




**R+ive:**  
**Pioneering circularity**  
**in professional laundry**



There is only one Earth,  
but by 2050 we'll be  
consuming resources  
as if there were three.

'Take-make-waste' linear economies are pushing our planet beyond its safe limits, with nearly half of all carbon emissions coming from what we make and use. At Electrolux Professional, we're committed to meeting needs beyond tomorrow, which is why we're breaking the take-make-waste model with a pioneering circularity scheme: **R+live**.

R+live aims to lead the global shift to circular manufacturing in the laundry industry by completely reapproaching the way machines are made, used, and disposed of. We've engineered a system which brings parts back to life - every component that can be reclaimed, reused, or repaired is revived, helping to create a final product which is equivalent to a new Line 6000 machine.

This means 100% remanufactured, not refurbished. We're going far beyond selective repair and cosmetic improvement - R+live machines are rigorously disassembled and rebuilt by hand, before being tested to original specifications. What's more, it's all done by us, the original equipment manufacturer.

# Starting a new cycle in manufacturing: how you can get involved



## Return your old Generation 3000, 4000, and 5000 machines to us

In our European take-back scheme we're taking back our customers' old Generation 3000, 4000, and 5000 front-load washing machines from 7kg up to 33kg. The scheme is now open to customers and partners.



## Your machine is taken to our factory in Ljungby for remanufacture

Our Ljungby factory has been outfitted with a specialist remanufacturing line where machines are fully disassembled and rebuilt by hand, before being tested in line with original specifications.



## A new machine is returned to the market

Remanufactured machines are returned to the market. These new R+vive machines offer the same standard warranty and performance as a new Line 6000 model.

Join our pioneering R+vive circularity initiative by participating in our European take-back scheme. **Register your interest or speak to your Electrolux Professional representative.**



# Embracing the circular economy

Remanufacturing is one of the 7Rs of the circular economy, which is a framework for reducing waste and making better use of resources.

## The 7Rs of circularity



**Of the 7Rs – remanufacturing has the biggest impact on carbon emissions.**

**Remanufacturing:** as defined under Regulation EU 2024/1781, remanufacturing encapsulates any actions through which a new product is produced from objects that are waste, products or components and through which at least one change is made that substantially affects the safety, performance, purpose, or type of the product

# Cutting waste, carbon and costs – without compromising on performance

Our R+ive machines are built and tested to the same standards as a new Line 6000 machine, meaning you can expect all the same **features and benefits**:

- Ergonomic design for easier loading and unloading
- Advanced controls for consistent, reliable results
- A high spin speed and maximum dewatering for reduced drying times
- Up to a 25% reduction on water and utilities
- Tested to 30,000 cycles
- Same standard warranty and spare parts availability as a new Line 6000 machine

## Benefits for your business:

- Maximum lifetime value and reparability
- Reduced material waste
- Assured quality and performance
- A lower carbon footprint

## Benefits for the planet:

R+ive does all of this while delivering a significantly lower environmental impact than a brand-new machine, allowing your laundry and sustainability goals to go hand in hand.



A CTI\* score of

# 68%

more than double that of a typical new machine

Up to a

# 25%

reduction in water and utilities

Up to

# 65%

weight recovery



## Join us in pioneering circularity

Register your interest by scanning the QR code, or speak to your Electrolux Professional representative.

Follow us on:

[electroluxprofessional.com](https://www.electroluxprofessional.com)



Empowering your sustainable laundry



Pioneering circularity