

## Press release

April 21, 2023

# Electrolux Professional partners with leading chains in a unique circular economy initiative

**Following the EU Single-Use Plastics Directive to drive down the global reliance on certain single-use plastics, Electrolux Professional, is partnering with several multinational brands, including Coca-Cola and Max Burgers in Sweden, in a unique ‘circular economy’ initiative.**

In a joint pilot project with Coca-Cola Sweden, and Max Burgers in Sweden the collaboration aims at reducing the amount of waste generated by single use consumables. The Electrolux Professional solution “HeroDry” that is being tested at MAX Burgers is an energy-efficient external dryer which can quickly dry reusable packaging, while using a minimum of energy. This solution, together with Electrolux Professional dedicated washing solutions, will support a scale-up in circular ambition of hospitality outlets, to facilitate greater customer uptake of returnable, packaging for instore, takeaway and delivery orders.

“Electrolux Professional is committed to developing sustainable and innovative solutions to facilitate the greater take-up of reusable packaging solutions among hospitality outlets. By working with partners such as Coca-Cola and Max Burgers in Sweden, Electrolux Professionals believes in reducing the amount of waste, while maintaining an outstanding customer experience”, says Fabio Paganin, Category Director Ware washing at Electrolux Professional.

The project follows a growing number of international directives targeting a mandatory reduction in non-recyclable waste, which requires EU member states to implement measures to reduce the consumption of certain single-use plastics for which there is no alternative.

**For more information, please contact** Jacob Broberg, Chief Communication & Investor Relations Officer +46 70 190 00 33

### About the Electrolux Professional Group

The Electrolux Professional Group is one of the leading global providers of food service, beverage, and laundry 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 manufactured in 12 plants in seven countries and sold in over 110 countries. In 2022, the Electrolux Professional Group had global sales of SEK 11bn and approximately 4,000 employees. Electrolux Professional’s B-shares are listed at Nasdaq Stockholm. For more information, visit <https://www.electroluxprofessionalgroup.com>