

## Press release

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# Electrolux Professional launches new virtual event platform for customers

**Electrolux Professional is launching a new virtual event platform, developed to provide a dynamic digital meeting space for customers and partners to be inspired.**

On October 27-28 Electrolux Professional has invited customers, partners and consultants to experience the new digital platform through “On Beat”, an online event where customers can listen in and learn how they can future proof their business, as the post-pandemic pace of the food service industry picks up.

“With the addition of the new virtual event platform we will be able to provide our customers with a modern and dynamic showroom and meeting space, where they can explore our best-in-class products and innovative solutions - whenever it suits them,” says Esther Staskiewicz, Vice President Global Marketing, Electrolux Professional.

The “On Beat” event covers eight different hot topics all around Sustainability - Electrolux Professional’s strong legacy - addressed by 20 different speakers. The speakers range from industry leading customers and stakeholders, to Electrolux Professional experts. The topics focus on sustainability, trends, innovation, IoT and the digital ecosystem, as well as hygiene and safety.

The event takes place during the week of Host, the leading exhibition in the hospitality and catering industry in Milan, Italy, which Electrolux Professional will not be attending.

“With this new format we have invented our own unique way of staying close to customers, even as international travel restrictions is limiting the possibility to physically participate in the Host exhibition this year. During the digital event, participants will be able to request live demos, contact the experts or book targeted visits on their demand”, says Esther Staskiewicz.

Find out more here <https://www.electroluxprofessional.com/on-beat/>

**For further information, please contact** Esther Staskiewicz, Vice President Global Marketing, mail [esther.staskiewicz@electroluxprofessional.com](mailto:esther.staskiewicz@electroluxprofessional.com)

### About Electrolux Professional

Electrolux Professional is one of the leading global providers of food service, beverage and laundry for professional users. Our innovative products and worldwide service network make our customers’ work-life easier, more profitable – and truly sustainable every day. Our solutions and products are manufactured in 11 plants in seven countries and sold in over 110 countries. In 2020, Electrolux Professional had global sales of SEK 7,3bn and approximately 3,500 employees. Electrolux Professional’s B-shares are listed at Nasdaq Stockholm. For more information, visit <https://www.electroluxprofessional.com/corporate>