

Electrolux Wins Design Award for Eureka and Zanussi Central Vac.

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Electrolux Home Care Products has been awarded the 2009 Good Design Award for the Zuum Z-series by Eureka Central Vacuum System. The Zuum is Eureka's latest cleaning system that is designed to be powerful and easy to use, with a sleek European design. The product line is marketed outside North America under the ZANUSSI brand.

The Good Design Awards are granted to designers and manufacturers around the world for setting the highest standards for the most advanced product designs, branding, and graphics. The awards are presented by The Chicago Athenaeum: Museum of Architecture and Design, together with The European Centre for Architecture Art Design and Urban Studies.

"The Good Design Award distinction reflects Electrolux's efforts as global market leaders in design and technology," said Scott Ride, president, Electrolux Central Vacuum Systems and Electrolux Home Care Products Canada. "We continually strive to bring consumers cutting edge technology and innovative homecare solutions."

Each of the five systems in the Zuum Z-series by Eureka offer several advanced features, including a sealed HEPA filtration unit for improved air quality, integrated sound suppression for minimized noise, interactive LED panels, and an LCD screen, monitoring the system performance and overall machine operation.

Good Design was also awarded to Electrolux's design excellence for the Versatility Upright Vacuum, the Eureka Comfort Clean Upright Vacuum, and the Electrolux Oxygen Ultra Air Cleaner.

"The Electrolux design philosophy starts with identifying consumers' needs and finding ways to deliver on them," said Randall Sandlin, director of Industrial Design, Electrolux Home Care Products North America. "The close working relationship between industrial design, engineering, and marketing allows Electrolux to develop unique, new product solutions like the Zuum Z-series by Eureka."

The Zuum Z-series is one of 500 product designs and graphics from over 35 countries that were awarded the Good Design Award for design distinction in 2009. All award honourees will be exhibited at The Chicago Athenaeum in the Good Design Show for 2010 in Chicago in June 2010.



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