Easier, Safer, Better

New Electrolux E-flex glasswashers

An additional opportunity

to serve bars, pubs and cafés

Pordenone, Italy, March 2015

**Electrolux Professional’s latest launch introduces a new washing solution for glassware to eradicate customers’ pain points and complete the range with an entry level range.**

**The new Electrolux E-flex glasswashers are designed to guarantee ease-of-use, best-in-class performance, excellent hygiene and the highest durability.**

Electrolux Professional’s insight into customers’ needs identified and highlighted the most common pain points in dishwashing operations:

* Complicated control panels
* Danger of injury from doors slamming shut and protruding handles
* Low quality rinsing results
* Difficult to access internal components for machine servicing

The company focused on an affordable glasswasher which addressed these common complaints in a more flexible machine with the same high quality elements as the larger single skin machines. This ensures that smaller enterprises such as **bars, pubs and café businesses** can serve their guests in the best possible way, hence guaranteeing fast service in shining, clean glasses and cups.

**Riccardo Marzapani**, **Electrolux Professional Head of Dishwashing Category**, is proud of the category’s new offspring: *“This most recent addition to our line, will offer total solutions tailored to our customers’ unique needs and business requirements at competitive prices.”*

**Easier**

The **single button control panel** and the **counter-balanced door** ensure easier and faster operations.

**Safer**

The **counter-balanced** door with **soft opening and closing** avoids the risk of injury to fingers and the recessed door handle protects the operator from getting stuck when working in narrow spaces behind the counter.

**Better**

Robust **stainless steel construction** and optimized design for **easy cleaning** guarantee excellent standards of durability and hygiene.

Moreover, the Electrolux E-flex glasswashers operate **silently** and with **less heat emissions**, thus resulting in improved workplace ergonomics.

Electrolux Professional offers food service and laundry solutions to a wide variety of customers around the world, from restaurants and hotels to healthcare and other service facilities. Our 2,000 service partners in 140 countries ensure that our resource-efficient equipment, leading in innovation and design, improve our customer's everyday business. In 2013, Electrolux Professional had sales of EUR 640 million, 2.600 employees, 7 factories and over 1.000 dealers. For more information, visit [www.electrolux.com/professional](http://www.electrolux.com/professional).