

ASKO Elements **Pearl Grey.**

A unique new colour that creates
a warm and welcoming sense of home.

ASKO, the market-leading brand of premium kitchen, laundry and professional appliances, has added a unique new colour to their Elements by ASKO kitchen design range. The colour is called Pearl Grey and it has been designed to integrate with a wide range of kitchen styles. With its warm, earthy tones, Pearl Grey creates a timeless, versatile space that everyone can experience in their own unique way, but which everyone will recognise as home.





Embrace the Elements with a new colour.

With its strong Scandinavian roots, ASKO understands the importance of home. Of having a space of your own where life happens. A sanctuary that brings a sense of belonging and a welcome sense of calm. The Elements by ASKO premium kitchen range of ovens, drawers, hoods and coffee machines was designed to create a very special sense of home.

With Elements by ASKO, everyone can create a timeless, versatile space that they can interpret and experience in their own unique way. Now, to add even more versatility, ASKO has introduced a unique new colour to their Elements kitchen design range. ASKO calls it Pearl Grey.



A versatile colour that inspires warmth and brings kitchens to life.

With Pearl Grey, ASKO has succeeded in creating a unique new colour that brings a natural balance to the kitchen – sophisticated but playful, vivid yet understated, timeless but always effortlessly modern. It is this sense of balance that allows Pearl Grey by ASKO to feel naturally at home in a wide range of different kitchen styles.

For example, the warm, grey earthy tones allow Pearl Grey to elegantly integrate with many contemporary kitchen styles. Pearl Grey also combines and integrates beautifully with a wide range of materials such as wood, granite, marble and ceramics. This combination of earthy tones and natural materials creates a soft, sophisticated warmth that would bring a welcome sense of calm to any home. But new Pearl Grey by ASKO also includes a clever design detail that brings this elegant new colour vividly to life.



Effortless elegance, inspired by Scandinavia.

The Pearl Grey ovens in the Elements by ASKO kitchen design range come with soft-grey painted glass. This soft-grey painted glass features a subtle metallic sprinkle, which gives the glass a rich, layered effect. The metallic sprinkle is designed to react differently to different types of light. For example, a kitchen with soft ambient lighting will create a warm neutral glow, while a kitchen with spotlights will really bring out Pearl Grey's sparkle. When creating this metallic sprinkle in Pearl Grey, ASKO's designers were inspired by the unique Scandinavian geology and that special shine found in minerals.





A modern colour created in a classic Scandinavian tradition.

ASKO is a premium brand that finds endless inspiration in its Scandinavian roots. So, when they created their Elements by ASKO kitchen design range, they employed all the hallmarks of classic Scandinavian design to find the perfect, balance between form and function – clean, elegant lines, craftsmanship and exquisite attention to detail. Now, with the addition of Pearl Grey, ASKO has added another famous element of Scandinavian design: versatility. With the introduction of new Pearl Grey, ASKO has come up with a versatile new kitchen colour that will create a warm and welcoming space that everyone can call home.

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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