

Press Release

Barcelona, November 30, 2006

Turkish entry introduces slow food on the go

Design Lab 2006 finalist develops food carrier to promote healthier and economic home cooking

Challenging today's saturation of fast, fatty and unhealthy meals, Metin Kaplan, one of nine finalists in the Electrolux Design Lab 06 competition, is introducing a modern approach to eating wholesome home cooked meals on the go. His concept, called Nevale, is a personal food carrier which serves hot or cold meals in a time which is determined by its user. The appliance is based on the shape of an antique food container named "sefertası" which has been used in Middle Eastern countries for centuries. Nevale has been selected as a finalist for its insightful approach to healthy food on the go.

Built in layers, with a hood featuring a digital control screen, Nevale offers consumers the opportunity to store up to four different hot and/or cold meals in this portable container. The digital display provides ongoing information on the food's storage conditions and can be programmed to launch an automated re-heating process at a specific time (for example at lunch). Alternatively, for cold foods, Nevale maintains a perfect preservation temperature. Each container works independently, ensuring both hot and cold food items can be mixed in the same appliance.

Food in Nevale is maintained through a vacuum system. Consumers can literally take a portion of soup, a main course and desert with them, which the appliance will keep these safe and free from bacterial infection throughout the day, as no air can reach food items.

"Nevale has been designed to help encourage a new age of homemade food," states its designer Metin Kaplan, "It is an important step towards offering consumers an easy and effective way of bringing healthy meals to the table with minimal fuss. This makes it a real challenger to our regular use of fast food in the workplace."

Design Lab '06

Powered from a plug, or from rechargeable battery located at the bottom of the appliance, Nevale has all the required flexibility. Opening each individual level requires the use of both hands, to avoid accidental spills. The choice of white and green as colors for Nevale are based on the idea of combining a sense of purity, with the richness of a natural color.

Nevale is one of nine finalists in this year's Design Lab Competition. In the fourth edition of this global competition, run by Electrolux, design students are being challenged to seek food preservation and preparation solutions that promote healthy eating habits for the consumer in 2016.

More details on the current as well as past editions of Design Lab can be found on the competition's recently revamped and dedicated website:
www.electrolux.com/designlab

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, Zanussi, Eureka and Frigidaire. In 2005, Electrolux had sales of SEK 100 billion and 57,000 employees. For more information, visit <http://www.electrolux.com/press>.

Thinking of you
 **Electrolux**