

# ARROW-GRAM



June 6, 2014



## Fully Integrated Laundry Discontinued

ASKO Sweden has announced that they will no longer produce fully integrated products. To insure a smooth exit out of this category, we ask that you submit any orders you may have to avoid any out of stock situation.

Moving forward the efforts for ASKO laundry will be focused in these three areas:

- Vented 24" Dryers
  - Seizing the opportunity that we have in the vented 24" dryer category as competitors are vacating this category
- Pro-Series Laundry
  - Building sales in this new category, by meeting the demands from consumers looking for products that outperform in cleaning, rinsing and durability.
  - Increase capacity to meet consumer demand
- Heat Pump Dryers
  - Building and pioneering this new technology in dryers that will save energy. This new technology will gain momentum as the DOE begins to place more efforts educating American consumers on the benefits of energy savings on dryers.

Lastly, the Asko price sheets will be updated to reflect this change in the near future, in addition to an update on the website.

Please contact your Regional Sales Manager or our Customer Service department for the most up-to-date inventory availability.