**Electrolux Professional boosts kitchen efficiency with new ecostoreHP refrigerated counters**

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**Electrolux Professional has raised the bar on refrigeration convenience, efficiency and storage capacity with the launch of its ecostoreHP range of refrigerated counters.**

Building on the success of its ecostoreHP high-capacity refrigerated cabinet, the new under-counter solution boasts the unique combination of both the highest climate class and highest energy efficiency rating on the market. This makes it the ideal option for the growing number of professional kitchen operators looking for a refrigeration solution which is as kind to the environment as it is to their energy bills.

As an appliance which is expected to run 24 hours a day, 365 days a year, the counter’s A-rated energy efficiency has the potential to save up to 480€ per year\*; ultimately delivering greater profitability and a fast return on investment.

With variations in temperature the main cause of food spoilage in a professional kitchen, Electrolux’s Optiflow intelligent air circulation system maintains a constant interior temperature no matter how many times the door is opened and closed. Better still, 50l greater storage capacity than the industry average and enviable climate classification of 5 guarantee unrivalled performance.

The reliable performance of each ecostoreHP counter is matched by the speed and ease of installation. Thanks to frontal ventilation, each counter can be located anywhere in the kitchen without the need for clearance space.

Finally for those kitchens needing a distinctive arrangement, Electrolux Professional’s new web-based configurator allows the investor to create their own bespoke refrigerated counter by choosing from thousands of possible configurations.

Massimiliano Falcioni, Head of Refrigeration Category at Electrolux Professional, comments: “We are delighted to have been able to pioneer a genuine industry first with the successful combination of the highest climate class rating of 5 and A-rated energy efficiency.

“This is fully aligned with one of Electrolux Group’s most ambitious sustainability targets: to become a leader for product efficiency in the key markets by 2020.”

\*potential energy saving based on EU legislation labelling obtained by comparing class G refrigerated counters with equivalent in class A (with EU average energy cost of 0,21€/kWh and net volume of 310l)

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| Electrolux Professional provides food service and laundry solutions to a wide range of customers around the world, from restaurants and hotels to healthcare and other service facilities. Our 2.000 service partners in more than 140 countries ensure that our resource-efficient equipment, leading innovation and design help improve the everyday life of our customer’s businesses. In 2015, Electrolux Professional had sales of € 715 million, 2.860 employees, 8 factories in Europe and Asia and a network of over 10.000 service technicians. For more information, visit: <http://www.electrolux.com/professional>. |