

Media release
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Adora

Brilliance redefined by Switzerland's new dishwasher



Swiss perfection for your home. Since 1913.



V-ZUG introduces the newest generation of its iconic Adora dishwasher, redefining simplicity and comfort in a redesigned, elegant interior. Intelligent functions and remarkably flexible baskets make dishwashing easier than ever before, while Swiss craftsmanship ensures perfect results.

A gentle clean and sparkling results

Simplicity is key when it comes to dishwashing. “Our aim with the new Adora was to make dishwashing simple,” explains Wolfgang Schroeder, Chief Technology Officer. Through significant investment of time and know-how, the balance between water mechanics, temperature, time and detergent chemistry has been meticulously optimized. This ensures that, regardless of the selected programme, every cycle of the Adora dishwasher excels in delivering spotless results. From

private households to shared kitchens: the new Adora dishwashers are designed to deliver excellent performance, taking individual needs into account, and handle so much work that dishwashing becomes an afterthought. Wolfgang Schroeder continues: “Our customers can enjoy a gentle clean and sparkling results that never lose their brilliance. For selected models, we’ve even incorporated advanced steam technology to further enhance these results and ensure an unmatched brilliance.”

The only dishwasher made in Switzerland

Adora has been revolutionizing dishwashing for 65 years, right from the heart of Switzerland. Every appliance that leaves the Swiss factory in Zug is the result of an extensive development and design process. “At V-ZUG we look at form, functionality, and process holistically to ensure a product’s benefits can be truly enjoyed,” says Martin von Freeden, Head of Design. Clear lines and streamlined surfaces attest to V-ZUG’s minimalist and elegant aesthetic, while the newly redesigned interior boasts smart LED lighting and metallic silver baskets for maximum convenience. Multifunctional cup racks on the upper and lower levels, glass holders with



soft padding for delicate wine glasses, and baskets that effortlessly glide along robust extension rails, even when heavy-laden, provide a high-quality experience. There is also the option to add decorative fronts of up to 17 kg, thanks to the reinforced door system.

Ergonomic and efficient

The new generation of dishwashers bears energy label A – the highest possible – for all levels, while OptiLift models have stayed at energy efficiency class B. The ergonomic height-adjustable baskets on the AdoraDish V4000/V6000 OptiLift models feature an elegant and ergonomic design. Models with OptiLift allow users to lift the lower basket up to hip height, reducing strain on the back when handling dishes.



Swiss by origin

Excellence, precision and the legacy of craftsmanship have been at the heart of V-ZUG for 111 years. The company's enduring commitment to its Swiss roots and values, its rich history, and its expansion of production within Switzerland underscore its dedication to preserving and promoting the essence of Swiss manufacturing.

Exceptional features

Extra gentle to glass

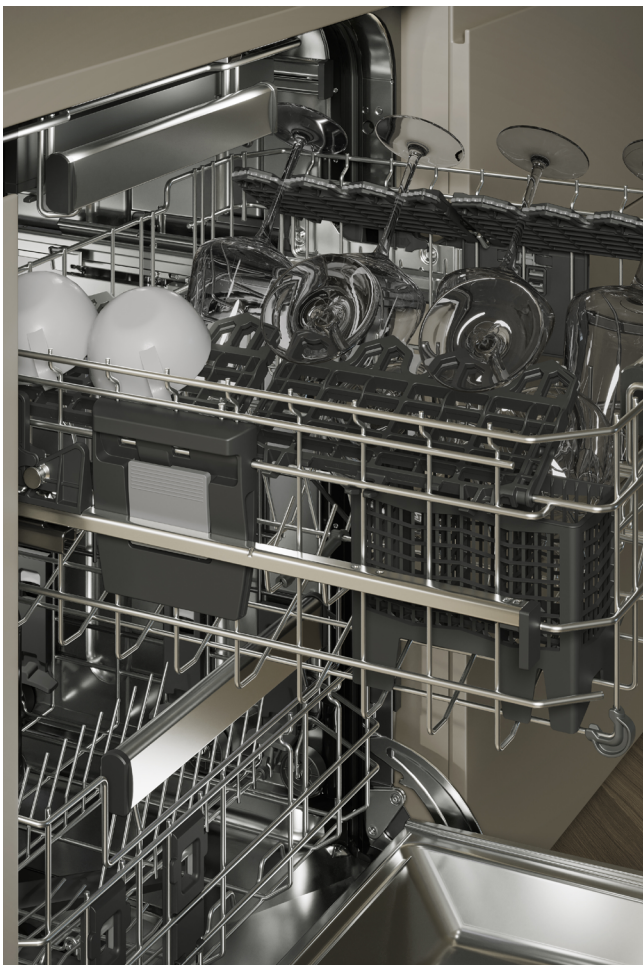
Powerful patented programmes that go well beyond everyday requirements – including new wine glass, wine tasting and beer glass programmes for glasses to ensure that even the most cherished glassware receives the gentle yet thorough care that it deserves. Water hardness adjustments are also included.

Flexible baskets

Baskets designed for maximum convenience feature multifunctional cup racks on the upper and lower levels, plus glass holders with soft padding. The baskets glide effortlessly along robust extension rails, even when heavy-laden, for a high-quality experience.

Ultra-silent

Our silent programme offers a noise-free clean and was specifically designed to make the dishwasher convenient and pleasant to use. Ideal for open-plan kitchens, it ensures a tranquil environment without compromising on efficiency.



Personalised functionality

Owners can effortlessly expand their Adora dishwasher's functions via V-Up-grade. With just a few clicks, owners can personalize and enhance their dishwashing experience by selecting from a range of different programmes.

Kind to your back

OptiLift models lift the lower basket up to hip height, reducing strain on the back when handling dishes.



About V-ZUG

V-ZUG is Switzerland's leading brand for household appliances and markets its products in selected premium markets abroad. The company has been developing and producing kitchen and laundry appliances in Switzerland for 111 years, while providing comprehensive service in all its markets. SIBIRGroup AG, which focuses on the nationwide all-brand servicing and retail of household appliances, is an additional member of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

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