

Electrolux Nederland BV in Consumer Appliances (Netherlands)

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Abstracts

Electrolux will continue to focus its product innovations on energy efficient consumer appliances, especially with regard to refrigeration appliances, which represent one of the company's largest sources of revenue. Refrigeration appliances are also the main appliance in which consumers are looking for energy efficiency, as they typically run 24/7, making energy efficiency one of the most important competition tools. To complement its higher-priced product portfolio as offered by premium brand...

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