ASKO

PRESSNEWS

Plano, Texas - December 2009

ASKO – proud winner of GREEN GOOD DESIGN 2009!

Our ASKO Line Series™ washing machine has a conscious thought behind every detail. In the development of this washer we have focused on design, function, user friendliness and environmental awareness. This has been recognized by *The European Centre for Architecture Art Design and Urban studies* who has awarded us with the **GREEN GOOD DESIGN** award 2009.

World's oldest and most established awards

Founded in Chicago, Illinois in 1950, GOOD DESIGN remains the oldest and most established awards program for the most innovative and visionary new product design worldwide. GREEN GOOD DESIGN is a new direction within GOOD DESIGN which values environmental factors. Some of the world's most advanced corporations leading the "Green Revolution" are recognized. The award values "*the most important new international products and buildings that are leading the global way to a design that is fully sustainable and compatible with the highest standards of good environment"*. For GREEN GOOD DESIGN 2009, the entire nation of Sweden was awarded as the most "Green" country in the world.

A great honor and acknowledgement

We are humbled to receive this prestigious award and see it as an important acknowledgement of our continuous work with connecting form, function and environmental awareness, says Tobias Strålman designer at ASKO. Our goal is to provide laundry products with a discreet but interesting outside, and an extremely functional inside. There are many environmental benefits that are achieved at the consumer stage when choosing and using an environmentally friendly ASKO product. We are proud to say that they have the unbeatable combination of being resource, water and energy efficient.

Our Line Series™ washer

The high-quality Line Series™ washers have superior performance and ultimate features, with a modern, yet classic, minimalist design. Their unique control panels display the information in one row from left to right and are both logical, and easy to use. They are all co-designed, and can be combined, with our dryers and smart Hidden Helpers™.

Please visit www.askousa.com

For information contact ASKO Marketing Communication E-mail: askomarketing@askousa.com

ASKO by Asko Appliances, Inc. Plano, Texas Phone: (972) 941-1900 www.askousa.com

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Model: W6903SS w/ dual HiddenHelpers

Detergent dispenser – fully integrated design – push to open – prewash, main wash, liquid detergent & fabric softener sections.

Model: W6903FI with owner supplied wood door panel.

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