



V-ZUG Ltd
Industriestrasse 66, Postfach 59, 6301 Zug, Switzerland
Tel. +41 58 767 67 67, Fax +41 58 767 61 67
info@vzug.com, www.vzug.com

GLOBAL MARKETING SERVICES

Jasmin Riesen
Direct line +41 58 767 64 56
jasmin.riesen@vzug.com

12 January 2016 NUJ

PRESS RELEASE

A fabric-care revolution: the REFRESH-BUTLER from V-ZUG

High-quality textiles such as suits and evening gowns require special care in order to preserve their quality in the long term. While caring for these used to be a job for a professional cleaner, you can now do this yourself in the comfort of your own home in one step and at the touch of a button – the REFRESH-BUTLER, the luxury fabric care system from V-ZUG has arrived.

Your silk dress after the gala dinner, your running shoes after an unexpected rain shower or your suit after a business trip – the REFRESH-BUTLER from V-ZUG is incredibly useful when it comes to cleaning and caring for delicate fabrics. The revolutionary fabric care system featuring ingenious technology combines three practical functions in one appliance. The refresh function neutralises odours from a lavish dinner or cigarette smoke, for example. The hygiene function ensures that bacteria and germs are almost completely eliminated from fabrics. Finally, the drying function dries fabrics that have got wet in the rain, such as coats and shoes, in a gentle and energy-saving manner thanks to the heat pump.

Unique technology – Swiss made

The REFRESH-BUTLER was developed and produced by V-ZUG in Switzerland and there's nothing else like it in the world. The secret behind the premium appliance lies in the combination of photocatalysis and steam in a closed air circuit. An active photocatalytic coating, when combined with light and steam, ensures that fabrics are refreshed and cared for in a gentle way. The integrated heat pump guarantees energy-saving operation. Renowned testing institutes in Germany and Switzerland have checked the effectiveness of the functions and the results were positive. You can integrate the

Press release, 12.01.2016

REFRESH-BUTLER into an existing cupboard system or leave it free-standing. It is available exclusively at V-ZUG.

Further information: vzug.com

Photo material



Photo 1
The free-standing REFRESH-BUTLER in a dressing room



Photo 2
The ChromeClass REFRESH-BUTLER

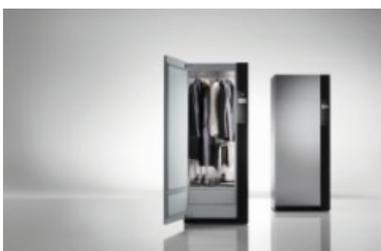


Photo 3
The REFRESH-BUTLER from V-ZUG – professional fabric care for the home

About V-ZUG

V-ZUG is the leading Swiss brand for household appliances and is based in Zug. For over 100 years, the company has developed and manufactured innovative appliances for the kitchen and washroom which simplify everyday life and provide lifelong inspiration and delight – right in the very heart of Switzerland. V-ZUG has 10 exhibition and advisory centres as well as 16 service centres in Switzerland and has representatives in 18 countries all over the world. The company employs around 1400 people globally and is training more than 70 apprentices. As the Swiss market leader, V-ZUG is committed to the economy, society and environment, stretching beyond the company itself. The owner-managed company belongs to the Metall Zug Group, together with sister company Gehrig Group AG and subsidiary SIBIRGroup AG.

About Metall Zug

Metall Zug is a Swiss industrial holding company based in Zug. It provides a wide range of innovative and sustainable premium and precision products. The Group develops, manufactures and sells technologically advanced appliances, machines and solutions in the household appliance, infection control and wire processing divisions. V-ZUG AG, Gehrig Group AG (household appliance division), Belimed Group (infection control division) and Schleuniger Group (wire processing division) all belong to the Metall Zug Group. The industrial holding company originates from Metallwarenfabrik Zug, founded in 1887, and remains largely in the hands of the founding family today. The Metall Zug Group employs around 3600 people globally and is listed on the SIX Swiss Exchange.