

Media Information

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Highly efficient and gentle: drying with AEG ProTex PLUS

The most energy-efficient tumble dryer on the market / 118-litre ProTex specially patterned drum to gently dry nine kilograms of laundry

For a long time, automatic drying was considered to be an energy-chewing luxury. Instead of automatic dryers, mountains of wet laundry were hung up on balconies, in drying rooms and even in homes. A perfect alternative for gently drying large items of laundry such as bed linen and towels as well as favourite items made of delicate fabrics while at the same time cutting down on energy consumptions and the space required: the new AEG ProText tumble dryers are gentle on laundry, on the environment and on consumers' purses. The economical heat pump dryers consume 50 % less energy than the limit required for an A-Class energy efficiency rating, making them the most energy efficient dryers on the market.

Perfect drying technology for any fabric

With its 118-litre, specially patterned gentle-dry drum, the new AEG ProTex tumble dryer has enough space for up to 9 kg of laundry. The materials are treated especially gently to keep them looking new for longer. This is made possible by the dryer's modern heat pump technology, which dries fabrics perfectly in the same time as conventional appliances at lower temperatures. The new dryers also have an inverter motor, which operates quietly and also dries particularly delicate fabrics such as wool, silk and cashmere gently. In combination with the new airflow system, the electronic helper dries garments evenly, with virtually no creasing at all.

Controls made easy

The ProTex PLUS top models are equipped with the AEG LogiControl element, a 24-hour clock and a text display. Bar graphs show the available programme options and guide users through the settings. "The speed at which the laundry has already been spun in the washing machine can easily be incorporated into the programme settings for the new dryer, which then shows the drying time for the pre-spun laundry. This enables consumers to plan their time easily and flexibly," says Michael Wolf, Product Manager with Electrolux Deutschland for the Washing and Drying divisions.

Elegant design of the "Neue Kollektion"

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The AEG ProTex tumble dryers in the design of the latest "Neue Kollektion" product line are a perfect match for the new AEG ProTex washing machines. The top quality, stainless steel control elements and the stylish dials for selecting the programmes harmonise with the design of the exceptionally large, round glass door of the dryer. The door looks good and is also easy to load and unload. "Surveys have shown us that consumers like to take a look at their laundry while it is being dried to make sure that everything is going well. This is another reason why our dryers have the largest-possible door," says Michael Wolf. Pro-TeX washing machines and tumble dryers harmonise in terms of appearance and they can also be installed on top of one another to save space. As an extra, a special installation set to ensure stability is available. The set also contains a special pull-out shelf for folding the dry laundry. The ProTex appliances are available in retail stores. Their prices range from EUR 599 to EUR 1,309.

For the press release and printable picture material visit the Electrolux press website at www.newsroom.electrolux.com/de.

Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Eureka and Frigidaire. In 2010 Electrolux had sales of approx. EUR 11.1 billion and 52,000 employees.

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