











Press release

Event in Prague



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Two top models in one night

On Monday, August 30th 2004, the Slovenian company Gorenje, one of the leading European household appliance producers, organized an elite event in Prague, intended for business partners from all over the world. The gala evening took place in the magnificent setting of the Hradchany Castle, which was co-designed by the Slovenian architect Jože Plečnik. The evening culminated with the presentation of a new generation of washing machines and laundry driers that dazzled the audience with their technical excellence, design, and innovative features. To introduce the star of the show, new top model among the best washing machines of the world Gorenje Premium Touch was, next to the Gorenje CEO Mr. Franjo Bobinac, the Prague-born top model Eva Herzigova.

The magical milieu of the old Castle and the stage performance meticulously planned to the last detail, created an unforgettable atmosphere. Guests were treated with classical sounds of modern violin interpretations by the Canadian violinist Dr. Drew, the Prague National Theatre Ballet, a performance from the world of the unique Prague child opera, along with a spectacular multimedia dance-theatre act by Laterna Magika, evergreens in modern arrangements by the Slovenian Al Capone Štrajh Trio, and the spiritual nostalgia awakened by the rich voice of the first lady of Croatian musical arena, Ms. Josipa Lisac.

The Gorenje Group

Gorenje is one of the leading European household appliance producers, famous for its technical, technological, and business excellence. The Gorenje Group consists of the parent company Gorenje, d.d., and 47 subsidiaries, 33 of which are abroad. Gorenje is the leading Slovenian net exporter, selling 93% of its production abroad. It has more than fifty years of tradition in the field of production and sales of household appliances with current 4% market share in Europe. Over 2.8 million of Gorenje large household appliances are sold every year in over 60 countries all over the world, of which 75% is sold under the Gorenje trademark. Its annual turnover is 850 million Euros. Gorenje is a member of the CECED association. Its shares are quoted at the Ljubljana Stock Exchange.

The Gorenje trademark is a guarantee for innovation, both regarding technical perfection as well as contemporary design and environmental care. Its new image, developed in Gorenje this year, is based on family and home values. The personality of the trademark is modern, dynamic, creative, and warm, like someone you would not hesitate to be friends with. Innovative details of Gorenje appliances facilitate household activities, while their functionality provides more quality time to be spent with your family.

Great thinkers of the new generation

In line with Gorenje's solemn commitment to a friendly home dwelling, the birth of the new generation of washing machines and laundry driers has set in motion an entirely new production line, with a superb program of **new generation of washing machines and laundry dryers**, distinguished by their excellence of development, technology, and design. The new generation of washing machines and laundry driers can meet a multitude of wishes and requirements and fits perfectly into virtually any home and space.

New generation of washing machines and laundry driers employs the **intelligent technology** with **sensor operation** (UseLogic®). In spite of cutting-edge technology no extra skills, or time are required in order to operate or program the appliance. The control panel is simple, intelligible, and easy to use. Depending on your requirements, the washing machine and the drier can be set up in a tower or one next to the other, while being both operated from the same **control panel**. Washing capacity is up to **6 kg of laundry**. Among the novelties is also the 33 cm wide door opening, which facilitates the loading. Design, ergonomics, and the aesthetics of the washing machine have been given careful thought, in order to set a **new trend** in the beauty of laundry care.

New line of washing machines comes in a wide assortment of self-standing and **built-in** variations, complemented by a series of 44 cm deep models. Built-in – 3 cm lower and **shallower** – 44 cm deep washing machines are a **complete novelty** from Gorenje. New appliances surpass by far the traditional Gorenje's **reputation for environmental friendliness**, since they satisfy top ecological standards. The best washing machines are distinguished not only by their low energy consumption, but also by outstanding washing and spinning results.

Welcome to the world of intelligent operation

Let us think for just a moment, what could and should a customer expect from a washing machine, besides perfect care for laundry: simple operation, expanded capacity, fitting dimensions, special washing programs, environmental friendliness, safety, reliability, adjustability and attractive design should go without saying. In addition to all these features, customers can henceforth expect and demand even more. The technology of the future has become the present.

As a unique innovation **worldwide**, developed by Gorenje's top experts, we proudly present the **Gorenje Premium Touch washing machine**. It is the **first washing machine in the world** with a touch screen, distinguished by exceptional advantages and innovative solutions of the advanced intelligent UseLogic® technology. The **touch screen** is very easy to use. Required programs and settings are selected by a simple touch of the finger while following the menus in one of the 29 preset languages. Another revolutionary feature of the Premium Touch washing machine is the option of spinning at **2000 rounds per minute**.

A touch of exclusiveness is added by the detergent dispenser that slides out automatically from the machine casing, thus convincing you that mechanic operation is indeed history. Welcome to the world of **intelligent operation**.

The heart of the Premium Touch washing machine is the **UseLogic®** technology, which is based on the operation of **intelligent sensors**. These collect and process information about the washing procedure, constantly checking the **quantity of laundry, water purity, and amount of foam**. This way the best washing results are attained with the lowest possible water, power, and detergent consumption.

The most advanced **feature of the touch screen** is the choice of a unique program, called "**The washing wizard**". All you have to do is use the touch screen to specify the type of laundry to be washed and how soiled it is, and press 'start'. The wizard will then **automatically select** and run the **most appropriate washing program**. Apart from usual, familiar washing programs, Premium Touch enables you a varied choice between a number of completely **new** and absolutely innovative washing programs, e.g. mix, jogging, easy ironing etc., which are bound to satisfy every special need, and more. According to your liking, you can **create** and **permanently save your own washing program**, consisting of procedures that you find most suitable for certain kinds of laundry.

Monarque changes residential ambience

Wine resembles a living creature, needing all the love. Its aroma and fragrance need time for seasoning, sedimentation, and ageing. In the past, wine spent ripening and storage time in wine cellars. Modern habitations do not always provide facilities for such way of storage. Gorenje, which has been constantly searching for new solutions, has therefore devoted special attention to wine and its storage.

Thousand years of wine producers experience resulted in Gorenje in the **technically perfect** product with **top design**, originating from the old-fashioned wine cellar methods and love for wine. Ever since old days wine has been kept far from food, in cold, dark and damp wine cellars. **The wine chilling cabinet** bearing the aristocratic name **Monarque** is a novelty from **Gorenje**, offering ideal solution for maintaining the balance between the tradition of wine storage and its quality. It is the final result of Gorenje **best experts** who have put in it all their innovation, sense of **technical detail** and modern design, with utmost care for the environment.

The Monarque wine chiller is a precisely manufactured appliance designed for correct **chilling and ripening of wine**. Just the right **temperature**, unchanging **position of bottles**, high **humidity rate**, **protection from light and soundproof insulation** of the appliance enable the connoisseurs to provide the right storage conditions to their wine collection. Storage of wine in the wine chiller instead in the traditional refrigerator, gives noticeable difference in wine quality, as a consequence of correct storage. You can without hesitation store also open bottles, and wine will not turn sour. Specific method of cooling, maintaining the moisture and sterile environment can also be used for storage of **pharmaceutical products**.

Wine Chillers are made in two versions, with the possibility of free-standing or built-in positioning. You can select between the actual wine chilling cabinet with temperature range between 5 and 15°C only with bottle supports, or as a **beverage storage center** - from 1 to 10°C, with additional special shelves. Cabinets are **soundproof insulated**. Sound insulation protects from sound vibrations, with the aim of maintaining the homogenous wine sediment intact. They are also **hermetically closed**. They have special protective coating on double glass door with anti **UV-rays reinforces glass**. Cooling **temperature** is ideal, and it can be set separately for red and white wine. They automatically maintain **high level of moisture** – above 80 percent. The interior is fitted with 7 pull-out shelves, with stainless steel slide guides and chrome plated wire bottle supports. Shelves are framed with selected wooden edges made of cherry wood, creating the impression of oak color. Glass door is elegantly encircled with powdered aluminum frame, complemented with sophisticatedly designed ergonomic handle.

All this has one goal in mind, to **create** the most **authentic storage environment**. Wine chillers are **timelessly beautiful**, practically designed, with limitless possibilities of **positioning in any space**. They are so beautiful and useful, that Gorenje wants to use them to trigger a revolutionary trend in interior design.

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PREMIUM TOUCH TOWER- COMBINATION.tif



WASHING & DRYING COUPLE.tif



44 cm SLIM WM.tif



UNDERCOUNTER WASHING MACHINE.tif



WM - PREMIUM TOUCH.tif



DRYER-PREMIUM TOUCH.tif

Press release

Picture bank - New generation washing machines and laundry dryers



CONTROL PANEL - BUTTON.tif



TOUCH CONTROL SCREEN.tif



LUXURIUS HOTEL.tif



EXTRAVAGANTE HOME.tif



DREAM KITCHEN.tif



ITALIAN RESTAURANT.tif



MODERN BAR.tif



GORENJE PLANT IN VELENJE, SLOVENIA.tif