Labelled: efficient and high-performing

Electrolux Professional welcomes the European energy labelling for professional refrigeration

Pordenone, Italy, October 2015

**The first mandatory European wide energy labelling for professional refrigerators and freezers is on the way. Electrolux Professional is ready to welcome it to ensure a stronger efficiency and performance guarantee for its customers.**

The first mandatory energy labelling for professional refrigerated storage cabinets and counters sold across Europe will be effective starting from July 2016.

It is designed to drive energy efficiency and environmentally friendly business, as well as to provide an accurate and comparable classification based on energy consumption and the capability to perform efficiently within different environmental conditions.

*“This is a milestone in the professional industry. The scale is based on criteria which are completely different from the ones used for the energy consumption labelling of household appliances”*, says **Massimiliano Falcioni, Head of Refrigeration Category at Electrolux Professional**. *“The machines are tested by recreating the real, heavy duty operating conditions within professional kitchens, with frequent cabinet’s door opening and closure at 40°C ambient temperature and 40% humidity”*, he adds.

**Always keeping the customer in mind**

The EU energy label can really make the difference when it comes to restaurateurs consciously choosing their ideal refrigerator or freezer with objective information at their disposal (energy consumption, net volume, working conditions).

Moreover, compliance with the new scheme will activate a global upgrade to energy-efficient and high-performing equipment, and this trend will result in energy savings (up to 830 €/year for freezers and 300 €/year for refrigerators\*), as well as in reduced waste for foodservice professionals (improved capability to properly preserve food).

**Responsible refrigeration: the way forward**

Being at the forefront of responsible and cost-effective refrigeration – which minimizes the safety, health and environmental impact, while optimizing business benefits for catering professionals – Electrolux Professional is ready to welcome the new labelling scheme after having promoted the E.C.E., the Energy Classification Label, powered by **ceced***Italia* to evaluate professional cabinets’ consumptions based on energy efficiency.

**ecostore: designed for heavy duty working conditions**

*“Based on the EU energy label, the upcoming new generation of Electrolux Professional’s ecostore refrigeration already matches the requirements of top classes,”* says **Falcioni**, being a leading range for:

* energy-efficiency (class A, where A denotes the most energy saving products)
* net volume (the highest real usable space for food available on the market\*\*)
* capability to guarantee the best performances in heavy duty working conditions (level 5, which means the product can perform at 40°C ambient temperature and 40% humidity)

(\*) potential savings based on European Ecodesign directive data and obtained by comparing Class G refrigerators and freezers with equivalent Class A cabinets (energy cost of 0,21 €/kWh and net volume of 500lt)

(\*\*) 50 litres more vs market average for single door cabinets - 120 litres more vs market average for double door cabinets

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).