**Dancing with the stars.**

**Molteni Caractère among the** most prestigious world design award’s winners

January 2019

**Electrolux Professional’s new Molteni Caractère has been awarded by the GOOD DESIGN® Awards Program, honoring the yearly achievements of the best industrial and graphic designers and well-established global manufacturers for their pursuit of extraordinary design excellence and innovation.**

It couldn’t have been a better way to start the new year.

Launched in October 2017, Molteni Caractère has been announced by the Chicago Athenaeum: Museum of Architecture and Design as one of the stars of the **GOOD DESIGN® Awards Program**, the oldest and most prestigious global awards program that honors and recognizes the best design talent and manufacturing worldwide.

For the 2018 edition, over 900 new products and graphic designs were selected from over 47 countries in Europe, Asia, and the Americas.

The emphasis of GOOD DESIGN® - following the original 1950’s criteria - is on quality design from the innovation, functionality and aesthetics point of view. The design of the new Molteni Caractère was exactly conceived to fulfill these requirements, representing Electrolux Professional’s excellence in blending established heritage with a contemporary style.

*“We are very proud of this recognition, which comes from the most renowned global award program, founded by the pioneers in modern design”*, commented **Michele Cadamuro, Design Director at Electrolux Professional**. “*I would like to thank the entire team for their talent in creating a premium solution, able to meet the high demanding chefs’ expectations with high tech materials and details, while inspiring and affecting people’s emotions in a subtle and elegant way. Molteni Caractère is the symbol of an evolution without revolution, a change within continuity. This is our design philosophy, aimed at making our customer’s work-life easier, more effortless and more profitable every day”.*

About Electrolux Professional

Electrolux Professional, part of the Electrolux Group, offers food service, laundry and beverage solutions for professional users. Our smart products and worldwide service network make customers’ work life easier and more profitable. With eight manufacturing plants and 10,000 service technicians in over 140 countries, we conduct our business in a sustainable way. In 2017, Electrolux Professional had global sales of SEK 7,7 bn and 2,900 employees. For more information, visit [professional](http://www.electrolux.com/professional).electrolux.com