

Media Information

IFA, July 2011

AEG ProTex PLUS: Superbly gentle on laundry and on the environment

Innovative functions proven to make delicate favourites look new for longer

Spin cycle instead of a hand wash for your new silk blouse or your delicate knitted garment? Those who wish to treat their clothing with great care can by all means decide on an electronic helper instead of arduous hand washing. "Tests conducted by the Hohenstein Institute and the Woolmark Company on this new washing machine generation show that the machines are even gentler on garments than their predecessor models, so that clothes now look new for longer," says Michael Wolf, Product Manager with Electrolux Deutschland for the Washing and Drying divisions. "Besides, the top appliances have been classified in the A+++ , the best energy efficiency class according to the new EU Energy Labelling Directive, even consuming up to 20 percent less energy than required for the A+++ class. The new washing machines are gentle on laundry and on the environment."

New generation cleaning system

The new ProTex system in the washing machines combines various technologies and functions to clean materials efficiently and gently:

- The OptiSense system enables the washing machine to recognise how much laundry has been loaded, thus automatically adjusting the setting to the right amount of water, energy and time, so that laundry is not subjected to more wear than necessary. Tests conducted by the Hohenstein Institute have shown that OptiSense protects your materials against wear and tear better than conventional washing machines, to make your laundry look new for longer.
- Advanced Washing Technology (AWT) is a unique washing system that wets clothing quicker and more evenly. The system prevents local spots of colour lightening on clothing that may occur as a result of an excess concentration of detergent at the beginning of a washing cycle.
- Perfect washing results are guaranteed, even when the machine is fully loaded, by wetting the laundry evenly and by flushing water into the centre of the machine.
- The specially patterned XXL drum in the new AEG ProTex line is outstanding for taking care of materials. The combination of small holes and a large, perforated surface protects fabrics and is excellent for washing and efficiently rinsing garments.
- The large XXL ProTex specially patterned drum, which holds almost 70 litres, has enough space for garments to unfold so that they can be washed more gently. This is why the appliances have been awarded

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- the Woolmark certificate in gold and silver. These certificates confirm that laundry, particularly woollen items, is treated very gently.
- The integrated weight sensor helps to load the machine precisely and measure out the right amount of detergent. The washing time required for laundry that has been loaded is also shown immediately.

The functioning and the appearance of the washing machines in the ProTex PLUS line are attracting the attention of consumers. The standard models are fitted with stainless steel control elements and stylish dials. The top models in the new washing machine series have touchscreen controls. The RRP for the ProTex front loaders is EUR 579 to EUR 1,199.

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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