



**air-o-steam**  
TOUCHLINE

## Press release

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### Isn't it time for an intuitive, green oven?

#### **Introducing the revolutionary Electrolux air-o-steam Touchline oven that simplifies cooking, saves money and reduces climate impact.**

Electrolux has been offering best-in-class professional ovens since 1950. The air-o-steam combi oven range - introduced in 1977 - became world-renowned for its state-of-the-art technology. Today, Electrolux introduces the newest addition to its professional air-o-steam range: the air-o-steam Touchline.

"The air-o-steam Touchline is a truly revolutionary oven," says Massimo Presot, Electrolux Professional Central Marketing Manager Foodservice. "It's the perfect blend between air-o-steam's past, present and future: it features the same reliability and top performance, yields higher profitability for our customers, and contributes to a more sustainable future for our children."

When developing the air-o-steam Touchline, Electrolux Professional conducted some 1,200 interviews with end users all around the world to get their input for the new oven.

"What we found was that users wanted a simpler interface that made their jobs a lot easier in the kitchen," explains Presot. "They also wanted an oven that was more eco-friendly and better for the environment."

#### **Simplicity at your fingertips**

With air-o-steam Touchline, there's no more need for complicated cooking: a single touch is all that's required to prepare delicious meals thanks to the user-friendly High Definition Touch Screen featuring 262,000 colors, 30 languages, and internationally-recognized icons and food images.

"This intuitive interface is perfect for all types of users and professional kitchens including experienced chefs, high-capacity kitchens, and Quick Service Restaurants (QSR)," says Presot.



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The new air-o-steam Touchline features three intuitive cooking modes:

- **Automatic**

The automatic mode is the easiest way to cook. It offers eight cooking categories according to different food types: just select the icon or food image and relax! Touchline automatically detects the type of food and load size. Cooking time, temperature, and ideal cooking climate are then calculated, and automatically and continuously adjusted.

- **Programs**

The programs mode allows users to save their preferred recipes and repeat them anytime. Touchline is the only oven that offers space for 1,000 recipes, which can be saved in a USB stick and replicated or sent via e-mail, and used in any Touchline-equipped kitchen.

- **Manual**

The manual mode is the traditional way of cooking, which allows chefs to set and keep the oven under constant control at the touch of a finger, while taking care of the everyday activities in the kitchen.

### **One of the greenest ovens on the market**

Electrolux is making a positive contribution to sustainable development through its operations as well as through its energy-efficient products like the air-o-steam Touchline oven, one of the greenest ovens on the market.

The oven's high-efficient, low-pollutant gas burners mean that its CO emissions are 10 times lower than the limit set by Gastec (the Dutch government certification, which is the strictest in Europe) and 100 times lower than the European Standard Limit.

It also offers several additional green features: gas burners and a heat exchanger that increases efficiency ensuring up to 20% gas consumption savings compared with traditional burners; Low Temperature Cooking (LTC) controlled by the patented Lambda sensor, that reduces food weight loss by up to 50%, thus eliminating significant waste; and the new automatic cleaning green functions, that allow users to choose between the "Skip Drying Phase", "Skip Rinse Aid", and "Reduce Water Consumption" options, thus optimizing savings in rinse aid, electricity and water, and reducing operating costs (up to 50%\*).

\* Comparing to standard cleaning cycles with no green functions activated (1 soft cycle/day with 280 working days/year)

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**About Electrolux Professional.** Electrolux Professional is a leading global supplier of professional foodservice and laundry solutions for the catering and hospitality industry that can match the expectations of the most demanding customer. With the most comprehensive range of appliances for food preservation and preparation, dishwashing, and laundry systems, Electrolux is a brand synonymous with reliability, innovation and sustainability. It has 70 years' experience and a portfolio of products designed according to strictest quality, safety and sustainability standards, Electrolux is recognized worldwide for its social and environmental performance and its product lines meet and exceed international standards and norms such as ECA, Gastec, EIA and Energy Star. Product lines are independently tested. It has sales of about 750 million EUR, approximately 3,000 employees, 10 factories, over 1,000 dealers and 1,000 service partners located in more than 40 countries. For more information, visit the web site: <http://www.electrolux.com/foodservice>.