



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.

The particular advantage of the ELRO Series 2300 is that it significantly increases flexibility in everyday operations. For example, thanks to the ELRO HPC (High Pressure Cleaning) system, it brings a level of efficiency to cleaning processes which was virtually inconceivable in the past, hugely simplifies operation with the ELRO QCS (Quick Cook Select) and achieves energy savings of up to 30% with the ELRO PMS (Power Management System). Together, all these innovations considerably reduce initial investment outlay and the costs of ownership.

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