

IFA 2023.

Attention to detail creates
the whole Asko experience.

Attention to detail is the driving force behind creating a better whole. Whether it's design, user experience, or even culinary endeavours, carefully considering every detail can elevate the final outcome and leave a lasting impact. Attention to detail and how a focus on the finer details helps create the whole ASKO experience is the theme for this year's IFA in Berlin, where ASKO is showcasing a range of innovative kitchen and laundry appliances.





ASKO sustainability.

Crafted with care. Designed to last a lifetime. This is the ASKO philosophy, inspired by classic Scandinavian design.

From its beginnings in the 1950s – when a young farmer, Karl-Erik Andersson, invented what was to become the first ASKO washing machine to make his mother's everyday life easier – until today, ASKO is dedicated to creating innovative, sustainable appliances that make life easier. From the first Quattro Construction™ washing machine and its Steel Seal™ door solution to the latest 8 Steel™ concept dishwashers and Celsius Cooking™ system, ASKO pays great attention to detail, and designs its products with a better future in mind.

It uses high-quality, sustainable materials and sources them responsibly. The appliances are designed, developed and built to last. They are made to save the energy, reduce emissions, and increase recycling and reuse. ASKO appliances are among the most water and energy efficient on the market.

ASKO also strives to ensure that its appliances enjoy a longer lifetime, while always performing to the highest possible standards. To achieve this, all ASKO products undergo rigorous testing and must follow strict guidelines regarding quality, design and the environment. For example: ASKO washing machines, tumble dryers and dishwashers are all tested for a 20-year lifecycle.

And to improve sustainability further, ASKO prioritises repairing its products instead of replacing them unnecessarily.

What makes ASKO different?

It uses more steel and less plastic.

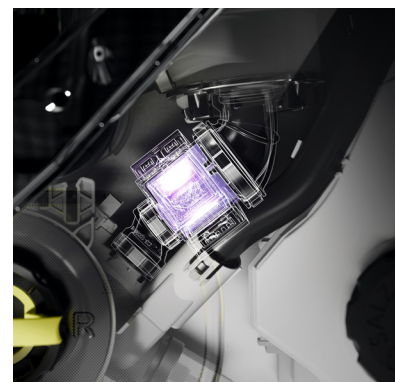
No other material lasts as long as steel. And ASKO always tries to choose materials that last longer. Inside ASKO dishwashers, eight of the most important components are made of high-quality, non-magnetic stainless steel rather than plastic: the container, loading racks, spray pipe, spray arms, strainers, outer base, feet, and inner door.

By using more steel and less plastic, ASKO makes its machines last longer.



Light that cleans without being seen.

UV light is proven to kill bacteria. This is why the latest ASKO dishwashing innovation is built around it, eliminating up to 99,99999 % of bacteria. The UV light is a hidden feature within the ASKO DW60 dishwasher, but it lets you wash at lower temperatures, with shorter programmes, with incredible results.





A hint of nature.

Opening the door of the new ASKO DW60 dishwasher can open your eyes to a few things. The high-grade steel might catch your attention at first. Then it may be one of the machine's many clever features. These are highlighted with a colour that mimics the different ways nature brings focus to things.

Removing visual noise.

ASKO dishwashers – as well as ASKO laundry appliances – are all designed to reduce visual noise. Full steel fronts, with no split lines create a timeless look and bring a wonderful sense of calm.

Optimized to eliminate vibrations.

When ASKO builds washing machines, every single component is optimized in terms of performance, hygiene, and sustainability. This attention to detail is exemplified by Quattro Construction™ – ASKO's exclusive washing machine suspension system, made using durable, high-quality steel and which features 4 shock absorbers. Unlike other washing machines, the Quattro Construction™ system stands directly on the base plate – an innovation ASKO took from the professional laundry world and added to their domestic appliances. This virtually eliminates vibrations that can damage the machine, while creating an altogether more pleasant environment.

A sturdier, more hygienic washing machine.

Rubber bellows degrade over time and trap dirt. ASKO has removed the rubber bellow and replaced it with its own door solution called Steel Seal™, which ensures a hygienic wash and leakage-free door. Together with the sturdy Quattro Construction™, it creates a durable and virtually vibration-free washing machine.



A world of knowledge and experience.

The ASKO Wine Climate Cabinet uses cutting-edge design and technology to take care of wine in a way that has been perfected over centuries. Everything we know about storing wine in the best possible way can be found here. This premium, connected refrigeration cabinet can be made as unique as your own collection and will give it pride of place.

Different wines require different temperatures, so the ASKO Wine Climate Cabinet contains three individual temperature zones. The zones are perfectly sealed off from one another and the temperatures are kept at an exact, even level. One of the most important aspects of storing wine is keeping it away from harmful UV light. ASKO's Wine Climate Cabinets feature a three-layered glass door, which blocks UV rays and helps maintain perfect conditions for your valuable collection.

Steel that keeps your food fresh.

The back panelling of ASKO's cooling appliances help prevent the formation of biofilms while also ensuring consistent temperatures across compartments.



A new way of cooking.

It has never been so easy to prepare wonderful dishes at home the way the finest chefs do. ASKO Celsius°Cooking™ system takes food preparation to the next level by enabling the precise control of temperatures and timings. The perfect results are served up thanks to the combination of smart, connected accessories, step-by-step recipes and premium induction technology.

The space, freedom and calm to create.

No matter what dish is being created, the Elevate hood-in-hob extraction tower from ASKO will effortlessly take away smoke and smells, but not space. When activated, the extraction tower automatically rises from the centre of the hob and quietly gets to work – it can also be used “flat”. By bringing the extractor closer to the culinary action, steam, moisture and odours are caught, eliminated and neutralized – before you even notice them. Plus, Elevate features one of the best recirculation and fine dust systems available. When it comes to noise levels, Elevate is the quietest hood-in-hob solution around. This is down to the design of the filter system, which features two smaller fans instead of one large. Elevate from ASKO is the most effective hood-in-hob solution on the market with unbeatably low noise levels.



A unique Pearl Grey colour.

ASKO finds endless inspiration in its Scandinavian roots. The colour ASKO Elements Pearl Grey is warm, stylish and naturally Scandinavian. Inspired by the volcanic rocks and majestic fjords, this versatile colour brings a natural balance and sense of calm to any home. The warm, grey earthy tones of the painted glass elegantly integrate with different kitchen styles and materials, while the subtle metallic sprinkle brings it vividly to life.



Craftmanship is in ASKO's nature.

ASKO is passionate about timeless Scandinavian design – and its unique balance of form and functionality. It is important that ASKO appliances look good, so that you love having them in your home. But using them should also make you happy. The ASKO Craft range of premium kitchen appliances is the perfect example of this.



Professional solutions.

ASKO professional appliances are packed with smart, innovative features – each one designed to make everyday life easier and built on the basis of quality, durability and efficiency.

ASKO ConnectLife.

With its focus on innovation, ASKO understands the importance of connectivity to the appliances of today and tomorrow. As a result, ASKO puts the same amount of time and thought into its connected features as it does with every essential component in the ever-growing ASKO range of appliances. With the ConnectLife™ app, users can unlock a wide range of connected functions that will make ASKO appliances even more effective, convenient and useful – while helping the user stay even more in control. The ConnectLife™ app can be used with the ASKO DW60 dishwasher, ASKO's range of Wine Climate Cabinets, Celsius Cooking™ hobs and ASKO professional laundry appliances.



Vincent Hofstee, ASKO's global design manager for Cooking and Refrigeration:

"At ASKO, we are inspired by home. Whether it's where you come from or where you return to at the end of the day. And we believe the heart of any home is the kitchen. For us, the kitchen is a warm, welcoming hub where wonderful meals are created and memories are made. It's a statement that reflects your personality and a place of liberation where you are free to experiment with different cooking styles and embark on exciting new culinary adventures. This belief inspires the design of every detail of every ASKO kitchen appliance."

Jon Carlehed, ASKO's global design manager for Dishwasher and Laundry:

"When it comes to ASKO laundry appliances, attention to detail is everything – from the materials we use to build them to the way look and the way they care for people, their possessions and the planet. This attention to detail – combined with a natural desire to blend form and function – is part of our Scandinavian DNA. It inspired our very first washer and it still inspires us when we create our laundry appliances today."



Certifications.

ISO14001: Since 1999 ASKO factories have achieved environmental certification in accordance with ISO14001 Environmental Management System, which means everything is done as environmentally friendly as possible.

EMAS certified: ASKO has recently upgraded its certification level to EMAS (the most credible environmental management tool on the market). The EMAS certification is awarded to organisations which have demonstrated continual improvement and focus on the environmental performance.

ECO Vadis silver medal: As part of the Hisense Europe group, ASKO has been awarded the prestigious Eco Vadis silver medal. This renowned business rating recognizes commitment to sustainable business practices and is a testament to the company's ongoing efforts to minimize its environmental impact and promote social responsibility.



About IFA.

For 99 years, IFA has been at the forefront of innovations. It is the world's largest consumer electronics and home appliances trade show that connects leading global tech power-houses, industry gurus, global icons, media, unicorn founders, entrepreneurs, investors, technologists and more. Attracting over 2,000 exhibitors and 180,000 trade visitors each year from 150 countries, it offers a great comprehensive overview of global trends and insights in the industry.

About ASKO Appliances.

The ASKO story started in the 1950s. A young farmer in Jung, south of Lidköping in Sweden, saw his mother's predicament: washing by hand is wet, cold, hard and heavy. He wished to ease her burden, so he invented his own machine – a sturdy, steady and reliable washer in cast iron and stainless steel. The beginning of ASKO was an act of love – no more, no less.

Today, ASKO is the market-leading Scandinavian brand of premium kitchen, laundry and professional appliances built on a proud 70-year heritage. ASKO products are developed by combining traditional craftsmanship, user-driven innovation and a passion for design. Since 1950, millions of professionals and home users on all continents have experienced the unique pleasure of ASKO appliances.

ASKO Philosophy.

The combination of everyday functionality, environmental concern and clean, pleasant lines is the principal hallmark of Scandinavian design – and ASKO. The fundamental idea is that carefully designed products should improve people's quality of life. To distinguish itself in a world of unnecessary and overly complex designs, ASKO aims for a soft, human-centric minimalism based on the principle of quiet being the new loud.



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