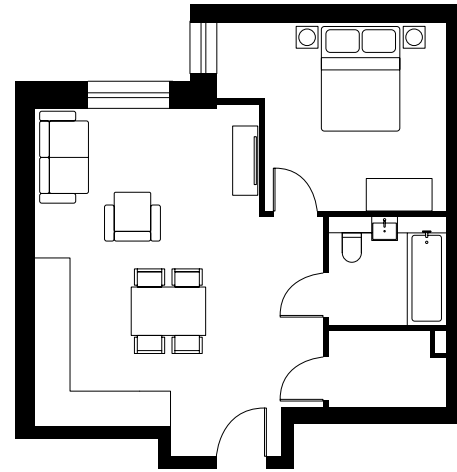


**Lu2on is a residential mixed-use development comprising 887+ apartments including suites, 1-bedroom and 2-bedroom units. The first phase of 400 apartments is due for completion in 2021. Designed by the award-winning architect Flanagan Lawrence & Stuart Forbes Associates.**

## Case study, UK

Lu2on is a diverse development which greatly enhances the local community.

- Roof gardens, Internal gardens
- Over 32,800 sq. ft of attractive public realm
- 8,400 sq. ft gym facility spread across the Podium level
- 49,600 sq. ft retail space
- 40,000 sq. ft Grade A office accommodation
- Over 200 hotel rooms



### Affordability close to London

Luton is one of the most affordable commuter towns for London. With lower average house prices than the capital, excellent transport links (a commute to London takes 23 minutes), a £1.5 billion planned regeneration and investment over the next 20 years creating 18,500 estimated new jobs and in close proximity to the Chilterns. An area of outstanding natural beauty - it offers the best of both worlds, a modern town with excellent business opportunities and accommodation with superb countryside on its doorstep.

Zanussi appliances have been chosen for this project as they are the perfect fit for the attributes most valued by the target demographic - reliability, value for money and a well-known & trusted brand.

### Appliances installed:

**Brand: Zanussi**

- Ovens

- Induction hobs

- Fridge-freezers

- Extractor hoods



Multifunction oven ZOHX3K1:  
Elegant black design multifunction oven  
with quick heating, even cooking results  
every time and LED display



# Key project highlights

Over the next pages, we give an overview of some of the key global projects we have been involved in during the past 5 years.



# Australia

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: AEG

- Ovens

- Gas hobs

- Dishwashers



**Asper**  
Property type: Residential  
Developer: Atlas Construction Group



**Sorelle Apartments**  
Property type: Residential  
Developer: Woden ACT Canberra



**Observatory**  
Property type: Residential  
Developer: Geocon



**Centric**  
Property type: Residential



**Governor Place**  
Property type: Residential



**Air Apartments**  
Property type: Residential



**Axial Apartments**  
Property type: Residential  
Developer: Colin Stewart Architects and Bloc builders



**Habitat**  
Property type: Residential



**Imperial Apartments**  
Property type: Residential



**Horizon Drive**  
Property type: Residential  
Developer: Rothe Lowman



**Landmark**  
Property type: Residential  
Developer: Turner and Associates



**Leichhardt Green**  
Property type: Residential  
Developer: Bates Smart



**Wills Place**  
Property type: Residential  
Developer: Bates Smart



**The Huntingdale**  
Property type: Residential

# Bahrain

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Zanussi

- Ovens
- Hobs
- Freestanding cookers
- Microwave ovens
- Refrigerators
- Dishwashers
- Washing machines



**Marassi Al Bahrain Villas**  
Property type: Residential  
Developer: Eagle Hills Diyar  
Number of residences: 150



**Al Naseem Phase 1**  
Property type: Residential  
Developer: Diyar Al Muharraq  
Number of residences: 200



**Al Naseem Phase 2**  
Property type: Residential  
Developer: Diyar Al Muharraq  
Number of residences: 250



**Water Bay**  
Property type: Residential  
Partner: Bahrain Gas  
Number of residences: 200



**BAWAB Buildings**  
Property type: Residential  
Developer: BAWAB Contracting  
Number of residences: 150



# China

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Hoods
- Induction hobs
- Gas hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Sterilizers
- Washing machines



**Shanghai Tianhui Century Seal**  
Property type: Residential  
Developer: China Merchants Property Development & Poly Real Estate  
Number of residences: 658



**Nantong Country Garden Binjiang**  
Property type: Residential  
Developer: China Merchants Property Development  
Number of residences: 1160



**Shenyang Vanke Jade**  
Property type: Residential  
Developer: Vanke  
Number of residences: 1247



**Beijing Chang An Jing Run**  
Property type: Residential  
Developer: China Resources Land  
Number of residences: 358



**Beijing SINO SPIRE**  
Property type: Residential  
Developer: China Resources Land  
Number of residences: 650



**Lu City the fourth**  
Property type: Residential  
Developer: Vanke  
Number of residences: 400



**Hengda Jiangwan**  
Property type: Residential  
Developer: Evergrande  
Number of residences: 2000



**9th Mansion**  
Property type: Residential  
Developer: ZhongHai Real Estate  
Number of residences: 468



**Teda Ascott**  
Property type: Residential  
Developer: Teda  
Number of residences: 224



**Syria Himalayan**  
Property type: Residential  
Developer: Zhengda  
Number of residences: 622



**Shenzhen EXPO Bay**  
Property type: Hotel  
Developer: China Merchants Property Development  
Number of residences: 1055



**Sea Legend**  
Property type: Residential  
Developer: Vanke  
Number of residences: 932



**Huangpu Cang**  
Property type: Residential  
Developer: Vanke  
Number of residences: 1200



**Fuqing City**  
Property type: Residential  
Developer: Evergrande  
Number of residences: 2000



**Zhao Run Somerset**  
Property type: Residential  
Developer: Zhaorun  
Number of residences: 180



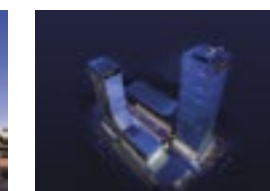
**Uni-City**  
Property type: Residential  
Developer: Vanke  
Number of residences: 1300



**Yulan Garden**  
Property type: Residential  
Developer: GeZhouBa Real Estate  
Number of residences: 484



**Tai He Tai Lake**  
Property type: Residential  
Developer: TaiHe  
Number of residences: 816



**Doubletree by Hilton Hotel**  
Property type: Residential  
Developer: Guangdian  
Number of residences: 181



**Teda Renaissance**  
Property type: Residential  
Developer: Teda  
Number of residences: 125

# Finland

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Hoods
- Induction hobs
- Microwave ovens
- Dishwashers
- Refrigerators



**Kakolankaari II**  
Property type: Residential  
Developer: PEAB Oy  
Number of residences: 42



**Oulun Origo**  
Property type: Residential  
Developer: Rakennusteho Oy  
Number of residences: 145



**YIT Turun Fabriikki Area**  
Property type: Residential  
Developer: YIT Oyj  
Number of residences: 1000



**YIT Helsingin Nihdin portti**  
Property type: Residential  
Developer: YIT Oyj  
Number of residences: 56



**YIT Espoon Itätuuli**  
Property type: Residential  
Developer: YIT Oyj  
Number of residences: 77



**Helsingin Kallion Kaarle**  
Property type: Residential  
Developer: Rakennusliike Lapti Oy  
Number of residences: 43



**Nokia Arena, Lapland Hotel & Casino**  
Property type: Nokia Arena, Lapland Hotel & Casino  
Developer: SRV Yhtiöt Oyj  
Number of residences: 148/105

# Hong Kong & Macau

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Hoods
- Induction hobs
- Gas hobs/wok burners
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Washing machines
- Dryers



**Magazine Gap Tower**  
Property type: Residential  
Developer: Artemis Product Ltd.  
Number of residences: 30



**Staunton Street**  
Property type: Residential  
Developer: Sino Group  
Number of residences: 57



**Gold Coast Residence**  
Property type: Residential  
Developer: Sino Group  
Number of residences: 35



**Kadoorie Villas**  
Property type: Residential  
Developer: Wing Shing



**Coo Residence**  
Property type: Residential  
Developer: Corture Homes Properties Ltd.  
Number of residences: 204



**Assorted Projects in Luxury Residence**  
Property type: Residential  
Developer: ESF  
Number of residences: 100



**Sea Crest Terrace**  
Property type: Residential  
Developer: SINO Group  
Number of residences: 50



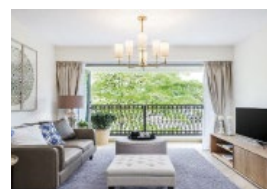
**Trust Leisure Garden Residential**  
Property type: Residential  
Developer: Trust Construction & Investment Ltd.  
Number of residences: 740



**18 Junction Road**  
Property type: Residential/business building  
Developer: SINO Group  
Number of residences: 80



**The Residenciac Macau - High Zone**  
Property type: Residential  
Developer: Golden Cove Property Development Co. Ltd.  
Number of residences: 81



**Riverwalk**  
Property type: Residential  
Developer: Allreal  
Number of residences: 50



**3 Julia Avenue**  
Property type: Hotel  
Developer: Phoenix Property Investors



**Commune Modern**  
Property type: Residential  
Developer: Sino Land Company Ltd.  
Number of residences: 296



**Praia Park**  
Property type: Residential  
Developer: New Tenhon Investment, Ltd.  
Number of residences: 1850



**Pride Oceania**  
Property type: Residential  
Developer: Similan Group Co. Ltd.  
Number of residences: 496



**One Oasis**  
Property type: Residential  
Developer: Concord Industrial & Commercial Development Enterprise  
Number of residences: 100



**YO HO City Centre**  
Property type: Residential  
Developer: Hin Lok Real Estates Company Ltd  
Number of residences: 237



**Vella de Mar**  
Property type: Residential  
Developer: Polytec Asset Holdings Limited  
Number of residences: 1322



**The La Baie Du Noble**  
Property type: Residential  
Developer: Polytec Asset Holdings Limited  
Number of residences: 180



**The Scenic Woods**  
Property type: Residential  
Developer: Hang Lung Groups LTD  
Number of residences: 70

# Italy

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Fridge-freezers



**Mia, La Casa Italiana**  
Property type: Residential  
Developer: BNP Paribas  
Number of residences: 104



**La Vetreria**  
Property type: Residential  
Developer: Nu Living  
Number of residences: 291



**NowHouse**  
Property type: Residential  
Developer: M2P Associati con Studio Carbonell  
Number of residences: 40



**Dalia**  
Property type: Residential  
Developer: BNP Paribas  
Number of residences: 104



**Uberti 25**  
Property type: Residential  
Number of residences: 24



**Via Leone XIII**  
Property type: Residential  
Number of residences: 17



**Altaguardia 11**  
Property type: Residential  
Number of residences: 17



**Metauro 9**  
Property type: Residential  
Number of residences: 48



**Suffragio 3**  
Property type: Residential  
Number of residences: 28



**Slow Home Milano**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 1180



**Palazzo Tatti**  
Property type: Residential  
Number of residences: 15



**Brembo 3**  
Property type: Residential  
Number of residences: 40



**Bertini 21**  
Property type: Residential  
Number of residences: 23



**Ferrera 1**  
Property type: Residential  
Number of residences: 13



**Bellotti 2**  
Property type: Residential  
Number of residences: 27



**Bazzini**  
Property type: Residential  
Number of residences: 15



**Il Bosco**  
Property type: Residential  
Number of residences: 63



**Il Parco di Via Marco D'Agrate**  
Property type: Residential  
Number of residences: 75



**Gorani**  
Property type: Residential  
Number of residences: 17



**De Amicis 23**  
Property type: Residential  
Developer: Siyahkalem Co.  
Number of residences: 48

# Japan

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Shin-Tekko Building**  
Property type: Residential  
Developer: Oakwood, Mitsubishi-Jisho  
Number of residences: 54



**Brillia Mare Ariake**  
Property type: Residential  
Developer: Tokyo-Tatemono, Properst, Io-Chu  
Number of residences: 1078



**Shibaura Island Bloom**  
Property type: Residential  
Developer: Mitsui Fudosane  
Number of residences: 964



**Ritz Carlton Park Residence**  
Property type: Residential  
Developer: Mitsui Fudosan, Oobayashi, Shimizu, Mitsubishi  
Number of residences: 166



**Citadines Namba Osaka**  
Property type: Hotel  
Developer: Takashimaya Co. Ltd. / The Ascott Ltd.  
Number of residences: 313



**The Conoe Daikanyama**  
Property type: Residential  
Developer: APA Home  
Residences: 109



**Tokyo Mid Town**  
Property type: Residential  
Developer: Mitsui Fudosan  
Number of residences: 166



**Roppongi Hills Residence**  
Property type: Residential  
Developer: Mori Living, Todakensetsu, Shimizu Seibu Kyoudo Jigyouta  
Number of residences: 793



**Atago Green Hills**  
Property type: Residential  
Developer: Mori Building  
Number of residences: 353

# Malaysia

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Hoods
- Induction hobs
- Gas hobs
- Microwave ovens
- Refrigerators
- Dishwashers
- Washing machines
- Dryers
- Washer-dryers



**Residensi Solaris Parq, Kuala Lumpur**

Property type: Residential  
Developer: UEM Sunrise  
Number of residences: 576



**Bloomsvale Residence, Kuala Lumpur**

Property type: Residential  
Developer: Kerjaya Prospek Group BHD  
Number of residences: 1199



**Lucentia Residence, Kuala Lumpur**

Property type: Residential  
Developer: BBCC Development  
Number of residences: 668



**Marriott Residence, Penang**

Property type: Residential  
Developer: BSG Group  
Number of residences: 302



**The Rosewoodz Bukit Jalil, Kuala Lumpur**

Property type: Residential  
Developer: Exsim Group  
Number of residences: 329



**Viia Residence, KI Eco City**

Property type: Residential  
Developer: SP Setia Group  
Number of residences: 326



**Pavilion Hilltop Mont Kiara**

Property type: Residential  
Developer: Pavilion Group  
Number of residences: 621



**Mutiara East Condominium**

Property type: Residential  
Developer: Bina Goodyear Development  
Number of residences: 296



**North Point Condominium**

Property type: Residential  
Developer: IGB corporation  
Number of residences: 300



**Mutiara East Condominium**

Property type: Residential  
Developer: Bina Goodyear Development  
Number of residences: 296



**Coral Bay @ Sutera, Kota Kinabalu**

Property type: Residential  
Developer: GSH Corporation  
Number of residences: 460

# Oman

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG

- Ovens
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Movenpick Hotels**  
 Property type: Hotel  
 Developer: Civil Services EPF  
 Number of residences: 58



**Dawood Lagoon**  
 Property type: Residential  
 Developer: Dawood Properties  
 Number of residences: 120



**Al Mouj – Ghadeer Villas**  
 Property type: Hotel apartments  
 Developer: Al Mouj Muscat  
 Number of residences: 41



**Al Mouj, Wave Muscat**  
 Property type: Residential  
 Developer: Al Mouj Muscat  
 Number of residences: 140



**Jebel Sifah Heights**  
 Property type: Hotel apartments  
 Developer: Muriya  
 Number of residences: 136



**Wave Muscat**  
 Property type: Residential  
 Developer: Al Mouj Muscat  
 Number of residences: 240



**Wave Muscat 2**  
 Property type: Residential  
 Developer: Al Mouj Muscat  
 Number of residences: 110



**Havana Salalah**  
 Property type: Residential  
 Developer: Muriya  
 Number of residences: 260

# Portugal

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: AEG / Electrolux / Zanussi

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Asprela Gardens**  
Property type: Residential  
Developer: JMC-Investimentos Imobiliários, Lda. Number of residences: 111



**Vivere**  
Property type: Residential  
Developer: Vale Do Jamor Development  
Number of residences: 44



**Uptown**  
Property type: Residential  
Developer: Vilamoura World  
Number of residences: 31



**Compromisso 25**  
Property type: Residential  
Developer: Golden Properties  
Number of residences: 14



**Central Vila Moura**  
Property type: Residential  
Developer: Vilamoura  
Number of residences: 14



# Qatar

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Washing machines
- Dryers



**Pearl Azure**  
Property type: Residential  
Developer: UDC  
Number of residences: 150



**Lusail Waterfront, Res.33**  
Property type: Residential  
Developer: Khalifa Ali Khalifa Al Kubaisi  
Number of residences: 200



**Doha Oasis**  
Property type: Residential  
Developer: Halul Properties  
Number of residences: 140



**Somerset Apartments**  
Property type: Residential  
Developer: Al Majed RE  
Number of residences: 180



**C22**  
Property type: Residential  
Developer: Wefaq Properties  
Number of residences: 150



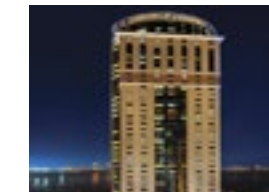
**C43 Lusail**  
Property type: Residential  
Developer: Wefaq Properties  
Number of residences: 150



**C43 Lusail, Phase 2**  
Property type: Residential  
Developer: Wefaq Properties  
Number of residences: 150



**Marsa Arabia**  
Property type: Residential  
Developer: CDC  
Number of residences: 235



**Magnum Hotel & Suites**  
Property type: Hotel  
Developer: Magnum Hotel  
Number of residences: 90



**Porto Arabia, Tower 23**  
Property type: Residential  
Developer: Hill International  
Number of residences: 250



**Paramount Tower**  
Property type: Residential  
Developer: CBQ  
Number of residences: 196



**Paramount Tower**  
Property type: Residential  
Developer: Qatar Airways  
Number of residences: 415



**Palace in Rayyan**  
Property type: Residential  
Developer: Private  
Number of kitchens: 22



**Al Thani Villas**  
Property type: Residential  
Developer: Shk. Hamad Bin Ali Al Than  
Number of residences: 80



**Giardino Village**  
Property type: Residential  
Developer: UDC  
Number of residences: 90



**Paramount Tower**  
Property type: Residential  
Developer: Al Asmakh  
Number of residences: 192



**Al Barooq Tower**  
Property type: Residential  
Developer: KBM Builders  
Number of residences: 500



**Viva Bhariya - Pearl**  
Property type: Residential  
Developer: The Land  
Number of residences: 950



**Samrya 44**  
Property type: Residential  
Developer: CBQ  
Number of residences: 218



**Sidra Village**  
Property type: Residential  
Developer: Quortba Real Estate  
Number of residences: 1167

# Singapore

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers



**Parc Centros**  
Property type: Residential  
Developer: Wee Hur Development  
Number of residences: 610



**Riversuites**  
Property type: Residential  
Developer: UE Developments  
Number of residences: 850



**Bartley Residences**  
Property type: Residential  
Developer: Hong Leong Group  
Number of residences: 580



**Pan Pacific Serviced Suites**  
Property type: Residential  
Developer: UOL Group Limited



**River Sails**  
Property type: Residential  
Developer: Allgreen Properties  
Number of residences: 800



**Treehouse**  
Property type: Residential  
Developer: City Developments  
Number of residences: 450



**The Sail**  
Property type: Residential  
Developer: City Developments Ltd  
Number of residences: 900



**One St Michael**  
Property type: Residential  
Developer: Frasers Centrepoint Homes



**The Scala**  
Property type: Residential  
Developer: UOL Group Limited  
Number of residences: 570



**Thomson Three**  
Property type: Residential  
Developer: UOL Developments  
Number of residences: 440



**Jewel**  
Property type: Residential  
Developer: City Developments  
Number of residences: 615



**Bartley Ridge**  
Property type: Residential  
Developer: Hong Leong Group  
Number of residences: 680

# Switzerland

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Hoods
- Induction hobs
- Hobs
- Dishwashers
- Refrigerators
- Washing machines
- Dryers



**Jabee Tower, Dübendorf**  
Property type: Residential  
Developer: BFB AG management  
General contractor: ADT Innova Construction AG  
Number of residences: 218



**Labitzke Areal, Zurich**  
Property type: Residential  
Developer: Mobimo AG  
Number of residences: 277



**Vulcano, Zurich**  
Property type: Residential  
Developer: Steiner AG  
Number of residences: 307



**Sue & Til, Winterthur**  
Property type: Residential  
Developer: Implenia  
Number of residences: 307



**Freilager, Zurich**  
Property type: Residential  
Developer: Allreal  
Number of residences: 780



**Roy, Winterthur**  
Property type: Residential  
Developer: Implenia  
Number of residences: 227



**Trigenius Wohnsiedlung, Bottmingen**  
Property type: Residential  
Developer: Allreal  
Number of residences: 58



**Lindberghallee, Glattpark**  
Property type: Residential/business building  
Developer: Steiner AG  
Number of residences: 142



**Weltpostpark Bern**  
Property type: Residential  
General contractor: Frutiger AG  
Number of residences: 170



**Station 595**  
Property type: Residential  
Developer: Credit Suisse  
Number of residences: 60



**Richti Areal, Zurich**  
Property type: Residential  
Developer: Allreal  
Number of residences: 370



**Neubauwohnsiedlung Guggach II Zurich**  
Property type: Residential  
General Contractor: HRS Real Estate AG  
Number of residences: 257

# Taiwan

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Induction hobs
- Dishwashers
- Washer-dryers
- Warming drawers
- Coffee machines



**Chung-Shan Century**  
Property type: Residential  
Developer: Pacific Construction Co., Ltd  
Number of residences: 12



**Dunnan Mansion**  
Property type: Residential  
Developer: Tsan-Fu Construction Co., Ltd  
Number of residences: 51



**Emerald Forest**  
Property type: Residential  
Developer: Kuo-Yang Construction & Development  
Number of residences: 174



**Green Emerald**  
Property type: Residential  
Developer: King's Group  
Number of residences: 53



**Jiu Dan**  
Property type: Residential  
Developer: King's Town  
Residences: 140



**The One**  
Property type: Residential  
Developer: Da-Yi Construction & Development  
Number of residences: 60



**Shi-Hua Court**  
Property type: Residential  
Developer: Yuan-Chung Construction Co. Ltd  
Number of residences: 37



**Royal Palace**  
Property type: Residential  
Developer: Cheng Yang Developments  
Number of residences: 140



**Erh Gulf**  
Property type: Residential  
Developer: Chung-De  
Number of residences: 144



**Field**  
Property type: Residential  
Developer: Kingdom  
Number of residences: 114

# Thailand

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Hoods
- Hobs
- Refrigerators
- Microwave ovens
- Washing machines
- Washer-dryers
- Kettles



**Residence Sriracha**  
Property type: Residence  
Developer: Fatima  
Development  
Number of residences: 185



**The Victory Phuket**  
Property type: Premium/  
Penthouse project  
Developer: Andaman  
Asset Solution  
Number of residences: 45



**Luka Residence Ekkamai**  
Property type:  
Luxury service apartment:  
Developer: Nimit Property  
Number of residences: 6



**Somerset Sriracha**  
Property type:  
Premium condominium  
Developer:  
SC Asset  
Number of residences: 411



**Sindhorn Village**  
Property type: Hi-end  
community in Bangkok  
city centre  
Developer: Siam Sindhorn  
Number of residences: 476



**One Bangkok**  
Property type:  
High rise condominium,  
new landmark of Bangkok  
Developer: Fraser Property  
Number of residences: 110



**Supalai condominiums**  
Property type:  
Premium condominium  
Developer: Supalai  
Number of residences: 3000



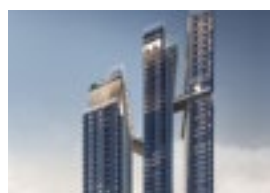
**Centric Ratchayothin**  
Property type:  
Premium condominium  
Developer: SC Asset  
Number of residences: 261



**Beatniq Sukhumvit 32**  
Property type:  
Premium condominium  
Developer: SC Asset  
Number of residences: 187



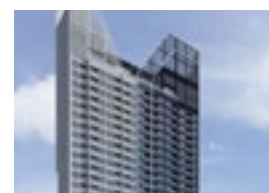
**Tela Thonglor**  
Property type:  
Luxury condominium  
Developer:  
Gaysorn Wattana  
Number of residences: 44



**Park Origin Thonglor**  
Property type: Premium/  
Penthouse project  
Developer: Origin Group  
Number of residences: 1182



**Citygate Phuket**  
Property type: Premium  
residential in Thailand's top  
beach destination  
Developer: Citygate  
Exclusive Development  
Number of residences: 388



**Sethiwan Sriracha**  
Property type: Premium  
residential in Thailand's top  
beach destination  
Developer: Fatima  
Development  
Number of residences: 185



**Sansara in Hua Hin**  
Property type:  
Luxury Villas & Apartments  
Developer:  
Sansara Development  
Number of residences: 108



**Ascott Thonglor**  
Property type:  
Luxury service apartment  
Developer:  
Ananda Development  
Number of residences: 445



**Ascott Sathorn**  
Property type:  
Luxury service apartment  
Developer:  
Ananda Development  
Number of residences: 177



**Somerset Sriracha**  
Property type:  
Luxury service apartment:  
Developer:  
Ananda Development  
Number of residences: 176

# Turkey

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Hobs
- Washing machines
- Dryers



**Selective Port**  
Property type: Residential  
Developer: Alper Construction  
Number of residences: 315



**Life Bornova**  
Property type: Residential  
Developer: Folkart Construction  
Number of residences: 810



**Yenitepe Kadiköy**  
Property type: Residential  
Developer: Nuhoğlu Construction  
Number of residences: 882



**Livin' Izmir**  
Property type: Residential  
Developer: Cengiz Construction  
Number of residences: 363



**Folkart Time**  
Property type: Residential  
Developer: Folkart Construction  
Number of residences: 369



**Mandarins Acıbadem**  
Property type: Residential  
Developer: Mandarins Construction  
Number of residences: 409



**Se Retro 9**  
Property type: Residential  
Developer: Aşçıoğlu Construction  
Number of residences: 218



**Vadi Kuru**  
Property type: Residential  
Developer: Invest Construction  
Number of residences: 288



**Nazenin Konaklari**  
Property type: Residential  
Developer: Nanda, Ergonomi, Pehlivanoğulları Construction  
Number of residences: 1180



**Lens İstanbul**  
Property type: Residential  
Developer: Lens Construction  
Number of residences: 982



**Köy Project**  
Property type: Residential  
Developer: Siyahkalem Co.  
Number of residences: 1180



**The House Residence**  
Property type: Residential  
Developer: Yenigün Construction  
Number of residences: 143



**Gökdeniz Kartal**  
Property type: Residential  
Developer: Gülşa Construction  
Number of residences: 204



**Selenium Retro**  
Property type: Residential  
Developer: Aşçıoğlu Construction  
Number of residences: 200



**Selenium Ataköy**  
Property type: Residential  
Developer: Aşçıoğlu Construction  
Number of residences: 321

# Vietnam

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brand: Electrolux

- Ovens
- Microwave ovens
- Hoods
- Refrigerators
- Fridge-freezers
- Gas hobs
- Washing machines
- Dryers
- Washer-dryers
- Sterilizers
- Mini-bars



**New Pearl residences**  
Property type: Residential  
Developer: Sunny World



**Leman CT Plaza**  
Property type: Residential  
Developer: CT Group



**Saigon Center**  
Property type: Residential  
Developer: Evergrande



**Ocean Amy Villas & Beach Club**  
Property type: Residential  
Developer: Con Ong Xanh



**Citadines Mipéc Nhatrang**  
Property type: Residential  
Developer: Mipéc



**Park 12 - Parkhill 2**  
Property type: Residential  
Developer: Vingroup



**Somerset West Point Hanoi**  
Property type: Residential  
Developer: Biet Thu Vang



**Sol Phu Quoc**  
Property type: Residential  
Developer: MIK



**Oakwood Serviced**  
Property type: Residential  
Developer: Mapletree



**Citadine Serviced**  
Property type: Residential  
Developer: Viet Housing



**A la carte**  
Property type: Condotel  
Developer: Taseco Land Investment JSC  
Number of residences: 520



**Saigon Plaza Apartments**  
Property type: Residential  
Developer: QCGL



**Water Front Residences**  
Property type: Residential  
Developer: Con Ong Xanh



**Citadines Da nang**  
Property type: Residential  
Developer: Hoa Binh Green Group



**Richlane Residences Saigon South**  
Property type: Residential  
Developer: Mapletree

# United Arab Emirates

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Washing machines
- Dryers



**The Neighbourhood**  
Property type: Residential  
Developer: Abwab Real Estate  
Number of residences: 120



**Wavez by Danube**  
Property type: Residential  
Developer: Danube Properties  
Appliances: 690



**Lawnz by Danube**  
Property type: Residential  
Developer: Danube Properties  
Number of residences: 1032



**Elz by Danube**  
Property type: Residential  
Developer: Danube Properties  
Number of residences: 270



**The Ivy Tower**  
Property type: Residential  
Developer: Metrical RE  
Number of residences: 210



**Marsa Al Arab**  
Property type: Residential  
Developer: Dubai Holding  
Number of residences: 99



**Wilton Terrace**  
Property type: Residential  
Developer: Ellington Properties  
Number of residences: 281



**Al Raha Beach C11, C12**  
Property type: Residential  
Developer: Aldar Properties  
Number of residences: 160



**Perfect Wood**  
Property type: Residential  
Developer: Perfect Wood  
Number of residences: 65



**The Vision Tower**  
Property type: Residential  
Developer: Vision Group  
Number of residences: 165



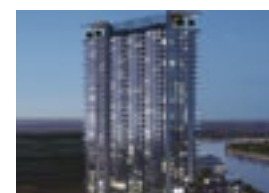
**The Haven Residence**  
Property type: Residential  
Developer: Metrical Real Estate Devp. LLC  
Number of residences: 247



**Amna Tower**  
Property type: Residential  
Developer: Al Habtoor Properties  
Number of residences: 150



**Sobha Creek Vista 2**  
Property type: Residential  
Developer: Sobha Realty  
Number of residences: 780



**Sobha Waves**  
Property type: Residential  
Developer: Sobha Realty  
Number of residences: 592



**Sobha Waves Extension**  
Property type: Residential  
Developer: Sobha Realty  
Number of residences: 445



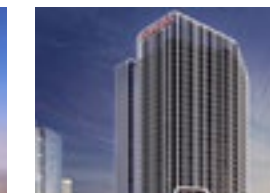
**Capricorn Tower**  
Property type: Residential  
Developer: Emaar  
Number of residences: 362



**Sky Tower 1**  
Property type: Residential  
Developer: Lamar Development  
Number of residences: 74



**Creek Vista**  
Property type: Residential  
Developer: Danube Properties  
Number of residences: 780



**Bayz by Danube**  
Property type: Residential  
Developer: Danube Properties  
Number of residences: 465



**Qaryat Al Hidd - C11 Buildings**  
Property type: Residential  
Developer: Aldar Properties  
Number of residences: 130



# United Kingdom

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / AEG / Zanussi

- Ovens
- Hoods
- Hobs
- Microwave ovens
- Dishwashers
- Refrigerators
- Fridge-freezers
- Washing machines
- Dryers



**Nu Living**  
Property type: Residential  
Developer: Nu Living  
Number of residences: 291



**Wainhomes, Four Oaks**  
Property type: Residential  
Developer: Wainhomes  
Number of residences: 51



**Mann Island**  
Property type: Residential  
Developer: Group first  
Number of residences: 376



**Harrogate**  
Property type: Residential  
Developer: Linden Homes  
Number of residences: 31



**Cromwell Fields**  
Property type: Residential  
Developer: Danube  
Number of residences: 418



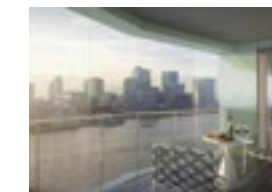
**Nine Elms Point**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 645



**Embassy Gardens**  
Property type: Residential  
Developer: Ballymore  
Number of residences: 1



**Central London**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 645



**Enderby Wharf**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 770



**Suttons Wharf North**  
Property type: Residential  
Developer: Hollybrook  
Number of residences: 450



**Glasgow**  
Property type: Residential  
Developer: Danube  
Number of residences: 352



**Edgware Green**  
Property type: Residential  
Developer: Meraas  
Number of residences: 70



**Lewisham**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 800



**Battersea Reach**  
Property type: Residential  
Developer: Barratt London  
Number of residences: 38



**West Drayton Village**  
Property type: Residential  
Developer: Clearview Homes  
Number of residences: 49



**Elephant & Castle**  
Property type: Residential  
Developer: Lang o Rourke  
Number of residences: 373

# USA

Selected other projects we have been involved in as partners.  
The home appliances supplied for these developments include:

Brands: Electrolux / Frigidaire

- Ovens
- Hobs
- Freestanding cookers
- Microwave ovens
- Refrigerators
- Dishwashers
- Washing machines



**DC Crossing**  
Property type: Residential  
Developer: Tishman Speyer  
Number of residences: 420



**500 W Trade**  
Property type: Residential  
Developer: Northwood Ravin  
Number of residences: 354



**Port House**  
Property type: Residential  
Developer: Woodfield Development  
Number of residences: 251



**Society Residence Miami**  
Property type: Residential  
Developer: Property Markets Group  
Number of residences: 639



**Peachtree Hills Place**  
Property type: Residential  
Developer: Isakson Living  
Number of residences: 120



**Allora Northwest Crossing**  
Property type: Residential  
Developer: Trammell Crow Residential  
Number of residences: 346



For more information visit:  
[electroluxgroup.com](http://electroluxgroup.com)

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