



Media release

New series of appliances from ELRO

With its new Series 2300, ELRO AG, the globally successful Swiss professional kitchens specialist, has redesigned its entire product series, adapting its appliances to all – even future – requirements of the modern professional kitchen. Using partly new designs plus enhancements of its pressure Bratt Pans, pressure cookers, kettles and Flexi-pans, the ELRO Series 2300 has opened up previously unimagined scope for raising productivity and, therefore, for enhancing cost-effectiveness. The fact that the focus is not simply on how the appliances are designed, but also on every aspect of the user's requirements, makes the Series 2300 even more attractive.

Greater flexibility

The multifunctionality of every individual Series 2300 appliance allows it to be used for different types of cooking processes and makes for much greater flexibility in the kitchen in every respect. This means that a professional kitchen equipped with Series 2300 appliances can make do with considerably fewer appliances than was usual, or indeed necessary in the past, thus generating invaluable benefits in terms of cost-effectiveness and the planning and utilisation of available space.

More efficient cleaning

Conventional cleaning by hand, using detergents, buckets and cloths, not only takes up a lot of time and energy, but also has a fairly disruptive effect on the production process. With the ELRO HPC (High Pressure Cleaning) system, hygienic cleaning even of critical areas such as edges, hinges and corners can be done in record time, which adds up to unbeatable cost savings. The ELRO Series 2300 appliances are particularly well-suited to this efficient cleaning process, featuring not only splash protection level IPx6, but protection factor IPx9, previously only used for trucks.

Easier operation

Using and controlling Series 2300 appliances is not only child's play with the ELRO QCS (Quick Cook Select), but is also more reliable and safe: to meet individual needs and preferences you can call up cooking programs according to food type, the main basic preparation methods and even programs you have created for your own cooking processes at the push of a button. This takes operation to a previously undreamt-of level of convenience, and makes handling of the appliances much easier. At the same time, however, the ELRO QCS ensures that all cooking processes are one hundred percent reproducible.



Reduced running costs

Thanks to the ELRO PMS (Power Management System), which all Series 2300 appliances feature as standard, the built-in “intelligent” performance optimisation among the appliances achieves energy savings of up to 30%. At the same time, the ELRO PMS greatly reduces not only energy but also installation costs because no building control technology is needed to operate the ELRO appliances.

Revolutionary concept

With its “Mobile Kitchen” concept, ELRO has taken another revolutionary step forward in terms of productivity gains, as all Series 2300 appliances are optionally available in a mobile version. This concept offers entirely new possibilities with respect to the planning, running and maintenance of a professional kitchen, as well as regarding appliance utilisation, cleaning processes and efficiency. By physically separating the processes of production, cleaning and appliance storage, the “Mobile Kitchen” concept makes a major contribution to improving cost-effectiveness, flexibility and hygiene in the professional kitchen. The ELRO “Mobile Kitchen” concept takes professional kitchens into the world of tomorrow.

Headquartered in Bremgarten in the Swiss canton of Aargau, ELRO AG has more than 50 years’ experience in designing professional kitchens, primarily in the area of thermal cooker solutions. The company’s portfolio of services includes advice and conceptualisation, solution and appliance design, as well as training and customer service. ELRO AG has worldwide operations and branch offices in Germany, Austria, France, England and the United Arab Emirates.

For further information, visit: www.elro.ch