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## Press release

March 2012

### **ecostore by Electrolux Professional - more capacity and best in class in energy efficiency. Cut your electricity bill by 65% and save up to 820 euro/year\* with the new generation of refrigerated cabinets**

#### **A new generation of cabinets developed for the demanding professional**

Electrolux has many years of experience of working close to professionals with high demands. When developing ecostore range, created for a professional target group, Electrolux Professional did extensive surveys to see what the needs and expectations were. The result is a new generation of cabinets that meet all the needs of the professional kitchen in offering a combination of innovation, reliability and sustainability. ecostore is energy-efficient, has a big storage capacity and is sturdy. It also comes with new features that guarantee excellent food preservation.

#### **Touch screen and Optiflow for excellent food preservation**

ecostore range is designed to prolong the life of perhaps the most important asset in a professional kitchen, the food. Optiflow, an 'Intelligent' air circulation system, adapts to your load for optimal temperature uniformity and excellent food preservation in any loading condition. Touch screen, is another feature that provides worry-free control with pre-set food categories to fix the perfect temperature and humidity according to the food stored.

#### **A new generation of energy efficiency**

ecostore range consumes 65% less energy than standard cabinets\*. With the new generation you can save up to 820 €/year (freezer) and 400 €/year (refrigerator) in class 8 comparing an equivalent cabinet in class 1.\* So choosing the right cabinet for a business is an important decision, among other things to limit energy costs. ecostore dedicated models are equipped also with R290 natural refrigerant gas to limit the greenhouse effect and to extend the long lasting life of the cabinets.

#### **Extra storage capacity**

ecostore offers 50 liters more available space compared to other equivalent cabinets. Storage capacity has been high-lighted as one of the most requested qualities by the target group.

#### **Professional expertise**

Electrolux Professional has been supplying the catering and hospitality industry with professional foodservice and laundry solutions for over 70 years. The comprehensive product range is, like Electrolux, synonymous with reliability, innovation and



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sustainability. Electrolux Professional is recognized worldwide for its social and environmental performance and its product lines, such as the ecostore range, meet and exceed international standards such as ECA, EIA, GO'ENERGI and CECED. CECED represents an anticipation of a future European norm and for the first time ever in the professional world there is now a label for professional refrigerators with a ranking from 1 to 8, where 8 is highest energy efficiency level.

**ecostore range was launched in March 2012.**

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Electrolux Professional is a leading global supplier to the catering, hospitality and care industry providing professional kitchens and laundry solutions. With the most comprehensive range of appliances for food preparation and preservation, dishwashing, and laundry systems, Electrolux is a brand synonymous with reliability, innovation and sustainability. It has 90 years' experience and a portfolio of products designed according to strictest quality, safety and sustainability standards. Electrolux Professional is recognized worldwide for its social and environmental performance and its product lines meet and exceed international standards. In 2012 Electrolux Professional had sales of about EUR 650 million, approximately 2,600 employees, 7 factories, over 1,000 dealers in 140 countries and almost 2,000 service partners located in more than 140 countries. For more information, visit the web site: <http://www.electrolux.com/professional>.