



Press release

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Electrolux Professional Group gives commercial laundry a second life with R+vive

Electrolux Professional Group is redefining how commercial washers are built through R+vive, its first remanufactured front-loaded commercial washer. This marks an important step in the Group's circularity strategy, proving that high performance and circular economy can go hand in hand.

R+vive washers start their second life as previously used washers are taken back and rebuilt from the inside out. Parts from the past three product generations can be reused when recoverable, meaning up to 65% of a machine's total weight can be recovered. Unlike refurbished machines, R+vive is not a compromise - each unit is rebuilt to the same quality and safety standards as Electrolux Professional's current Line 6000 machines, complete with certified ergonomic design, advanced controls, and high-speed spin rates that maximize dewatering and cut drying times.

Every R+vive machine performs like a new one. This is possible thanks to a modular design philosophy dating back to the Generation 3000 series in 1999, which means any machine from a subsequent generation is now a candidate for remanufacturing.

"R+vive is not just a new product – it is a new way of thinking about what a machine is worth and has the potential to reduce material use and associated emissions compared to a new machine. Through our approach to circularity, we have engineered a system that brings parts back to life and provides our customers with a product that has zero compromise on performance or our sustainability commitments," says Andrea Caputo, Customer Care and Sustainability Director at Business Area Laundry.

Electrolux Professional aims to scale production through a pan-European take-back program covering washers from the Generation 3000, 4000, and 5000 models. The launch of R+vive is intended to be phased, starting with the Nordic countries.

"The old machines still have a lot of value—we just need to reclaim it. We intend to work with our partners to create a flow of machines returning to our Ljungby factory in Sweden, to be remanufactured into R+vive machines," says Andrea Caputo.

Find out more about Electrolux Professional's R+vive range on this website: [R+vive | Electrolux Professional](#)

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Electrolux Professional Group - meeting needs beyond tomorrow

Electrolux Professional Group is the sustainability leader in our industry and one of the leading global providers of food service, beverage, and laundry solutions for professional users. Our innovative products and worldwide service network make our customers' work-life easier, more profitable - and truly sustainable every day. Our solutions and products are sold in over 110 countries. In 2025, the Electrolux Professional Group had global sales of SEK 12.2bn and approximately 4,300 employees. Electrolux Professional's B-shares are listed at Nasdaq Stockholm. For more information, visit www.electroluxprofessionalgroup.com