

# MEDIA RELEASE

UNDER STRICT EMBARGO: Not for publication until 11.30PM Friday 29 May 2009

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## ELECTROLUX WINS AWARD FOR EXCELLENCE IN SUSTAINABLE DESIGN

The Australian designed and manufactured Electrolux 2008 Refrigeration Collection has won the 2009 Award for Excellence in Sustainable Design in Standards Australia's Australian International Design Awards.

To acknowledge the increasingly important link between design and the environment, the Australian International Design Awards, in partnership with Sustainability Victoria, the Design Institute of Australia and WSP Environmental, present this award to the finalist product that demonstrates the most environmentally-responsible design.

John Gertsakis, Senior Sustainability Consultant at WSP Environmental and a judge said the Electrolux Refrigeration Collection was a standout example of a product addressing a range of environmental issues through design.

"The collection demonstrates a sophisticated approach to design for sustainability. It shows how you can successfully combine good design with environmental performance and how design can effectively address functionality, aesthetic quality and affordability in a product that potentially has a significant environmental impact," he said.

All 14 models in the 2008 Electrolux Refrigeration Collection are designed to be highly energy efficient with an energy rating of five stars or better and 49% less energy use than 10-year-old models of equivalent capacity. All models use Iso butane, a non-synthetic refrigerant with a shorter life in the atmosphere and feature low wattage defrost systems, vacuum panelling and high efficiency compressors.

The judges were also impressed by Electrolux's commitment to product stewardship with a take-back service for previously owned fridges, product packaging recycling and product life expectancy of 20 years or more.

Stephanie Watson, Program Director of the Australian International Design Awards said: "With up to 80 per cent of a product's environmental impact locked in at the design stage, designers are in a strong position to encourage environmentally-responsible actions. We believe it is important to recognise those designers and companies who are making practical design decisions that influence a product's environmental impact in a positive way."

The refrigerator range is designed in-house by Electrolux in Australia and manufactured in their factory in Orange.

Mandatory minimum energy performance standards define performance and labelling requirements to measure and validate the energy efficiency of refrigerators and other power-hungry household items, allowing consumers to choose products based on energy use and environmental impact.

Winners of the 2009 Australian International Design Awards were announced at a gala event in Melbourne on Friday 29 May.

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## Other information about the Australian International Design Awards:

A division of Standards Australia, the Australian International Design Awards covers eight industry categories – Consumer, Business & Technology, Sport & Leisure, Architectural & Interior Products, Automotive & Transport, Medical & Scientific, Heavy Machinery and Housing & Building. Entry is open to products designed in Australia or overseas, but available for sale in Australia.

This year, 30 Australian International Design Awards (including Design Award of the Year) were presented in recognition of design excellence and 43 Australian International Design Marks were awarded for good design.

Designs created by industrial design university students from across Australia have also been judged for the Australian Design Award – James Dyson Award, the student category of the Australian International Design Awards. Visit <http://student.designawards.com.au> for information on the winners and finalists in the student category.

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## Images:

To access a library of high quality images and video of 2009 Australian International Design Awards finalists please click the following link:

<https://secureftp.standards.org.au/Thinclient/Login.aspx>

**Username:** Design

**Password:** Monday@1

*Please note these login details are case sensitive*

The 'Media Image' folder contains images for all the finalists arranged by category.

## Media enquiries and interview requests:

Australian International Design Awards  
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The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia's peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of that deliver Net Benefit and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. [www.standards.org.au](http://www.standards.org.au) [www.designawards.com.au](http://www.designawards.com.au) [www.australiandesign.org](http://www.australiandesign.org)