

LIFESTYLE

GORENJE MAGAZINE

WINTER — SPRING 2013

ISSUE 10



GROWING GORENJE IN GERMANY • MARKO MRZEL, MANAGEMENT BOARD MEMBER: DEDICATION AND DIFFERENTIATION • CHILLING WITH THE COOLING DEVELOPMENT TEAM • MARIO SAMBOLEC & VESNA MILENKOVIČ, GIVING BACK TO THE BODY • IQcook CHANGING THE WAY WE COOK, INTELLIGENTLY • HEALTHY AND HAPPY IN HELSINKI • KARIM RASHID TALKS GOOD DESIGN • JOHAN PETER PALUDAN ON THE FUTURE OF FOOD



INNOVATIVE KITCHEN APPLIANCES



Kitchen is a concept founded upon clear principles of enhancement. Kitchen appliances are its plus. Gorenje+. PLUS is a symbol of exclusive novelties selected to meet your most demanding criteria. Treat yourself to the concept of pluses that will give your life a good pulse.

Expect more. Demand PLUS.

gorenje+



HomeCHEF. OVEN FULL OF KNOWLEDGE.

HomeCHEF is a revolutionary oven combining the knowledge of master chefs with user-friendly technology. While its large colour TFT display simplifies the selection of settings by simply sliding a finger across the display, the greatest benefit of the oven is a patented multi-step baking - **STEPbake**, which enables preset changes of temperature, heating elements and cooking time for your selected dish. HomeCHEF is the right choice for consistently delicious culinary experiences and will impress and inspire beginners and seasoned chefs alike.

SMART, QUALITY, HEALTHY LIVING



▲ ALEKSANDER URANC, Brand Management Director

Trends in consumer demand for home appliances demonstrate that, as well as caring about the impact these products have on the environment, consumers also find it increasingly important to consider the way these products affect our lives. This is why increasingly more development and innovation efforts at Gorenje focus on the health benefits of the company's home appliances. Gorenje's experts have been working intensely on developing appliances that introduce significant innovations in healthy cooking and all round healthy living.

In addition to simple control and more sensor-assisted automation of cooking and baking processes, Gorenje's new cooking appliances introduce solutions that help maximise the preserving of foods' own nutrients during thermal food processing. The IQcook induction hob, for instance, is actually the first hob in the world that offers intelligent user-minded preset cooking modes, including the unique IQ steam cooking.

This intelligent, intuitive approach is well reflected in another of the company's innovative offerings – the HomeCHEF oven, which allows users to select the dish of their choice while the HomeCHEF sets the best baking options for the particular dish or food item. This spring we will introduce new fridge freezers in the market that boast numerous innovative features that provide high quality food storage, with verified preservation of vitamins and the overall nutritive value of foods over longer periods of time.

The Gorenje washing machines featuring innovative SensorIQ technology are always well up to the task of taking good care of our clothes; and finally, there's the first IonTech dryer with anti-allergy action. Furthermore, all these appliances can lay claim to high energy efficiency and overall friendliness – to both users and the environment.

Yes, we are talking about appliances; but more than that, we're working to tell good, inspiring stories about contemporary developments that are integral to our lives and lifestyles – about healthy, responsible, quality ways of improving homes, our environments, and the way we live.

In this spirit, and with these values very much in mind, we talk, this issue, about various approaches to healthy living – how we can make the most of what we eat, how we prepare our food, what we can do for our bodies, and how our many daily practices fit into the larger healthy lifestyle picture. From the marketplace to the kitchen, to the gym and the great outdoors and back into the Finnish sauna, we make the healthful, satisfying rounds with the people who know best.

And we find that the products we choose, buy and use, from the traditional to the latest technology offerings, are only as effective as the way we use and integrate them in our daily lives: whether it's making our own juices and yoghurts, getting the right exercise, choosing our travel destinations or the way we wind down and relax, it's all part of the same good thing – smart, quality, healthy living.

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XtremePower
NO LIMITS



XtremePower NoLimits



NoLimits



PowerBoost



SliderTouch



SmartControl



Timer

Xtreme induction technology for culinary pleasures without limits

Put whatever dish where ever you want on the hob, and - start creating!

XtremePower NoLimits - the only limit is your imagination!



SWITCHED ON

GORENJE LAUNCHES WASHERS, DRYERS POWERED BY E.ON ON CZECH MARKET

Last autumn, the new Gorenje powered by E.ON washers and dryers were launched as part of the E.ON Product In-Novation event in the Czech Republic. The official introduction was also attended by partners from Datart, Euronics and Electroworld, who are now the official and exclusive dealers of Gorenje powered by E.ON appliances.

Increasingly more people are looking to take advantage of attractive, low-tariff prices to reduce the cost of cooking, laundry, ironing, dishwashing and other energy-intensive processes. In response, E.ON and Gorenje jointly developed the first and only washer and dryer that, upon selection, wait for the (low-)tariff to initiate and automatically switch on. This way appliances significantly reduce operation costs over their entire lifecycle – perhaps even enough to recoup the purchase price of the washer and dryer.

This innovative project led to a partnership between E.ON and Gorenje, and represents a high priority for both companies. E.ON is the world's largest investor-owned electric utility service provider based in Düsseldorf, Germany.



▲ Gorenje powered by E.ON washers and dryers identify low-tariff periods and start wash cycle accordingly

- ▶ At the ceremony: Suad Hadžić, Gorenje Czech General Manager, Slobodan Vukša, Product Manager, Czech Republic, Zdenek Štetina, Sales Director, and Regina Netolická, Marketing Manager.



COOKING AT KÜCHENMEILE

Gorenje installs World of Innovations at MAZ



Last September saw Gorenje take part for the first time at the A30 Küchenmeile business to business tradeshow in Germany, where Gorenje installed a permanent exhibition at the new MAZ fair and exhibition centre, called the World of Innovations. “The exhibition was a success,” says Klemen Prešeren,

director of Gorenje Vertriebs GmbH. “And as it will stay open for the next three years our German team will stage various training sessions for our dealers and cooking events aimed at both business partners and end consumers.”

A30 Küchenmeile is an annual event at which most important kitchen

furniture manufacturers in Germany have a presence. As Gorenje has been working to increase its presence in the kitchen studios with their brands Gorenje, Gorenje+ and Atag, B2B tradeshows like A30 are of particular importance.

A HEALTHY FUTURE

Gorenje gets good notice at Futura fair in Salzburg

Gorenje generated good (and delicious) buzz at Salzburg’s Futura trade show this past autumn, which saw Austria’s central and long-running home appliance and consumer electronics fair visited by 8,500 business partners. The main theme of the exhibition, which included some 100 appliances of the current program, was “healthy living”. And the main attraction of the Gorenje stand was unarguably the IQcook hob, on which chef Sascha Wenderoth prepared delicious meals before an excited audience. “Customer response reflected the general excitement there, said Sandra Lubej, Managing Director at Gorenje Austria, “and we won specific orders for the exhibited appliances and for participation at in-house trade and cooking shows at our buyers”.



HELPING HOLIDAYS

SOS-Kinderdorf group enjoys Slovenia

For six years running the SOS-Kinderdorf in Diessen (close to Germany's Ammersee lake near Munich) has enjoyed the support of Gorenje München in the form of a generous annual donation, together with some appliances as well to help out at SOS-Kinderdorf.

Last summer Gorenje München enabled a group of adolescents between 14 and 18 years of age to enjoy a 14-day holiday in Ankaran, on the Slovenian Adriatic coast. Near the end of their stay the group, together with two Kinderdorf team-leaders, were picked up by bus for a visit to Gorenje headquarters to learn something about the company and its operations. After an engaging tour of the factory the group enjoyed a lunch at the Gorenje canteen, then returned to their campground to enjoy the final two days of their holidays in Slovenia.



▲ Children from the SOS-Kinderdorf (Diessen, Germany) visit Gorenje headquarters to see, listen and learn.

BIG RED

XXL Retro Fridge at the Munich airport

If you're flying out of Munich airport, don't miss the giant red retro fridge by Gorenje. Gorenje Germany's "Year of colours - 2012" action at year-end saw an interesting product placement scheme realised, employing the special retro fridge in Munich. The action was yet another way Gorenje, as pioneer of colour design schemes – and with a current market share of over 50% in colourful home appliances – solidified its market leadership in this specialty segment.

The faithfully recreated retro giant, standing a whole 3.5 metres tall, and with an impressive interior made of steel, is grabbing the attention of passengers passing through the central security checkpoint in the departure area of Terminal 2 starting 1 December 2012, for an entire month. With some 220,000 passengers per month this is the busiest area in the terminal. Also, another module with one cool green refrigerator – in original size – is attracting arriving passengers between the baggage carousels in the Terminal 2 area.



GORENJE GOES ROSKILDE

GORENJE AGAIN GETS IN ON THE ROSKILDE FESTIVAL - AND GOES ORANGE



Gorenje and the Roskilde Festival teamed up last summer to raise funds to support The Roskilde Festival Charity Society, with Gorenje donating three custom-made Gorenje retro refrigerators emblazoned with the Roskilde Festival logo. As part of the celebrated "Orange Scene", artists were encouraged to sign the fridges, which were later sold at a charity auction.

Gorenje also contributed to green thinking by donating five environmentally friendly A++ refrigerators to the "Odeon Scene", a stage equipped with



environmentally friendly lights, and the area around the stage focused on sustainability and ecology.

And for the fourth year in a row, Gorenje provided free laundry service at the festival running at full capacity in the new Gorenje HomeMAID washing machines and dryers - in customized Roskilde-orange.

The Roskilde Festival is the largest North European culture and music festival, and takes place in Roskilde, Denmark the first week in July.

CAMPAIGNING FOR A CURE

Auctioning Gorenje's pink refrigerator in charity action against breast cancer

Every year Norwegian golf clubs join forces for a good cause – to raise funds in the fight against cancer. The “Pink Cup” charity golf tournament was established in 2008 in Norway specifically to fight breast cancer. And this year Gorenje contributed with an exciting item – a pink retro refrigerator embellished with a precious ribbon made of white gold, and fitted with glittering zircon gems by Slovenian jeweller Zlatarna Celje (Celje Goldsmiths). All funds raised by the sale of these appliances were donated to institutions working to cure breast cancer, and for upgrading medical equipment used in early cancer detection.

So far, Gorenje and Zlatarna Celje have helped raise over €380,000, through their own auctions of precious pink refrigerators with white gold ribbons and through cooperation in similar projects.

The project began in Slovenia on the initiative of prim. asst. Jana Govc Eržen, a founding member of the Slovenian chapter of Europa Donna, the European Breast Cancer Coalition. The first two successful auctions in Ljubljana and Zagreb were followed by two auctions as part of Pink October, European Breast Cancer Awareness Month, in London and Split.

Social accountability plays an active part in all of Gorenje's operations, with the company regularly taking part in charity projects, even initiating them, including charity auctions in several European cities. One Gorenje refrigerator was even sold in Moscow for a record-breaking USD \$110,000.



▼ Gorenje contributes to the “Pink Cup” golf tournament with a unique Gorenje pink retro fridge for their campaign against cancer.



MADE BY CHAMPIONS

Handball champs lend a hand on Gorenje factory visit

Last season saw the Gorenje Velenje handball team win the national champions 2012 title, finishing the year without a single loss. After the final match the Slovene champs paid a visit to Gorenje headquarters and the factory in Velenje. There the team were led through the washing machine production line as well as the cooling and cooking lines. Further, they joined Gorenje workers and helped develop a single appliance at each of the three lines. The resulting series – named “Made by Champions” – was produced as a charity donation.



▲ Incorporating components into the oven housing requires some extra skills.



▲ Players helped out on the fridge line, including the new Retro collection.

LOFTY AMBITIONS

Gorenje takes high-end ranges to Brazil's São Paulo region fair

Last autumn saw Gorenje take part in the third edition of the popular Brazilian interior design fair "Polo Design Show," organised by the Association of Shopkeepers ABC Polo Design Center, and held from mid-September through late October in the Vera Cruz Pavilion, Sao Bernardo do Campo. Some highly renowned professionals from the region presented innovative solutions and versatile solutions for both residential and corporate environments.

"This fair was very important for Gorenje in the ABC area, which represents three smaller cities bordering São Paulo: Santo Andre, São Bernardo do Campo, and São Caetano do Sul. In cooperation with our partner AMASF Coifas - also part of the Association of Shopkeepers ABC Polo Design Center - we showed our products and were very satisfied with the feedback," said Tatjana Močenik, Managing Director of Gorenje Brazil.

Gorenje exhibited in a design loft by renowned architects Adriana Fiali & Rose Corsini, and in the charming Sweets Store, created by Cinthia Garcia & An-



▲ Loft by architects Adriana Fiali & Rose Corsini, employing Gorenje's high-end products like the iChef + oven and glass ceramic hobs.

drea Karalkovas, who found the Gorenje Retro Juicy Orange refrigerator an important visual element of the space.

Last year, Gorenje also stepped up its commercial activities in the Brazilian

markets and made its first sales. "Our products are already present in major specialty stores," says Močenik, "and we are planning to open our own showroom this spring in Sao Paulo".

WINNING RUN FOR INCLUDED

Gorenje Asia takes part in J.P. Morgan Charity Race

The Gorenje Asia team pulled together a team of 20 runners to participate at this year's Corporate Challenge Charity race in Shanghai this past October. The Corporate Challenge has made its mark all around the world, with J.P. Morgan organising events in Frankfurt, London, San Francisco, Sydney and more. But this was only the second annual race in Shanghai, where companies signed up their employees for a 5.6 km run, contributing their application fees to a local charity. In Shanghai the competition drew a crowd of some 6,500 participants from 227 companies.

In the end, the driving idea of the competition is team spirit and chari-

table donations, so the biggest winner of the day was the race beneficiary "Included". Formerly known as Compassion for Migrant Children, Included is a non-profit organisation founded in 2006 to help China's urban migrant children, primarily through offering community-based social and educational programs. The donation from this year's charity race will go toward supporting After School programs serving over 8,000 migrants.

MORE ON J.P. MORGAN CORPORATE CHALLENGE, AT WWW.JPMORGANCHASECC.COM/INDEX.PHP



▲ Fastest on the Gorenje Asia team were Jim Chou (After Sales), at 25.55 minutes, ranking him at 172; and Sissi Lau (Sales), at 33.24 min, and 178th amongst all women runners.

NEW SENSATIONS

NEW GENERATION WASHING MACHINES AND DRYERS UNVEILED IN BOSNIA AND HERZEGOVINA



▲ “Sensation in White” - models’ white dresses “washed” in giant Gorenje washing machine.

Gorenje recently introduced its new generation of washing machines and dryers in Bosnia and Herzegovina, at an event for over 200 guests hosted by TV personality Aleksandar Hršum.

Managing director of Gorenje Commerce, d.o.o., Robert Polšak stressed that the new generation washing machines and dryers will gradually replace its successful predecessors, which sold more than 200,000 units.

One of the most important functions offered in the new generation washing machines is the StainExpert, presented at the event through a compelling fashion show entitled “Sensation in White,” where the models’ white dresses, stained with fruit juice, coffee, wine, and other organic substances, were “washed” in a giant Gorenje washing machine.



▲ Robert Polšak, Managing Director of Gorenje Commerce in Bosnia and Herzegovina

During the technical part of the programme, Rok Grudnik, product manager of Gorenje’s wet program at Gorenje, d.d., and Abdurahman Drkić, product manager at Gorenje Commerce d.o.o., presented all the new features of the new washing machines and dryers: SensoCARE washing technology and SensorIQ smart technology, as well as TotalWeight, TwinAir, IonTech and more. They also pointed to the many awards garnered by the new generation washing machines and dryers, including the Red Dot design award for best appliance design of 2012.

The event wrapped up with a show by the dance group Fresh Generation, while the Berin Buturović Band entertained guests at the partners’ dinner.

MAKING HISTORY

Gorenje expanding sales activities in Uzbekistan

The largely agrarian Central Asian republic of Uzbekistan has a population of 28 million people. It's the most populous country in the region, with a very young demographic, almost 100 percent literacy, yet is still markedly rural. Private ownership of urban apartments has only been common since 1990, and people are now offered a wide choice of suburban plots to build their homes.

Similarly, the majority of home appliance trade takes place in so-called markets, although the number of specialised stores as potential sales points for Gorenje appliances is on the rise. As of last year, Gorenje began establishing new foundations in large and small home appliance sales. This exciting new work is aimed at improving recognition and the reputation of the Gorenje brand, the basis for successful, longer-term sales in the market. And though Gorenje does not currently have a sales unit in Uzbekistan, sales are made directly in cooperation with two local dealers. In the years to come, the Uzbek market could well become the top market in the region, given the relaxation of certain government-imposed restrictions.



▲ The historical city of Samarkand was a meeting point for different cultures in this part of the world.

EXPERIENCE CENTRE IN MUMBAI

Gorenje enters Indian market with new showrooms



▲ Showroom in north Mumbai, the world's fourth largest city (approx. 20.5 million).



▲ Gorenje appliance sales team in Mumbai.

As analysis of the Indian home appliance market has shown, India is a rapidly expanding economy and its market represents a vast potential for Gorenje. Demands of Indian consumers in terms of technology and functions are also ever higher, which means that Gorenje's technologically advanced appliances that are friendly for both users and the environment can be competitive in the Indian market. A range of hot, cold, and wet appliances of the Gorenje brand, as well as designer lines like Ora-Īto, Pininfarina, and Simplicity, are to be delivered in July.

Gorenje is already present in kitchen studios of reputable manufacturers and retailers of kitchen furniture, in major appliance retail chains, and in development projects for tourist apartments. Now Gorenje is scheduled to open three of their own showrooms in the first year of operations. September saw the Gorenje Experience Centre in Mumbai, followed by a studio in Chennai in December; and in February 2013, a studio will be opened in Bangalore, all toward bringing the Gorenje brand directly to consumers across India.

MIXING IT UP

Gorenje at Belgrade's Mikser Expo 2012 festival

The Mikser Expo 2012 festival, held early summer in Savamali in Belgrad, Serbia, featured the most contemporary products across the range of washing, cooking, and cooling appliances from Gorenje. The focus here was the Gorenje story, which depicted the innovation in design and technical proficiency of products and services that brings the company's simplicity philosophy into users' homes.

With the exhibition, the Gorenje Beograd company worked to demonstrate that appliances are no longer simply dull and cold white boxes, but are so much more. They're the perfect thing to accessorise the home, and are indispensable household assistants. Visitors had the opportunity to examine the company installations by the young designer team from Gorenje Beograd. The path tracing the world of innovation wound through three primary elements - fire, water and ice - arranged in a playful way to highlight the characteristics of the exhibited appliances.

The second exhibition at the Mikser Expo, entitled Time Machine of Memo-



▲ Gorenje appliances in Time Machine of Memories, at the Mixer Expo.

ries, drew an exhibition timeline, from the first Gorenje gadgets to the present. The timeline showed what they look like, how some of them still function, and



also featured a few prototypes from the earliest days of production, stirring up a lot of nostalgia and long-lost memories among the visiting public.

POSITIVE ENERGY

Gorenje subsidiaries show their stuff at Energetika in Belgrade

Mid-October at the international Energetika 2012 fair in Belgrade proved a good first opportunity for the presentation of Gorenje's solutions in renewable energy sources and efficient use of energy to the Serbian public.

There Gorenje Solar presented its solar power plants, and Indop introduced its natural gas co-generation (combined heat and power) unit; while engineering company Gorenje Projekt presented their range of hydro-mechanical equipment for hydro electric plants big and small, as well as some wood biomass co-generation (CHP) solutions.

For it's part, the Serbian market shows good prospects for these technologies, owing to its size, natural environment, and possibilities of drawing from the European structural funds; and all three companies saw their appearance at the fair as highly successful.

MORE: WWW.GORENJE.COM/SOLAR/SI/, WWW.GORENJE-INDOP.SI/SI/, WWW.GORENJE-PROJEKT.COM



▲ Energy solutions presented by subsidiaries Gorenje Solar, Indop, and Gorenje Projekt.

PROJECTED OPPORTUNITIES

Gorenje Projekt delivers on Dubai Duty Free contract



Gorenje's subsidiary Gorenje Projekt recently took part in a project involving the second construction stage of a warehouse for the world's most prestigious duty-free store: the Dubai Duty Free. Gorenje Projekt served as the main contractor supplying and installing the warehouse equipment and control system. This is the largest warehouse the company has ever worked on for a third-party customer. The deal is also important in terms of entering the United Arab Emirates market, as the company's new references open up new opportunities. The project also involved engineering and production commissions for Gorenje Projekt's sister company Gorenje Gaio, d.o.o., which provided the bay elevators and all transport equipment for the pallet section of the warehouse. more at www.gorenje-projekt.com

▲ Gorenje Projekt delivered 102 containers - some 1,300 tons - of material for warehouse equipment to Dubai.

BUILDING BRAND AWARENESS

Gorenje appliances show at Interior Lifestyle Fair in Shanghai

Autumn saw Gorenje take part at the Interior Lifestyle Fair in Shanghai, also known as China's most important high-end lifestyle trade event. Gorenje first exhibited its appliances at the fair back in 2008, but last year was the first time Gorenje presented in co-operation with its Chinese partner and distributor GIIC.

Held for the first time in 2007, Interior Lifestyle China (in cooperation with organiser Messe Frankfurt) is an extension of Ambiente, the world's largest international consumer goods fair. Over the past years, the fair has developed into China's leading professional platform for creating brand awareness, launching new products and expanding market influence.

As the Chinese market is still booming, it presents a big opportunity for Gorenje to develop a consumer base in the biggest Asian market. Gorenje is working to build brand awareness in China by participating in lifestyle and design fairs and by exhibiting its more distinctive appliances such as its Retro fridge line in order to underline design and innovation as the brand's most recognisable characteristics.



▲ Timmy Cao, Senior Sales Manager Gorenje Asia; Vivian Wang, Marketing Manager Gorenje Asia.

THE SWEET SMELL OF MORNING

Gorenje bread maker is big winner of VIP test

Gorenje BM 900 AL

10 Bread makers tested
Top score: good (4,2)
Published: **VIP 10/2012**
good (4,2)

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TEST WINNER

Gorenje's BM 900 AL came out on top in the Slovenian Consumers Association (SCA) VIP test. The SCA tested ten bread makers by different manufacturers, with the winning Gorenje machine receiving a high score of 4.2 (out of 5.0) and SCA "recommended buy" status.

The BM 900 AL was awarded particularly high marks for the baking process. In all tests, the dough could be easily separated from the wall and kneading hooks, and preparation times for each program were the shortest among all the entries. The Gorenje bread maker came out on top in bread appearance, weight, size, and tenderness and texture of the crumb in cross section. The jury also praised the simple controls and appearance of the appliance.

The award-winning BM 900 AL allows timing the start of the baking process up to 13 hours ahead of time, which means you can wake up every morning to the smell of freshly baked bread. The machine is well suited to both complete beginners and seasoned bakers alike, offering 12 recipes with preset kneading, rising, and baking programs.

- ▶ The Gorenje BM 900 AL, with choice of removable non-stick baking tins.



HIGHEST MARKS

Gorenje dryer scores superbly in efficiency tests



In recent independent tests conducted by the German institute Hermes Hansecontrol, Gorenje's condenser dryer with heat pump (D7664N), ranking in the A-40% energy class, scored an excellent grade of 1.6* for operating efficiency.

And clothes dried in the Gorenje D7664N dryer were notably less wrinkled than those dried in the reference dryer. This is a result of Gorenje's advanced IonTech ion technology and the

unique TwinAir bi-directional air circulation system featured in Gorenje's high-end models, which provide soft and smooth laundry without the need for ironing. Comfort and drying efficiency are also enhanced by one of the largest (120 l) drums in the market.

*The Gorenje D7664N condenser dryer with heat pump scored excellent marks: on a scale from 1 - 6 (1 being the best, 6 the worst) the highly efficient appliance was awarded a grade of 1.6.



9kg



MORE OR LESS: SIZE DOES MATTER

New Gorenje washing machines with remarkable **capacity of 9-kilograms** are masters of efficiency and economy, yet with a gentle touch. Washing machine with the **largest drum volume** among the 9-kilogram models in the market is still within standard dimensions and will therefore fit any home.

Efficient use of water, energy and time will make Gorenje's new 9-kilogram washing machines an excellent choice for large and small households.

Heavy duty, flexible, economical, and reliable!



FASHIONABLY ULTRA WHITE

TOTAL CARE OF DELICATE FARANDULA WHITES WITH
GORENJE'S NEW GENERATION WASHERS AND DRYERS

MANCA KRNEL HESS GAŠPER DOMJAN

Slovenian fashion brand Farandula drew inspiration for their UltraWhite collection in the whiteness and softness that symbolise the visual identity and personality of the new generation of Gorenje washing machines and dryers. The UltraWhite collection reflects Farandula's philosophy of urban glamour, embodied in soft and lighthearted, almost ethereal silhouettes. Their fashionable design solutions aestheticise spaces in which the power of functional convenience blends in an aesthetically sophisticated way with the sensuous weightlessness of these fine white fabrics.

For their part, the superior design of environmentally friendly Gorenje washing machines and dryers, with their ultimate sense for laundry, provide perfect care for the most delicate of fabrics, satisfying every fashion imperative.

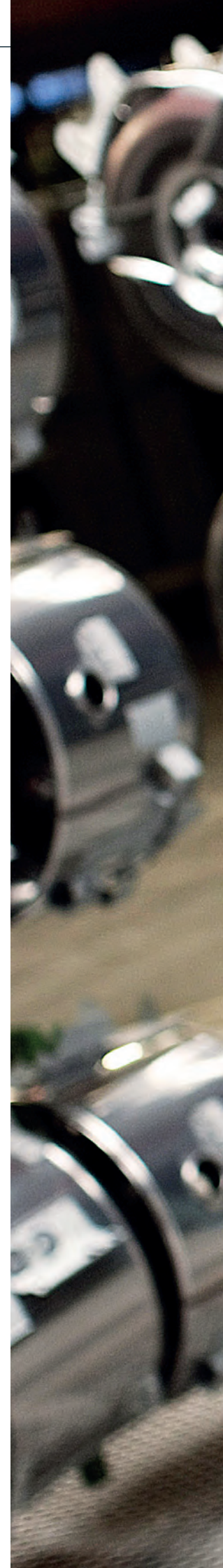
Consistent Care

The many new technical features of the new generation include UltraWHITE, a unique program for maintaining the

whiteness of delicates. This makes Gorenje among the first to guarantee perfect whiteness at no more than 30°C. Excellent care is further provided in the dryer with the friendly GentleCARE program, which allows drying at lower temperatures, while unique IonTech technology adds extra care and smooths fibres to keep them in mint condition - consistent with the "slow fashion" philosophy of the Farandula brand.

Fashion Reframed

Farandula is a Slovenian fashion brand of women's ready-to-wear garments founded in 2009 by fashion designers and entrepreneurs Mateja Krofl and Tinka Domjan. Their creations explore timeless subtleties and are a fine expression of femininity and the contemporary woman. As an advocate of "slow fashion", Farandula is creating a unique vision of sustainable and ethical fashion - and reframing the Slovenian fashion design story.





RESTRUCTURING FOR GROWTH AND DEVELOPMENT

ELIZABETA BILUŠ GORENJE ARCHIVES



▲ FRANJO BOBINAC, President and CEO

In 2012, Gorenje Group launched an extensive restructuring program involving manufacturing plants in Sweden, Finland, the Czech Republic, Slovenia, and Serbia. This is one of the key measures put in place to boost Gorenje's competitiveness and to provide growth in the years ahead.

The year 2012 was a milestone year in Gorenje's history, which spans over 60 years. After the company completed three takeovers in the period 2004 – 2012 and internationalized its manufacturing operations (prior to 2004, all production took place exclusively at Gorenje's parent company location in Velenje, Slovenia), 2012 saw the start of extensive restructuring of manufacturing operations. The entire production of cooking appliances was re-located from the Finland plant to the factory in Czech Republic; and the majority of refrigeration appliance production was

shifted from Slovenia to Serbia. Next year, the remainder of production restructuring activities will be completed, as production of washing machines, dryers, and dishwashers is moved from Sweden to Slovenia.

"Steps taken in terms of restructuring of manufacturing plants and optimisation of our operations are a part of our strategic promise," says Gorenje President and CEO Franjo Bobinac, "as they pave the way for the competitive development of Gorenje Group in the coming years".

Once restructuring of manufacturing sites is completed in autumn 2013, Gorenje's production of home appliances for the Group's own brands will have been concentrated in three countries: Slovenia, which remains Gorenje's central production site, Serbia, and the Czech Republic.

GORENJE WINS TWO CCIS GOLD AWARDS

GORENJE'S HOMECHEF OVEN AND DRYER WITH HEAT PUMP RANKED AMONG THE BEST INNOVATIONS OF THE YEAR

ELIZABETA BILUŠ GORENJE ARCHIVES



▲ (left to right): Blaž Brezovnik, Konrad Steblovnik, Matej Kotnik, Andrej Kaiser, Tea Dovšak, Boštjan Sovič, Zoran Uršič, Boris Pavčnik and Boštjan Pečnik.

Late September, the Chamber of Commerce and Industry of Slovenia (CCIS) presented awards for the best innovations of last year to enterprises, public-private institutes, and innovators. Two of the seven gold awards went to Gorenje for the Gorenje HomeCHEF oven with innovative colour touch screen and the dryer with heat pump, ranked in the A energy class.

Boštjan Pečnik, executive director of development at Gorenje, offered upon receiving the two gold awards: "We are happy about the CCIS awards, as we see them as further confirmation that we have done well in developing the HomeCHEF oven and the new generation of dryers fitted with a heat pump, which allows them to be ranked in the A energy class or beyond. Yet a company's development can never rest on its laurels. We will continue to pursue our work developing new home appliances excelling with innovative features and functions. We are already launching new innovative appliances from Gorenje, such as the IQcook cooking hob with steam cooking technology."

The award-winning Gorenje products boasting cutting-edge technology, environmentally friendly operation, and distinctive design, have been available for over a year. Owing to their remarkable features and user-friendly operation, they have en-



joyed very positive customer response. The HomeCHEF oven, which won the Plus X Award in Germany and garnered a red dot design honourable mention, convinces and impresses with innovative electronic touch control, while the highly energy efficient dryer does the same with innovative sensor technology and numerous automatic functions for superior laundry care. Both products address the most demanding consumers and their many requirements.

The CCIS (GZS) awards for best innovations, held at the Congress Center in Brdo pri Kranju, Slovenia are the highest commendation for innovative achievements of Slovenian companies.

DEDICATION AND DIFFERENTIATION

MARKO MRZEL, GORENJE MANAGEMENT BOARD MEMBER, ON UNTAPPED POTENTIAL, GROWING MARKETS AND ADDING YET MORE VALUE TO INNOVATIVE-DRIVEN DESIGN.



ELIZABETA BILUŠ NIK JARH

“With the right approach and motivation, our sales network and sales team are capable of countering the challenging conditions in which we have to operate.”

Marko Mrzel has been CSO since January 1, 2012. Before that he was Chief Officer of Finance from March 2011 to April 2012. He was director of Gorenje’s sales company in Belgrade Serbia from 2003 until autumn 2012. He has been at Gorenje since 2001.

You were appointed Management Board Member in charge of sales, or CSO, on January 1, 2012. Which have been your best; and your most difficult moments in this role?

It’s difficult to specify one best and one most difficult moment. All moments matter. How good or bad they are depends on how we view them. I believe this was a positive year. Many changes took place at the Gorenje Group, which also affected the field of sales. I wish to stress I’m very happy about the proactive approach by all employees who took part in these processes. We’ve built solid foundations for the future, and I believe our team will be successful in tackling new challenges along the way. I have a good feeling about this.

This has been another one in a series of challenging years for the home appliance industry in Europe. Demand for home appliances has still not returned to pre-crisis level of 2008. Gorenje, however, generates most of its revenue in Europe. What is Gorenje’s recipe for a time of weak demand for white goods?

The trend will persist. In the coming year, we are expecting a business environment similar to this year’s. It’s a fact that Gorenje relies on European markets for 90 percent of its revenue. Europe is a challenging market for our competitors as well, and they are turning to countries beyond its borders for above-average returns. Moreover, new players are coming to Europe, revising the rules of the game.

I feel Gorenje still has a lot of untapped potential. With the right approach and motivation, our sales network and sales team are capable of countering the challenging conditions in which we have to operate. We have to swing against the current. In other words, tapping our internal potential is what we have to do in the short run. The other element is quality products which are our capital. One opportunity for us is also to boost our shares in markets where we have been less active thus far. We are also increasingly focused on markets with higher value added, where we are able to plan higher growth

potential. Next year, growth is planned for Russia, Germany, and Ukraine. There are also markets that represent short-term opportunities. These certainly include Romania and Poland, where we have not yet reached our full potential. We are also looking to capitalise on our activities in Australia, where the new, beefed-up team is planning to boost sales twofold over the next two years. Our goals for the Far East are ambitious as well. The Middle East and Turkey are also notable regions on the Gorenje sales map. Needless to say we are also constantly on the lookout for new markets that will contribute their shares to our overall results in the years ahead.

You have recently announced that you hope to increase revenue generated outside Europe. You have just mentioned some of the targets.

Gorenje’s operations will remain focused on the European markets. Europe will still be our home market. There are still some voids here in Europe that we have to fill. Needless to say, opportunities lie beyond Europe as well. The world is so small that I wonder if there is a market that we can afford to ignore in our visions of future growth. As a system, we are increasingly adapting to the perception that there are markets for Gorenje outside Europe. This affects all processes, ranging from the definition of the product to pure sales market logic. This perception, that we are also becoming a global player rather than being constrained to Europe alone, should become our new DNA. Non-European markets are challenging for us because they are new; but we are ready to tackle them. As I mentioned, we are already present in some of them.

What are Gorenje’s trump cards in these markets? How to convince an Asian or Brazilian consumer to buy a Gorenje appliance?

Outside Europe, Gorenje is an anonymous brand. We are aware of that. Our brand Asko is much more recognizable in some markets like Australia and some parts of Asia. In non-

European markets we are up against the entire global competition which has been present there for years, while we are entering as a new or relatively new player. We approached each market individually as a universal approach would be impossible as well as hazardous. Distribution works differently; requirements regarding the appliances are different. We are looking to differentiate our products from those of the competition with design, new lines in which the customers would recognise our distinctiveness. In some markets, especially the Far East, we are focused on the so-called first-build channel and engineering or real estate development deals. In the Middle East, we are working largely with traditional distributors who have recognised the quality of Gorenje's appliances and appreciate the reasonable pricing and appealing design. Sometimes, however, being a new brand in the market makes us attractive for the distributors. It is difficult in our industry to find a universal recipe for being different and distinctive. Design is relative and one individual may like it while another won't; but generally speaking, Gorenje does have some advantages in design. We have pursued the story of design for a number of years and we have built a certain reputation in this regard. Needless to say, the first condition is a good, quality product with a reasonable price, and competent teams who know how to market our appliances. Gorenje has a lot of good people who can make a difference; people who can make us successful or not in the long run.

So people are the key?

They always have been and always will be. People can make a difference.

Home appliance manufacturers are caught in the crossfire: on the one hand, we have high prices for raw and processed materials - which are higher than they were before the crisis - pushing appliance prices upwards; at the same time, the market is ever more saturated, and purchasing power is low (or at least consumers are reluctant to buy durables), which exerts a downward pressure on prices. Is this a hopeless situation?

No situation is hopeless. It is true that pressure on prices is mounting. But the right structure of appliances can even allow a manufacturer to raise prices. This is the sales side of the equation. Also, Gorenje launched a major restructuring project in 2012 that will be completed next year. I am referring to the restructuring and optimisation of manufacturing operations. This is a major and highly complex project. Once this project is accomplished, Gorenje will not be the same. These activities are a part of our response to demand for higher value added in the entire Group. In sales, projects are in place to optimise costs in the sales and distribution chain. We are working on consolidation of the sales network, which will improve our cost effectiveness and the efficiency of our sales activities. We are also considering some unique business models for some markets. Distribution, too, is a major challenge for us. Traditional distribution is changing. Internet sales are on the rise. In some markets, it already plays a very important role while in other markets it is gaining momentum. All this allows us to counter the prevalent price erosion.

By introducing the Gorenje+ brand of built-in appliances, Gorenje has also entered the kitchen studios market. How important is this sales/distribution channel for Gorenje?

Kitchen studios are important to us because this distribution channel is well-developed in all traditional markets in which we are present. It is a distribution channel with higher value added, and it could be said it is a fairly stable channel. We have a well designed product range of Gorenje+ appliances and a well-defined market strategy. However, entry into this channel is a demanding task and it requires some time, a different approach, and different thinking on the part of the sales teams.

Will the focus on kitchen studios increase?

Gorenje cannot afford not to be present in any distribution channel. The intensity of cooperation and presence in particular channels, however, depends on market development. In some markets, we are highly focused on kitchen studios - for example in the Netherlands with our Atag brand, which is defined as a kitchen specialist. In Russia, the first results are already evident in this channel. Tomorrow, when Asko becomes Gorenje's global brand of premium appliances, we will surely enter all distribution channels with this brand as well.

You mentioned the growth of internet sales. What is the future of this channel in the sale of home appliances?

The importance of this sales channel will surely increase. There are players in the market who are focused exclusively on web sales; in addition, traditional distributors are developing internet sales as a complementary outlet. In Germany, 20 percent of all home appliances are sold online. In Great Britain and the Czech Republic, the figures are similar. When a distribution channel represents 20 percent of the entire distribution in a large market, it means it is propulsive; full attention should be devoted to it and processes should be adjusted accordingly in order to be ready for the new relations in distribution. In some markets, this channel is developing somewhat more slowly due to logistical or geographical restrictions and similar.

If internet sales are an important part of the future scenario, where is Gorenje in this picture?

Let me mention that our market share in Germany is 4 percent; however, in the online sales channel alone, our market share is as high as 7 percent. The reception of our brand in online sales is therefore above average. I believe we are an appealing brand for online shoppers. They perceive us as being different. They recognise us as a brand with the right price-to-quality ratio. Therefore, we can afford to be more daring in this distribution channel. We see web sales as a good opportunity for us, as we are not limited by the size of the showroom or breadth of our range, which is the case with traditional retailers. However, online sale must also be supported with effective communication; the brand has to be built. This channel also allows reflection on different approaches, different business models. We have not yet approached it in a fully systematic way. Presence in the online sales channel first requires an adjustment of business processes, as it functions in an entirely different manner than the traditional sales channel. Distributors with exclusively online sales are looking for reliable supply by manufacturers and distributors. The second aspect of such adjustment is

“I believe we are an appealing brand for online shoppers. They perceive us as being different. They recognise us as a brand with the right price-to quality-ratio.”



development. We will develop products that speak to consumers who prefer online shopping. However, when internet represents 20 percent of the entire distribution, it is difficult to differentiate products for this channel alone. Furthermore, the right balance has to be struck between aggressive entry into this channel and presence in the traditional sales outlets, since the latter can create a collision due to the aggressive pricing of web players.

Your HomeCHEF oven brought a new, different cooking experience to users. Is this a new Gorenje trend: creating experiences similar to that of using smart phones and similar?

The HomeCHEF oven is an example of a product with which we seek to differentiate ourselves from others. It is a top class appliance in all aspects: technology, quality, design, and user interface. Offering a different user experience is certainly one way for us to differentiate. As we have laid down in our vision statement, we strive for “innovation-driven design”. This genetic code is not only a matter of development and sales processes; it is also a matter of corporate culture.

Will purchase and use of home appliances become as entertaining and exciting as purchase and use of the latest smart phone – or even a car?

We cannot expect tectonic movements in this field. But I disagree with the notion that purchase of a home appliance does not involve an emotional component. A home appliance may be less interesting than a smart phone, tablet computer etc., but it is indispensable in everyday household chores; this surely evokes some emotions when shopping for one. For example: purchase of a first home appliance is certainly a special

experience. How to turn a home appliance, which is often no more than a white box, into a story and a promise related to a brand, is the key question in our industry. In the future, interconnectivity of appliances will be increasingly important and this will render them more interesting.

Gorenje is focused on design, user experience, and advanced technology. Is future development of Gorenje home appliances moving further in this direction?

These are our strategic policies. Design is still an upgrade of a quality appliance with innovative technical features.

Have all home appliances been invented?

Smaller appliances are still in development, which have not yet been seen in our households. But we cannot expect the kinds of revolutions that took place in the past. Appliances are, however, technologically upgraded; modes of operation and function are changing.

Which is your Gorenje favourite appliance to date?

It is hard to single out one appliance. Everyone involved in the sale of appliances should first be familiar with them, from the aspect of technological and user value. Therefore, we often replace home appliances in our homes. Each new appliance with advanced technical features developed by Gorenje is first tested in our homes.

So, as the head of sales, you are also among the first to enjoy the user experience?

Exactly.

GOING TO THE FAIR

INNOVATION FOR BETTER AND HEALTHY LIVING:

GORENJE AT THE IFA IN BERLIN

The IFA consumer electronics and home appliance fair in Berlin is de facto the tradeshow of the year in Germany – indeed in Europe. This past September the extensive and comprehensive Berlin fair saw a whole 1,400 exhibitors hosting a total of 240,000 visitors.

✦ GRETA KOKOT RAJKOVIČ ✦ LUDGER PAFFRATH, GORENJE ARCHIVES

Gorenje's showroom at the world's largest international consumer electronics and home appliance tradeshow was built around the theme of "Innovation for Healthy Living". Here the spotlight was on the revolutionary IQcook induction hob, the new generation of washing machines and dryers featuring innovative SensorIQ technology, and new intelligent fridge freezers for longer, high quality food storage. In fact most of Gorenje's new home appliances presented at the IFA fair represent the decided trend towards better, healthier lifestyles.

Franjo Bobinac, Gorenje President and CEO, offered that participation at the tradeshow was again an excellent opportunity to negotiate new deals and reinforce the reputation of the Gorenje brand. "Moreover," said Bobinac, "we took the

opportunity to meet with our many business partners from around the globe, and made contacts with new customers from America and Asia".

TRENDS, TOOLS AND TECHNOLOGIES

Première at the IFA 2012 was the new Gorenje line of appliances that boast intelligent features and advanced automation to emphasise the leading trend of innovations for better and healthy living. Simplified, ergonomic control achieved through the use of intelligent electronic controls and sensors allow today's home appliances to make life in the home easier and better. They also both reflect and enable certain lifestyle trends such as healthy cooking, wellness, efficient use of energy, and conservation of natural resources. Cooking is as popular as



- ▲ All on proud display: Gorenje's numerous novelties and innovations at IFA 2012.

Première at IFA 2012
were several new Gorenje
appliances that boast intelligent
features and advanced
automation.

ever and, made simpler using advanced tools and technologies, can be enjoyed with family, friends or in larger gatherings – also one of the major trends developed at the IFA 2012: comfort, lifestyle, health, and efficiency.

Klemen Prešeren, then managing Director of Gorenje's subsidiary in Germany pointed out that during the tradeshow, Gorenje won EUR 7.2 million worth of new orders on the German market – an increase of 8% over last year's figure. At the same time, he noted, the company is increasing its share of upmarket appliances in total sales, and successfully extending its network of distribution channels.



POLONA BOBINAC, EXECUTIVE SALES DIRECTOR, GORENJE HQ

Given its size and international character, IFA has certainly become "the fair" in our industry. Here we present our business partners and potential buyers our new products and developments, looking to spur extra motivation, and strengthen our bonds and trust. Business partners have been happy to attend the fair, and we, on the other hand, work to convince with our offer and ensuring they enjoy our hosting efforts.



KRISTIAN HANSEN, MANAGING DIRECTOR, GORENJE GROUP NORDIC

IFA fair is important for the Nordic countries. Every year, all our main customers come to IFA, where we have meetings with all of them. For the Gorenje Group Nordic it's not a fair where we come to sell products per se, but where we show new products, concepts and ideas. Through this we can show that Gorenje Group is a reliable partner today and in the future. Furthermore, a lot of journalists cover the event, and we generate a lot of follow-up articles after the fair.



▲ Cooking with IQcook: Healthy steam cooking on the IQcook hob, with Vesna Milenković.

▼ Celebrating good looks and easy, intelligent cooking technology.



INNOVATIONS IN CONTROL AND OPERATION

Notable Gorenje novelties include innovations in appliance control and operation, and automation of cooking procedures as well as other household tasks and chores. Gorenje actually succeeded in being the first to transfer some of the control elements previously seen in popular consumer electronics to home appliances - making appliance control simpler and more fun. This system of automated procedures and functions simplifies household tasks and equally important, brings them closer to the modern user.

On the heels of growing sales in the European markets in recent decades, Gorenje is looking to enter South America, and is stepping up its deliveries of high-end appliances to the promising Asian markets. In addition to geographical reach of its presence, Gorenje will address its customers from all over globe with the latest R&D and design novelties again this year, at the next IFA fair in Berlin - both consolidating existing business partnerships and forging new ones.



▲ Energetic red at the South Entrance of the Fair.



URŠKA KUPEC, EXECUTIVE SALES MANAGER, GORENJE ASIA

The IFA fair is important for us and for our partners. Our attendance reflects our status amongst home appliance producers and shows our partners we are one of the top European home appliance producers.



NERMIN SALMAN, MANAGING DIRECTOR, MENAT, GORENJE GULF FZE

IFA is the most important event and client gathering for Gorenje Gulf. Our partners have been visiting the fair and us for the last four years continuously. IFA 2012 was one of the most visited, with many clients and potentials from the MENAT region. Gorenje Gulf covers some 14 countries without a central showroom in the region. Therefore, this event is the actual showcase venue for us.

THE PINNACLE OF DESIGN

GORENJE APPLIANCES AGAIN TAKE HOME RED DOTS



Both the Gorenje SensoCARE washing machine and the Gorenje IQcook sensor-controlled induction hob were among last year's products judged the best designed in the world. That was the decision of the 30-member jury of the renowned international red dot design awards. The award ceremony took place in summer in early July in Essen, Germany, and was attended by Gorenje designers Lidija Pritrznik, Borut Keržič, and Matevž Popič, the authors of the two awarded designs.

Gorenje President and CEO Mr. Franjo Bobinac pointed out the fact that due to market saturation, competition and scale, it is that much more important to be different. "At Gorenje, we have been building the recognition and

distinctiveness of our brand on superior design for years," he said. "Red dot design awards are one certain proof that we have been successful."

Gorenje SensoCARE washing machines with the SensorIQ smart technology and advanced Gorenje IQcook induction hob with sensor control are the result of Gorenje's in-house development, designed by the company's own Gorenje Design Studio (GDS). Mrs. Lidija Pritrznik, creative director at GDS, who works with a broad team of colleagues to see that Gorenje's appliances feature excellent design, was very pleased with the red dot results: "International professional awards are confirmation that our experience, competencies and creativity are recognised

▲ Gorenje President and CEO Franjo Bobinac with in-house Gorenje Design Studio designers: (left to right) Borut Keržič, Lidija Pritrznik, creative director at GDS, and Matevž Popič.

and respected beyond our borders. And they motivate us to make products that contribute to a better life, society, and environment.

The Gorenje Group is a perennial winner of red dot design awards for home appliances under the brands Gorenje, Asko, and Atag. This year, Gorenje also received red dot awards for two Asko brand kitchen hoods, distributed largely in the Benelux countries.



BLACK OR WHITE. A HEARTBREAKING
DECISION, ISN'T IT?

DESIGNED BY

ora-**ito**



Magic light. Mysterious darkness. Futuristic, provocative, outstanding. Inspiration of daring cosmopolitan designer Ora-İto. Special **Gorenje Ora-İto Collection** of household appliances in black and white colour offers both: sparkle of light and power of darkness, simplicity and complexity at the same time. Associated with colour, design attains new significance.

The choice is yours. Select which side of light you prefer to live in.

www.gorenje-oraito.com

gorenje

GROWING GORENJE IN GERMANY

MORE THAN 40 YEARS OF COMMITTED PRESENCE ON THE
GERMAN MARKET PAYS OFF

In Germany, one of Gorenje's most important markets, carefully targeted marketing actions between 2006 and 2010 saw brand recognition increase by 40 percent, making Gorenje the fastest growing home appliance brand in terms of recognition. In another first, Gorenje is also the first non-German home appliance brand on the German market.

◆ ELISABETH WIESER, GRETA KOKOT RAJKOVIČ 📷 GORENJE AND ATAG ARCHIVES

Gorenje has been present on the highly competitive German market for over 40 years now. They've built a strong brand since the beginning, and have managed to successfully influence consumer perception, as witnessed by the share of appliances sold under the company's proprietary brand. Only a decade ago, this share amounted to 55 percent of the company's sales there; today, over 90 percent of sales are generated under their own Gorenje brand.

This increase in in-house brand sales is partly a result of the expanded distribution network there. Germany boasts some 10,000 major appliance stores;

and Gorenje brand appliances are available in 6,000 of them. The reach and importance of web sales – highly popular among German consumers – is also continuously on the rise.

The new year brings about significant personnel changes in Gorenje Vertriebs GmbH management: Klemen Prešeren – the company's managing director for the past four years – is returning to Gorenje headquarters in a new capacity at the Gorenje Group level. He was succeeded as of January 2013 by Thomas Wittling, previously managing director of sales and marketing.

“Despite the strong competition from both German and other international manufacturers, we rank sixth among all home appliance providers in the market,” explains Klemen Prešeren in his new capacity at Gorenje headquarters, “and our brand is the first among non-German ones. Our goal is to grow 2 percent faster than the market. We want our consumers to perceive us as a creator of innovative and exquisitely designed products.”

Successfully presenting all the brand's novelties and innovations to business partners and, of course, the end-consumers is a major challenge for every

- ▶ Gorenje+ exclusive built-in appliances: superior home appliances boasting technologically advanced features and innovations.
- ▼ Max series: An exclusive range of high performance kitchen appliances from ATAG.



Gorenje's installation at the IMM fair focuses on showcasing Gorenje+ and Atag premium built-in appliances.





▲ The prototype Wi-Fi ready iChef⁺ oven can be controlled remotely by an Android mobile phone system.

creative producer. Gorenje is committed to coming closer to their end-consumers and, at the same time, strengthening bonds with business partners by building and consolidating the reputation of Gorenje as a brand of quality, reliability, innovation, and design-mindedness. This is pursued through a strong presence at tradeshow, point-of-sale presentations, advertising, product placement at heavily-trafficked locations and venues like airports, fairs and more.

“We stepped up our marketing activities in recent years to address our final buyers,” says Thomas Wittling, new Managing Director of Gorenje Germany, “and we also update at least 15 percent of our sales program each year. This is above average, even for an innovative and dynamic market such as Germany, where the annual rate of new launches comes in at under 9 percent.”

KEY ASPECT FOR THE GERMAN CONSUMERS

Ecology and energy efficiency are important components in the larger mix. The key factor, however, is consumer trust and confidence, which suppliers

must constantly strive to gain. And here Gorenje's advantages come to bear: tradition, upgraded by innovation and design, which is at the same time the reason for the company's successful breakthrough and for its long-term success in the German market. Superior design, user-friendly operation, flexibility and increasingly important energy efficiency are features that have allowed Gorenje - for many years now - to convince even the particularly demanding German consumers.

THEME 2013: “COLOUR YOUR HOME”

Gorenje's overriding marketing theme for 2012 in Germany was “The Year of Colours”; for 2013 it's become more personal, with “Colour your home”. In order to celebrate the new theme the Gorenje Germany marketing team is preparing an array of web activities for virtual experience on the new platform www.mein-dein-zuhause.de. They'll soon be surprising their trading partners and consumers alike with new actions, contests and games around the theme “Colour in everyday life and in their own homes”. Flexible, theme-related marketing and sales efforts will work to support the theme and, build positive

acceptance of the Gorenje brand for both trading partners and consumers, and make the German home appliance market more colourful and more engaging.

COOK. ENJOY. LIVE. @ LIVINGKITCHEN 2013

The first big international fair event of the year for Gorenje - and particularly important for the German market - is LivingKitchen @ IMM fair in Cologne, Germany. The comparatively new international kitchen show LivingKitchen is a trade event focusing on all aspects of the kitchen, offering both trade visitors and the general public an opportunity to experience tomorrow's home interiors. It brings to Cologne the biggest names from all segments of the kitchen sector, and covers an area of 42,000 m²; and more than 175 well-known national and international suppliers bring their latest ideas, novelties, and innovations to the trade fair - from kitchen furniture and equipment to high-end built-in appliances and accessories.

Gorenje's exhibition area No. C 020 in Hall 5.2, spread out over 350 m², presents a selection of novelties from the Gorenje, Gorenje⁺ and ATAG brands,



▲ Gorenje's theme for 2013 for the German market: "Colour your home".



▲ The Atag Volcano wok burner on glass ceramic hob.



▲ **KLEMEN PREŠEREN:** We're proud our brand is the first of the non-German brands on the German market among.



▲ **THOMAS WITTLING:** We stepped up our marketing activities in recent years to address our end-buyers.

with the spotlight on the exclusive Gorenje+ built-in appliances, premiering the innovative IQcook induction hob with IQ sensor technology, the unique IQsteam cooking programme for healthy cooking, and the prototype Wi-Fi-ready high-tech iChef+ oven.

The ATAG brand with its range entirely revised for 2013 demonstrates how superior design can be harmoniously combined with convenient, innovative functions. For example, the concentrated flame of the innovative Fusion Volcano wok Burner in ATAG glass ceramic hobs provides highly efficient heating precisely in the middle of the wok bottom to afford effects that are otherwise only possible with dedicated Asian wok burners. Further, ATAG novelties include a modern Glass Line with oven fronts in a soft black matte finish, and the new eye-catching ATAG Cooling Center, consisting of an upright freezer, a fridge, and a wine cooler with refined stainless steel front panels.



IQcook
THE GENIUS
COOKING
REVOLUTION

▲ In its demo kitchen Gorenje gets cooking with chef Sascha Wenderoth, who brings all his culinary passion and experience to Gorenje's dynamic domain at LivingKitchen.

IN CONTROL, WITH SASHA WENDEROTH

Chef Sasha is a head of the kitchen division for four states, and head of start-ups at the maxxup gastronomy personnel agency and also the main chef in Gorenje's demo kitchen at the IMM fair.



MANCA KRNEL GORENJE ARCHIVES

What is maxxup?

Maxxup is a personnel agency for gastronomy and hotels; however, it goes beyond conventional personnel leasing. Start-up support, culinary consulting, undercover kitchen jobs, and plenty more make us truly unique.

Has maxxup anything to do with healthy living?

It does. We're trying to impart the principle "freshness and quality" to all of our customers and apply it to every order we fill - healthy and reasonable, rather than cheap and unreasonable.

Do you practice or promote any special diets - what to eat and what not?

No. There are just too many types of food that deserve to be prepared and eaten. Diets are quite unthinkable for professional chefs.

Do you prefer preparing food you enjoy eating yourself? Does it (your appetite) show on the taste of the dish?

Preparation is like the setting up of the scaffolding, preparing the paint, or cleaning the paintbrush for a painter. It's the ritual before the actual cooking begins.

What's your position in the kitchen?

I am the head of the kitchen division for four states, a chef, and I'm in charge of start-ups as well as everything connected with the internet - our homepage, Facebook etc.

Are you bossy?

No.

How or when do you like to be in control?

I'm always in control (smile). Especially over myself.

You must be a good listener, as in you have to be attentive enough to get the timing right for crucial steps in the cooking process.

Yes, one has to be a good listener. Especially when cooking meat and mushrooms - I rely on my ears.

Do you talk a lot when you cook?

Absolutely. Without communication, there would be no food on the table.

What's your favourite kitchen wear?

Jeans. Sneakers. Chef's coat.

Do you listen to music while cooking?

Always. Classical, punk, heavy metal ... It has to feel right.

What's the difference between cooking at events and cooking in the res-

aurant? Which do you enjoy more?

Events are more individual and generally involve more organisational work. In restaurants, we don't know the number of guests in advance, but it's still somehow the same. Events and cooking at unusual locations are my favourite.

What are you cooking at the IMM, LivingKitchen 2013?

Fresh, quickly prepared finger food.

How do you like the IQcook? Can anybody be a chef with a smart appliance like the IQcook?

The IQcook is sensational for home use. Aspects like energy efficiency, safety and health also play a big role, apart from its very simple operation. Anyone who enjoys cooking can be a chef with it.

Without communication, there would be no food on the table.

COOKING GETS A BOOST

GORENJE PLUS LAUNCHES IN BOSNIA AND HERZEGOVINA

ELMA ALIBEGOVIĆ GORENJE ARCHIVES



▲ Product manager at Gorenje Commerce Abdurahman Drkić, and head chef at the renowned Sarajevo hotel and restaurant Bristol, Moreno Debartoli, proved a good team in presenting the Gorenje+ appliances.



Last year regional leader in the home appliance industry Gorenje launched their exclusive brand of Gorenje+ built-in appliances at their Sarajevo Studio. This is the première for Gorenje+ appliances in the Bosnia and Herzegovian market.

The Gorenje+ launch ceremony was opened by Gorenje Commerce managing director Robert Polšak, who explained "Gorenje+ appliances are above all intended for customers looking for something more". Gorenje+ customers will enjoy additional benefits such as delivery, installation, extended warranty, and the best after-sales service.

Vila Sutović, editor-in-chief of the "AGD Profi" magazine for architecture, construction, and design, offered: "We are looking forward to this new step by Gorenje, and hope that the Gorenje+ brand becomes a permanent and omnipresent partner, and a part of the future projects of the architects, designers, and investors of Bosnia and Herzegovina."

Attendees at the Studio were introduced to the many benefits of the Gorenje+ appliances and the possibilities offered to the users by the iChef+ and the built-in electronic module. Product

manager at Gorenje Commerce Abdurahman Drkić, and head chef at the renowned Sarajevo hotel and restaurant Bristol, Moreno Debartoli, presented the Gorenje+ appliances and their many PLUS characteristics.

"Gorenje's iChef+ control module has done a lot to make cooking more fun. Operation is very simple and Gorenje has invested a lot of effort in making their products user-friendly. All in all, the products are simply very desirable," said Debartoli.

SMART AND TASTY

REVOLUTIONARY NEW IQCOOK PRESENTED IN PRAGUE

📍 GRETA KOKOT RAJKOVIĆ 📷 GORENJE ARCHIVES



◀ Chef Dalibor Navrátil demonstrated all the functions and advantages of the IQcook and did a little creative myth-busting as well.

The garden of the Sahara Café played host to the launch ceremony and accompanying press conference for Gorenje's launch of its revolutionary new IQcook in Prague late this past August.

Regina Netolická, marketing manager for the Czech Republic gave a short introduction of the company management, headed by Suad Hadžić, general director. She then handed things over to celebrated Czech chef Dalibor Navrátil, who was given the task of presenting the IQcook induction hob and its many exciting features. Chef Navrátil demonstrated all the functions and advantages of this innovative, revolutionary new

product. The presentation consisted largely of Navrátil busting four common myths and milk boiling over and spilled when left unattended; the difficulty of finding the perfect temperature for frying with oil; food burns when all water has evaporated; and 1 litre of water is needed to cook 1 kilogram of vegetables. Some serious myth-busting and a showing of a handful of other functions and operations (e.g. steam cooking and the grill programme) of the induction hob followed.

The event drew almost 50 journalists from all media, who found themselves highly interested in both the product

and in the presentation itself, which also included some practical tips on the preparation of steak, salmon, vegetables and similar.

All the while chef Navrátil was ready to answer all questions regarding his experience with the IQcook induction hob; similarly, Slobodan Vukša, product manager for the Czech Republic, was there to answer all questions relating to hob features, functions and more.

Throughout, guests enjoyed the meals prepared on the IQcook.

BIG PLUS FOR THE NORDICS

GORENJE NORDIC PLUS DAY PROVES INSTRUCTIVE, ENTERTAINING AND TASTY

📍 TJAŠA KOBAL 📁 GORENJE ARCHIVES



▲ Gorenje Nordic's guests were impressed with the set-up at the factory and the visit to Gorenje HQ in Velenje.

Back in 2011 Gorenje Group Nordic decided that kitchen retail should be one of the major future focus areas. Kristian Hansen, Managing Director of Gorenje Group Nordic outlined the three main reasons behind this decision: "We took over the distribution for Atag in the Nordics and went through a learning phase of how to sell in the kitchen retail segment. Gorenje Group launched Gorenje+ products that fit this segment perfectly. And finally, we shouldn't leave this profitable segment for our competitors." Since the launch over 100 contracts have been signed with Gorenje+ kitchen retail dealers in the Nordic region and over 300 Gorenje+ products have been put on display.

Gorenje then organised a PLUS Day in Slovenia for its business partners from the Nordic countries, including a talk-show event with Gorenje Design Studio designers Matevž Popič and Tomi Krašovec, together with Point electronic developer Andrej Kaiser. Guests got a taste of local Slovenian fare prepared using Gorenje+ ovens and hobs in the Gorenje Studio in Velenje, before training on plus products began with sales personnel from Gorenje Group Nordic and Gorenje Headquarters.

Visitors, it turns out, were very impressed with the set-up in the factory, and the whole theme, how well it was put together; and went away with a

comprehensive understanding of the whole PLUS concept. Similarly they were taken with the designers' work, and things like the idea that it takes more than two years to develop a new project; and that they never leave a project but later continue optimizing the product.

When it came to the food – both in the studio and in general – Gorenje's Nordic guests were once again much impressed, with the tastes, preparation and overall quality of the ingredients commonly available and used here.

LOCAL PLUS FLAVOURS

STRONG GORENJE+ LAUNCH IN HONG KONG



▲ (From left) Romanus Ng, deputy director, advertising and marketing services, SCMP; Tina Majcen, head of marketing, Gorenje Asia; Urska Kupec, executive sales manager, Gorenje Asia; Lisa Lay, general manager, home solutions of Toptech; Anissa Leung, department manager, home solutions of Toptech; Balwin Yeung, deputy head of marketing services, advertising and marketing services, SCMP.

Gorenje+ found another market this September, when Gorenje's Hong Kong partner Toptech teamed up with South China Morning Post Marketing Services to launch the Gorenje+ brand. The Box restaurant, located in Hong Kong's prominent International Finance Center, visiting guests were introduced to Gorenje+ cooking appliances under the theme-title of the evening "A Live-in Chef, the Grand Unveiling".

Lisa Lay, General Manager of Home Solutions, Toptech, addressed a mixed crowd of project managers, property developers, architectural firms executives and interior designers, by offer-

ing: "'Design makes a difference' is a concept created by Gorenje; and with Gorenje+, the iChef+ represents another breakthrough in both design and functionality". Pointing to the evening-event's theme, 'Upgrade the Residence with Taste', she suggested Gorenje+ would "improve residents' comfort levels and good taste in their lifestyle".

The various flavours of the evening were topped off with a cooking demonstration by "Chef Tata" Esther Sham, owner of Ta Pantry restaurant, together with Hong Kong celebrity Ruco Chan. The pair used the iChef to prepare a delicious menu and showed the invitees

how easy to use the iChef is - for both professionals and amateurs alike. "The StepBake function allows me to set three cooking sequences in one step. I don't need to go back to set the second one later. It's flexible and easy to handle", Chef Tata offered.

Hong Kong is currently Gorenje's fastest growing market in Asia, as well as regional image leader; thus a Gorenje+ breakthrough in the market there represents a big step towards expanding Gorenje's presence in Hong Kong and the wider region.



German
Design Award

SPECIAL
MENTION 2013

STAR OVEN

ICHEF+ EARNS GERMAN DESIGN AWARD 2013, TOP 10

The premium Gorenje iChef+ oven (GO 896 X) recently garnered the "German Design Award - Special Mention 2013" title. The high design kitchen appliance with patented electronic Touch Control Operation via full colour TFT screen won the prestigious international award, widely recognised as the highest German design award presented by the German Council for Design, in the category Home Interior.

The innovative iChef+ oven is part of the exclusive range of Gorenje + appliances, consisting of high-quality built-in appliances for baking, cooking, cooling and washing. Equipped with the latest baking technology and HomeMADE, both rounded ceiling and side-walls, and XL interior volume the GO 896 X oven

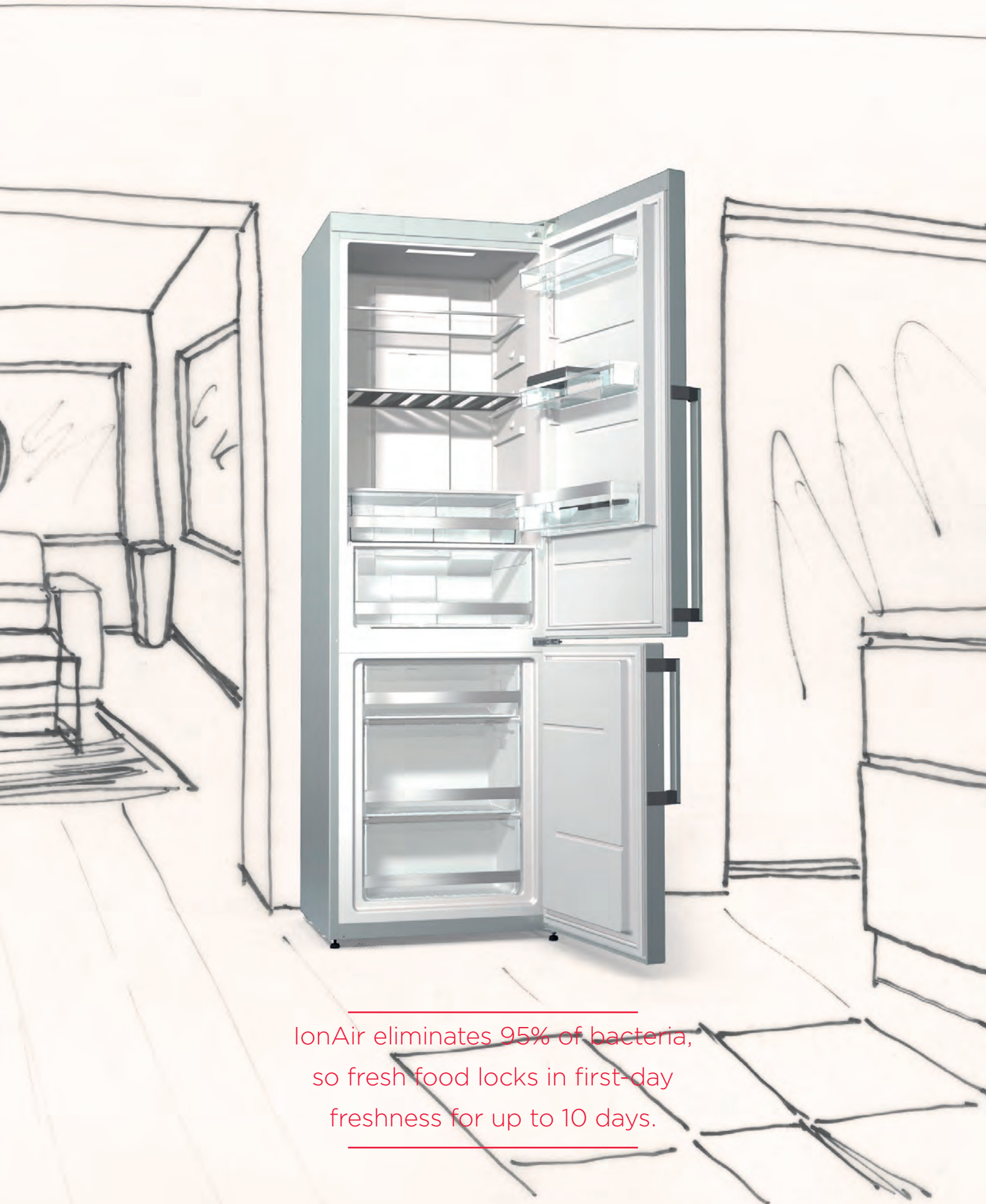
stands above the rest with its unique electronic iChef+ program module. All settings are made with just a gentle sliding gesture on a touch-sensitive TFT display, and fully automatic programs guarantee pinpoint food preparation accuracy with delicious results. In addition, a variety of extra features like thaw, warm, preheat and rapid heat support and round out an exceptional user experience.

AMBIENT FAIR FAVOURITE

Last autumn saw the selection of the TOP 10 products and system solutions held for the seventh time at the Ambient fair in Ljubljana, Slovenia. The products - which included the Gorenje iChef+ oven - making it into the final selection were judged the best in combin-

ing functionality with technological and design excellence.

The interactive colour module offers many choices and links to all desired programs and functions. The main menu provides access to cooking programs ranging from SIMPLEbake, AUTOBake and MYbake to EXTRA, PRObake and STEPbake, a unique patented function that allows programming up to three cooking steps with different, fully adjustable settings for heating mode, temperature and duration. And the STEPbake system is a true revolution in simple program control and cooking according to accurately specified steps - simple, logical and innovative, touch by touch, image by image.



IonAir eliminates 95% of bacteria,
so fresh food locks in first-day
freshness for up to 10 days.

FRESH AND HEALTHY

THE NEW GENERATION: GORENJE ANTI-AGING
TECHNOLOGY FRIDGE FREEZERS

Gorenje's new generation of AntiAge fridge freezers support better nutritional and health habits. Combining eco-friendly technology with inventive design, the new fridge freezers allow food to stay in optimal shape as long as possible. Intelligent features like MultiFlow 360° in combination with IonAir and AdaptCool functions carefully regulate the internal climate, creating the ideal environment for storing all types of food – and keeping them fresh, crisp and healthy.

◆ INES RAVNJAK 📷 GORENJE ARCHIVES

New Gorenje fridge freezers boast both entirely new design and numerous innovative features which provide high quality food storage, with verified preservation of vitamins and nutritive value of foods over a longer stretch of time. The improved MultiFlow 360° ventilation system features innovative IonAir active antibacterial technology which, by releasing negative ions, removes bacteria, fungi and odours, and has a beneficial effect on the air and food in the fridge – and consequently, on our health.

By neutralizing the positive ions in the air, the air becomes fresh, cool, soothing, thereby keeping refrigerated food

healthy and fresh for a considerably longer period of time. In fact IonAir eliminates 95% of bacteria, so fresh food locks in first-day freshness for up to 10 days. Similarly, AdaptCool is another advanced technology, an intelligent adaptive system, which uses different sensors to recognize the user's lifestyle in order to provide optimum temperature management in the refrigerator based on anticipated use. During the "learning" process, the electronics may perceive that the user is using the refrigerator every day between 5 PM and 7 PM. Due to the anticipated higher frequency of door opening, the appliance will automatically reduce the temperature just ahead of this interval by 1°C in order to maintain the ideal atmosphere for



Alongside great technological features the new Gorenje fridge freezers are also extremely user-friendly.

maintaining the quality of the food. This way food stays fresh 20% longer, food spoilage is reduced to a minimum, and on top of that, energy consumption is checked and environmental impact reduced. And the new generation of Gorenje refrigerators rank in the top energy saving classes A++ and A+++.

FRESH AS FRESH CAN BE

Healthy lifestyles and consumer well-being are two of the most important driving elements behind Gorenje's engineering and development philosophy. As a result, new Gorenje AntiAge fridge freezers employ various innovative features like FreshZone and CrispZone with HumidityControl. The ZeroZone drawer provides the optimum temperature for storing meat and fish. With a temperature close to 0°C it maintains the freshness of meat and fish up to three times longer than usual. Instead of ZeroZone some Gorenje fridge freezers feature the FreshZone drawer, where the temperature is 2°C lower than in the body of the fridge. Meat and fish retain their freshness,

smell, colour, and quality twice usual time. At the bottom of every fridge is the CrispZone, one of the largest vegetable drawers on the market, with a temperature 1.5°C lower than in other areas. Lower temperatures and controlled air circulation and humidity via HumidityControl allows the food to keep longer, and to retain all vitamins and nutrients.

SMART FEATURES, SMART BEHAVIOUR

Modern electronic control allows accurate and controlled adjustment of cooling and freezing temperature, and contributes to energy savings. Some advanced models feature separate temperature regulation for refrigerator and freezer compartment and an LED temperature display unit. In addition to core functionality, these models also offer numerous features like AirPower and MultiFlow 360° to maintain even temperature in the entire fridge, and the EcoMode function that's perfect for longer absences such as holidays when the refrigerator door is opened less frequently. During this time EcoMode maintains

AdaptCool keeps food fresh 20% longer, minimising both food spoilage and energy consumption.



optimum temperature while saving energy. There's also the SuperCool function for rapid cooling with automatic deactivation - strongly recommended after major shopping trips.

LIVING THE FAST LIFE

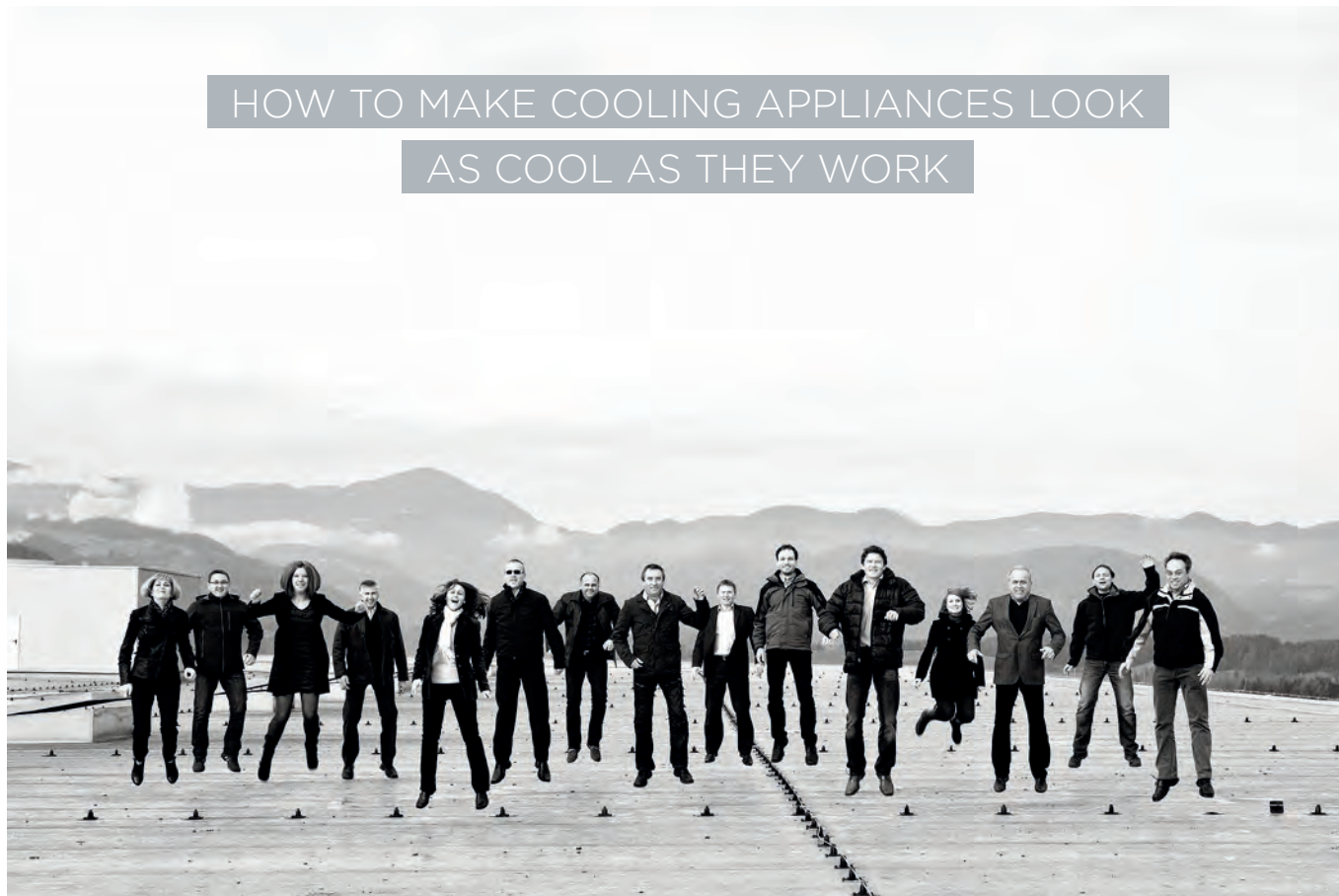
Today's contemporary consumer living the fast life will also appreciate the simplicity of use and the functional design that provides high-quality food storage not only in the cooling compartment but also in the freezer compartment. Like the NoFrost system that prevents accumulation of frost and ice in the freezer, allowing for optimal use of space and saving power. Modern NoFrost technology intensively circulates the cool air to eliminate moisture from the freezer and prevents accumulation of frost on the food and ice in the appliance interior. Storage space is optimised, and the laborious tasks of defrosting and cleaning is eliminated. And the FastFreeze and XtremeFreeze boost functions are ideal for quick and healthy freezing of a large amount of fresh food after major shopping trips.

USER-FRIENDLY DESIGN

Alongside great technological features the new Gorenje fridge freezers are also extremely user-friendly. Adjustable SimpleSlide shelves in the door allow simple storage of food, regardless of shape or size, and can accommodate up to 5 kg of food per shelf. Spacious PullOut glass shelves can be simply pulled out to allow easier access to food on which up to 22 kg of food per shelf can be stored. There's also the airtight multi-purpose MultiBox bin for organized storage of food which doubles as an egg or ice tray. And the freezer boasts a truly spacious SpaceBox for storing large frozen food items. Also important is the slot-in installation which enables opening of the fridge freezer doors at 60 cm width, with the possibility of putting the appliance into the kitchen niche or employing side-by-side positioning. And in the end, when all is said and done, the new fridge freezers are easy to clean with their flat and extremely smooth surfaces, few slots and remote corners and no sharp angles.

A COOL NEW GENERATION

HOW TO MAKE COOLING APPLIANCES LOOK
AS COOL AS THEY WORK



▲ One cool development team: making cooling appliances work and look cool.

More than 70 team meetings, 1000 test sessions, 100 simulation runs, 20 presentations. But one team, one technology. Twenty-two top experts on various fields worked for over a year – separately and together – to develop the new generation of Gorenje fridge freezers. And all shared a common goal: to create superior appliances for quality, health-friendly food storage with minimum power consumption. .

◆ INES RAVNJAK 📄 MANCA JUVAN

“In the process of prototype building we
work successfully with both production
technology and production itself.”

Close cooperation between various services is of key importance for a coordinated, timely, and quality development of an appliance. All departments strive to develop the optimum solutions, which requires a huge amount of discussion, research, and testing. Therefore, the head of the project has the important task of coordinating the efforts of 12 departments, making sure the project progress is on schedule, and supervising the work. The basic platform for fridge operation and its construction is developed by the engineers at general development and electronics development. “We closely studied the consumer needs and new technologies and worked with the category management to specify the fridge concept,” says director of the Development Competence Center for Refrigeration Technology Mr. Vlado Bač. The task of category management is to keep track of the market trends and study the needs and desires of the users. “Based on these findings, a list of both indispensable and desired appliance features is compiled in the first stage of defining an appliance or a line of products – in this case a refrigerator – which is then pursued according to projected appliance sales in the markets. Refrigerators are an important part of the Gorenje brand as they represent just under one-third of the company’s total manufacturing output,” Mojca Katič from Category management explains.

While the development team is working hard to find the answers to “what to make”, technology is looking for answers to “how to do it”. “Our goal is to make a good and economical refrigerator that is affordable for a wide group of people,” says Dušan Mesner from Technology. “We were looking to create an appliance with at least one unique feature focused on the healthy storing of fresh food. Together, we succeeded in developing AdaptCool, an intelligent system which perceives, after a certain monitoring period, when the consumer is actually using the refrigerator. This highly smart technology, of which we’re very proud, is the result of our strong pooled knowledge and good cooperation between various departments.”

DESIGN THAT WORKS

The design, or appearance, of the refrigerator is developed concurrently. For the new refrigerator, this was created by a team of industrial designers from Gorenje Design Studio. New Gorenje refrigerators are designed according to principles of sustainability, which means that despite the modern, minimalist lines they are still sufficiently neutral and free of any decisive imprint of this particular time and space. Every proposal for change requires activation of the industrial property department which offers support to development and to the designers in the field of industrial/intellectual property, including various examinations of existing patents and patent or model protection. “Four technical solutions are in the process of obtaining patent as a part of this project,” says Jože Katanec

of the Intellectual Property Department: the system for the height-adjustable SimpleSlide door shelf, the CrispZone pull-out vegetable drawer, the MultiBox multi-function bin, and the special bottle holder.”

What if the hopes and ideas of the engineers and designers regarding materials and functional solutions exceed the actual capabilities or budget of the project? That’s where the procurement/purchasing department steps in and tries to find an optimum alternative that still meets the initial plans and satisfies everyone involved – including the end user. It’s very important not to make any concessions in terms of quality. Quality is overseen by the quality management department which offers support in testing and measurements, points out any deficiencies, and proposes solutions for fixing the problems that appear in the course of the project. All this is geared towards the final goal, which is to create appliances that will meet the quality requirements in the market. “We’re responsible for approving the suppliers and establishing a system that guarantees the required appliance quality in the market,” explains Branko Lah of the Quality Management department.

GETTING IT RIGHT

For its part, the prototype workshop made about 80 prototypes in the course of development of the new generation of refrigerators, some of which were functional and some of which weren’t. The working prototypes in particular are important for final appliance production. A number of tests are conducted on the prototypes in order to determine optimum functionality and form/appearance of the appliance. “The main importance of the prototype stage of development is to reduce or eliminate any changes on the serial production tools. In the process of prototype building we work successfully with both production technology and production itself,” says Gregor Kladnik of the prototype workshop. “In the prototype stage, individual components are either made in the serial production lines (cases, doors that are modified at our workshop) or by using the prototype tools (vacuum forming inner linerst and similar). This way, production is also being prepared for the new semi-products or appliances.”

During appliance development, the project control team laid out a solid business plan. Now everything is ready for the production of the new generation fridge freezer to be launched in the first half of 2013. And the communication campaign with the key slogan “AntiAge. The new generation of Gorenje refrigerators” will by then already be in full swing. AntiAge embodies and reflects a global trend that focusses on freshness. And the anti-aging technology harnessed in Gorenje’s new refrigerators offers precisely that – whatever it takes to keep food fresh and healthy.



▲ XpandZone: maximum induction flexibility and versatility.

XTREME INDUCTION

GORENJE XTREMEPOWER INDUCTION HOBS,
FOR UNLIMITED POWER AND FLEXIBILITY

▲ GRETA KOKOT RAJKOVIČ 📷 GORENJE ARCHIVES

Today, induction is considered the state-of-the-art technology in cooking, offering important advantages over other technologies: speed, energy efficiency, safety, and ease of cleaning and maintenance. These properties make induction increasingly popular among consumers. The latest induction hobs from the XtremePower generation, called XtremePower NoLimits and XtremePower XpandZone, offer even more flexibility and comfort in cooking.

Gorenje XtremePower induction hobs with power boost offer more space, easier handling of cookware, and improved control during the cooking process. Even when cooking on all zones simultaneously, pots and pans aren't crammed on the cooktop, owing to carefully planned layout of the cooking zone and larger hob surface. And advanced XtremePower induction hobs can deliver a power boost even when several cooking zones are used simultaneously at full power. The result – made possible by innovative high-performance technology – speaks for itself: up to 20 percent faster cooking compared to conventional induction hobs.

XPANDZONE: MAXIMUM FLEXIBILITY AND EASE

The XtremePower XpandZone induction hob offers maximum flexibility and versatility when it comes to number, size or

shape of dishes – from very small, single-coffee pots to big, oval, even fish-size cooking pots. Morning coffee for one? No problem, it's extremely fast and marvellously easy. And two vertically adjacent cooking zones can be expanded into one larger zone for fast and simple one-touch control.

NOLIMITS: UNLIMITED COOKING EXPERIENCES

The XtremePower NoLimits induction hob offers unlimited cooking area for maximum cooking pleasure. This powerful technology brings a completely new experience to the kitchen, by allowing the house chef to place whatever dish they like wherever in the cooking area they want it – it just has to touch at least one of the marked spots. Use large, extra-large, oval dishes and more, arrange in the most convenient configuration and let the cooking creativity begin.

XtremePower NoLimits induction hobs also offer the unique advanced MultiSlider touch control for accurate and convenient control of the cooking zones. Each cooking zone has its own module and a slider touch-controlled program timer, while easy-to-understand symbols enhance the clarity of controls. Temperature is set and controlled simply by sliding a finger across the control slider surface, discreetly integrated into the black background.

► Pyrolytic cleaning:
optimum cleanliness,
safety and ease

▼ GentleClose: easy
on food and dinner
company



GENTLE GIANT

GORENJE OVENS, WITH PYROLITIC CLEANING AND
GENTLECLOSE SYSTEM, FOR AN EVEN BETTER
COOKING EXPERIENCE

✦ BISERKA KIŠIČ ✨ GORENJE ARCHIVES

Gorenje ovens are adjusted to accommodate our contemporary lifestyle; with the appliances adapting to the chef, rather than vice versa, anything is possible. This new generation of cooking appliances is opening up new dimensions in culinary art. In tune with a lifestyle that compels us to save time and energy, Gorenje has improved the energy efficiency of their appliances, optimized preheating time, and now offers the largest useful oven width among all standard-dimension ovens in the market.

OPTIMUM CLEANLINESS

Now even more Gorenje oven models feature an auto clean function that employs the full pyrolysis concept. High temperatures reaching some 500 °C, paired with an innovative combination of heaters and fan-driven air circulation, results in optimum cleanliness, even in the most remote corners of the oven cavity. The self-cleaning program lasts a good hour and a half; 30 minutes after program completion, dirt residues – now reduced to dust – can simply be wiped away with a damp cloth. The oven interior, baking trays and wire guides are all coated with special high-temperature-resistant pyrolitic enamel, and therefore need not be removed during pyrolysis. During the pyrolitic cleaning process, the oven warms up to about 500 °C. When the temperature reaches 250 °C, the door is automatically hermetically closed and locked for user

safety. Pyrolitic cleaning may also be used for some utensils and accessories – which may remain in the oven. A special catalyst is fitted in the upper part of the oven to remove odours and smoke during the cleaning process. Three levels of cleaning intensity are available, according to how soiled the oven interior is: PyroGentle (mild cleaning, duration 90 minutes); PyroNormal (medium intensity, duration 120 minutes); and PyroIntensive (high intensity, duration 150 minutes). When the temperature drops below 300 °C, the oven door is again unlocked. For normal oven use, running the pyrolitic cleaning process once every two to three months is sufficient.

HomeMADE AND GentleClose

Among the many great Gorenje oven features is the unique HomeMADE factor, where the arched oven interior significantly improves air circulation, enabling food to cook more evenly. And new models of Gorenje ovens, also shown at IFA 2012, now also boast a new, soft oven door closing system – GentleClose. This feature, previously seen in the furniture industry, enables elegant, silent and easy closing of oven doors, requiring just a single gentle push. This way cooking food isn't disturbed or shaken in the oven during opening and closing of the oven door; and at the same time, dinner guests aren't disturbed and enjoy their time at the dinner table.

BIGGER BETTER BEST

GORENJE'S NEW 9-KILOGRAM CAPACITY
WASHERS SAVE AND SERVE

📍 PETRA KRANJC 📷 GORENJE ARCHIVES

New Gorenje washing machines with remarkable 9-kilograms capacity are masters of efficiency and economy – yet with a gentle touch. And the washing machine with the largest drum volume among the 9-kg models in the market still fits in any home.

It can handle much more laundry at a time; in addition, laundry can be of different colours and fabrics. The larger door opening – 34 cm opening a full 180° – allows easy loading of big items like blankets, spreads, and covers that might not have been washable at home before.

Advanced program options and other solutions ensure the machine is excellent for smaller amounts of laundry as well. Efficient use of water, energy and time make Gorenje's new 9-kg washing machines an excellent choice for households large and small.

The extra large drum allows the laundry to tumble comfortably, which leads to better washing and less creasing. The adaptive SensoCare solution offers a specially adjusted washing method – shorter time, with lower energy consumption, or with increased amount of water. .

Did you know?

- If most washing cycles were run at low temperatures and we used only energy-saving light bulbs in our homes, a household of four would reduce its carbon dioxide emissions by up to 2 tons per year.
- Gorenje's new 9-kg washing machine (A+++ energy class) reduces the number of required washing cycles* per year. Compared to a 6-kg machine, you can save as much as 55 kWh per year – the equivalent of 40,000 hours of operation of an energy-saving light bulb.
- Replacing a 6-kg washing machine with a new 9-kilogram Gorenje washing machine would mean that a family of four would save throughout the average useful life of the appliance, some 20,000 litres of water – enough drinking water for an entire family for the next seven years.





THIS IS THE ONE

GORENJE'S NEW LINE OF HOME APPLIANCES -

THE PERFECT BLEND OF MINIMALISM AND FUNCTIONALITY

This season Gorenje is presenting a new line of home appliances. With its highly contemporary design, the line is a perfect blend of minimalism, neutral white, and high functionality. Gorenje ONE appliances are the perfect choice, as their clean minimalistic lines and surfaces allow them to blend in with any kitchen or other furniture. At the same time, they meet all the requirements for technologically advanced, convenient, and economical helpful additions to the household. Look no further, this is the one - Gorenje ONE.



All appliances offer high energy efficiency
and friendliness to both the environment
and users alike.”



Gorenje ONE offers visually harmonious home appliances boasting state-of-the-art technology and minimalist design based on white with metal accents. The line comprises a combined fridge-freezer with NoFrost DualAdvance technology, several cooking hobs (induction, hi-light, or gas), kitchen hood, cooker, oven with DirectTOUCH control and unique HomeMADE oven cavity design inspired by traditional wood-fired ovens, a dishwasher ranked in the A+ energy class, and a new generation washing machine and dryer. All appliances offer high energy efficiency and friendliness to both the environment and users alike. And the white glass and brushed aluminium handles impart a contemporary design-trend touch. Gorenje ONE 50 cm cookers, both electric and gas, feature ergonomic design further simplify the cooking and baking processes. The larger Gorenje ONE built-in ovens (60 cm, 65 L) stand out with the unique HomeMADE oven cavity design inspired by traditional wood-fired ovens and simple electronic DirectTOUCH, which allows fast and simple choice of automatic programs or individual settings.

Gorenje ONE hobs include induction, hi-light glass ceramic, and gas versions. The SuperBoost function heats only the con-

tents of the cookware, saving time and power. The surface of the hob not in contact with the pan remains cool and safe to touch. The SuperPower function boosts power on all four cooking zones. And the glass ceramic hob features BoilControl, that prevents food from boiling over or boiling too long. And the Gorenje ONE gas hob has a special wok gas burner with a three-ring flame that delivers extra power.

NOFROST, IMPRESSIVE SAVINGS

The Gorenje ONE combined fridge freezer harnesses innovative NoFrost DualAdvance technology that employs double cool air circulation to evacuate the moisture from the freezer compartment and prevent the accumulation of frost and ice. The dishwasher, ranked in the A+ energy class, delivers impressive energy savings and boasts excellent "A"-grade washing and drying (A+AA). And the Gorenje ONE washing machine features innovative SensorIQ technology and a specially adjusted UltraWHITE program to maintain the whiteness of delicates like silk, nylon, and lace - and at less than 30°C. Intelligent sensor technology, like a moisture/humidity sensor, allows the Gorenje ONE dryer to make the smartest of drying and laundry care decisions.

THE STUFF OF GOOD HEALTH

'Tis the season for taking a little extra care – of ourselves and the ones we care for most.



THE SLY SWEDISH FOX KANKEN BACKPACK

This classic urban backpack with a 30-year tradition is as practical as it is fashionable. With all the typical characteristics you'd want – durable, compact, simple yet eye-catching – and comes in a vast array of colors, it'll be difficult to just choose one. Initially designed to help youngsters with back pain, it's become one of the world's most recognisable backpacks.

www.fjallraven.com



HEALTHIER HOMES ROPOWER VACUUM CLEANERS

Gorenje's new ROPower line connects three vacuum cleaners that are richly accessorised and an ideal solution for asthma or allergy sufferers – or for those simply wanting to live healthier lifestyles. The new UV-Clean vacuum cleaners come with a 2-stage HEPA filtration system, MICRO filtration bags, textile and paper bags and above all, a BACTERIA BUSTER UV brush. It's specially designed to clean beds, linens and other fabrics, helping to create a healthier home.

www.gorenje.com

SWEDISH SUBSTANCE

ARHOLMA BY STUTTERHEIM RAINCOATS

Made without excessive details this plain, simple and understatedly stylish coat is pure survival gear, aimed at getting you through any storm. Made of matte rubber with copper buttons and the finest craftsmanship brings you the traditional raincoat generations of Swedish fishermen wore. The owners claim it's the last raincoat you'll ever need. With Swedish weather in mind, they're probably right.

www.stutterheim.se



CLEAN UP YOUR ACT

OCEAN BOTTLE BY METHOD

Because millions of tons of plastic make its way into the oceans each year, polluting and damaging the environment, some kind people at a small soap company decided to reclaim said plastic and use it for their packaging. Here plastic collected from the beaches of Hawaii over 1 1/2 years has been molded into these pretty - and poignant - containers for their 2-in-1 soap.

www.methodhome.com



TABLETOP GARDEN

CLICK AND GROW

An electronic pot for your choice of either edible or decorative plants, without the need for watering and/or fertilising. A flowerpot with electronic sensors, batteries, pump and water reservoir, along with plant cartridge with seeds, nutrients and software to create the ideal environment for the said seed. It almost begs you to neglect your plants.

www.clickandgrow.com



A SCENT FOR EVERY SCENARIO

21 DROPS

Aromatherapy for the 21st century, with artisanal blends from all natural, all organic essential oils. With names like Invigorate, Hangover, Carry On or De-Stress, 21 Drops seem to have the answer for every modern man's problem(s). With 21 (of course!) blends to choose from, and custom blends to order, just breathe your troubles away.

www.21drops.com



SONIC SKIN

CLARISONIC SKIN CLEANSING SYSTEM

All women know that daily cleaning is a must if you long for flawless, smooth skin. Every once in a while, a more thorough cleanse is advised. Clarisonic brushes are non-abrasive systems used by dermatologists and spas, using a sonic frequency that effectively removes all traces of make up, dirt and oil, leaving the skin smoother, cleaner and ready to be plumped by your favourite serum.

www.clarisonic.com



POWERFUL STYLE

GORENJE HOOD DT9436X

Designed to hang freely this stylish hood acts as a focal point above your kitchen island. Its sleek, flat design and a number of innovative functions make it highly efficient. The ReRefresh function sees to 24-hour automatic air freshening for the whole kitchen. Power Boost adds extra ventilation power when needed, and ergonomic SoftTouch control, timer and halogen bulbs all deliver performance and comfort for all your culinary endeavours.

www.gorenje.com

PILLBOX PERFECTED

HOLSTER AND FOLIO FROM SABI

Finally, neat and stylish pill containers you aren't ashamed to carry. Holster is a smart, slide-open clip travel box with three compartments for daily use, while Folio is a weekly organiser the size of a business card holder. Well designed objects designed to ease daily burdens.

www.sabi.com



UP, UP - AND AWAY!

JAWBONE UP TRACKER

UP is a rubber wristband, meant to be worn 24-7. It tracks your movement with a built-in accelerometer in order to estimate the calories you burn, measures your sleep and eating habits, then analyses them with the help of a software application; and then, hopefully, inspires you to move more, sleep better and eat smarter.

www.jawbone.com





SQUEEZE THOSE VITAMINS

GORENJE VITAWAY JC 4800 VMX JUICER

Winter means our body needs an extra dose of vitamins. And the VitaWay juicer – which employs new “press juicing” technology – is a big help, allowing us to prepare healthy vitamin drinks in just minutes. The VitaWay juicer employs slow pressing: it’s quiet, and there is no friction or high temperature, which means vitamins and minerals remain in the juice. Air in the mixing is eliminated, so there’s no oxidation nor foam, and juice retains its refreshing flavour, natural colour, and keeps longer. And cleaning is a breeze.

www.gorenje.com



OLD FAITHFUL

LIP THERAPY VASELINE

‘Tis the season of cracked lips and runny noses, and these pocket-friendly packages are as good as it gets. Packed neatly in tin containers, the tinted and scented lip balms with their original retro look are the go-to vaseline to soothe dry lips, getting them soft and moist for that perfect smooch.

www.vaseline.co.uk



INGENIOUS COOKING REVOLUTION

GORENJE IQCOOK INDUCTION HOB

Gorenje’s IQcook induction hob featuring unique IQsteam steaming technology entirely changes the way we cook. Very little cooking water is added – only 0.5 dl of water to cook 1 kg of vegetables – reflecting today’s trends in healthy cooking and lifestyles. And IQcook steam cooking offers four other preset cooking modes that allow automatic cooking of a wide range of dishes. It’s the first induction hob in the world to sense all changes quickly and intelligently. Boiling over, burning, or overcooking – never again.

www.gorenjeplus.com

HOUSEHOLD HELPERS FOR HEALTHY LIFESTYLES

A handful of tricks and tools brings full tastes and basic nutrition back into the kitchen, easily

◀ IRENE HLEDE 📷 COURTESY OF THE MANUFACTURERS



▲ (clockwise)
Fermentation pot
Bamboo steamer
Mortar and pestle
4-Tier Sprouter Kit
Fiskars Sharpener





▲ Gorenje juicer

Stops and supermarkets are making our lives easier, when we can now find most anything we want or need. But food found on the market shelves contains additives to help them stay fresh after long journeys from producers; and they use chemicals to accelerate growth, protect them from insects and keep them fresher longer. As a result, more and more people are looking for solutions to make their lives – especially their nutrition processes – tasty and healthful again.

It's a busy life for most of us, and keeping ourselves healthy is all too rarely near the top of our list of "things to do" – and convenience often wins out. That's why it's important to make "keeping healthy" a part of our day-to-day living habits. Why not start with eating healthily?

Nutrition is central to living a healthy lifestyle. Our body requires a well balanced diet every day in order to ensure adequate amounts of vitamins, nutrients and minerals needed to keep it healthy. But as our lives are so busy we need some help. Help can come in the form of utensils and appliances that help us handle lots of small kitchen tasks faster and easier; and with food coming from trusted sources. Some of the most useful kitchen utensils for health conscious individuals have actually been around for decades; and will help make our kitchen experience a healthy, tasty one – and ultimately improve our lifestyle.

WATER OF LIFE

Water is the most important element in the kitchen. Aside from drinking, you also use it to wash food like meat and vegetables. A countertop water filtration system is one way to make sure you're getting good drinking water at home. And provided you change the filter regularly, you're sure to get clean water – and almost free.

“To eat is a necessity, but to eat intelligently is an art.”

La Rochefoucauld, French writer

The yogurt maker is another kitchen gadget you should have. Although there are lots of branded yogurts sold today but most of them are not as healthy as you think. This way you can produce your own, full-health yogurt low in sugar and without preservatives.

Blenders help deliver the tastes and food quality you desire, with literally endless healthy fruit and vegetable preparations. And they're particularly handy during the summer season, when we can create or favourite, healthful smoothies, from avocados, berries, bananas, and so much more.

Like the blender, the juicer is also among the most popular gadgets in the kitchen. And a juicer can remove unwanted pulp and fibre from fruits and vegetables. It's also useful helping your body easily absorb large amounts of nutrients from prepared juices.

You haven't eaten vegetables until you've eaten steamed vegetables – they're crisp, flavourful and retain all nutrients. It's also great for fish. While an electric steamer is handy, a Chinese bamboo or stainless steel stovetop basket is perfect; there's even a microwave steamer.

WEIGHING IN

Just because you're eating healthy doesn't mean you can't have the occasional cake or muffin. Using silicone-coated bakeware eliminates all that greasing and flouring. Technology has also provided us with the digital scale: if you're counting calories or fat grams/units you can't guess – you need to know how much you're eating. And any pastry chef will tell you baking is a precise art – there's no guessing with your ingredients. One lesser known kitchen appliance is the gravy separator, which is designed to remove fat from food and liquids. Strain stews to separate the sauce, place in the separator, wait for the fat to separate, then pour the sauce back to reform the stew. You've still got all the flavour but with far less fat.



- ▲ Wooden reamer
- ▶ Herb mill



Stolen straight from our grandparents' attics is the wooden reamer, a simple juicing tool that works with a simple twist of the wrist. Fresh lemon, lime or orange juice awakens the flavour of vegetables, soups, salads and grain recipes without adding extra calories or sodium.

Similarly, the (handled) grater is another great tool that makes zesting a breeze. You'll never use pre-ground nutmeg again after smelling the freshly grated version. It's perfect for zesting citrus peels or grating cheese, is quick-cleaning and more knuckle friendly than the old box grater.

The traditional mortar and pestle goes well beyond being great décor on a kitchen shelf. It's a super tool for grinding spices, fresh herbs, vegetables or fruits into rubs, sauces or powders. Choose one with a deep bowl and a rough interior like stone.

On a more contemporary note, the oil mister is less common but the hunt for – and use of – this smart kitchen gadget is well worth it. Oil misters help reduce oil consumption and thus, calories. You may be eating only healthy oils like olive or mustard, but even one tablespoon of olive oil has around 120 calories and 14 grams of fat, so the less the better.

TRICKS AND TOOLS

If you cook beef, pork, chicken or fish, a cooking thermometer is something of a must-have tool, as eating healthy also means eating safe. Models range from basic stainless steel to sophisticated digital readers with alarms.

Many cooks say a good chef's knife is the only knife they couldn't live without – and for good reason: it can chop, dice or mince the toughest root vegetable or the most delicate herb. Keeping your knife sharp is key to making prep work simple – and avoiding injury. The Finnish Fiskars sharpener couldn't be simpler nor more effective.

If you like using fresh herbs (and you should), then an herb mill is a must-have. Herbs like oregano, basil, thyme, parsley, cilantro and countless others are a great way to add extra richness to your food; and also helps reduce the need for extra salt.

Tangy, crunchy, naturally fermented sauerkraut is a deliciously healthy way to make the most of cabbage. With the traditional fermentation pot, the process is as simple as shredding fresh cabbage or white turnip and placing it in the crock with a bit of salt. Time and fermentation do the rest.

A sprouter kit helps grow fresh, nutritious sprouts quickly and easily, right on the kitchen counter. Crisp, flavorful sprouts are a delicious and healthful addition to salads and sandwiches. Handy and compact stacked kits contain everything you need for your first harvest. Just spread the seeds in the stackable trays, then water for up to four days.

Gardeners have long relied on the classic technique of drying to preserve the fresh flavours and nutrients of the season's harvest. A dryer or dehydrator makes it easy to dry our favourite fruits, vegetables and herbs.

If you've never enjoyed bread or other baked goods made from freshly milled flour, you're in for a revelation. Milling with a grain mill releases vital oils in the grain, imparting a far richer grain flavour. Adjustable grinders allow control over the fineness of the grind, for everything from cake flours to rustic polenta.

In the end, if you think about it, the utensils we use in the kitchen on a regular basis have a direct connection with our state of health and wellbeing. Buying the right ones can help us prepare and eat better, easier, and healthy.

WOW, INDUSTRY

GORENJE ON STAGE AT EUROPEAN CAPITAL OF CULTURE

URŠKA OJSTERŠEK GORENJE ARCHIVES



Within the European Capital of Culture 2012, where Velenje was chosen as a partner city, Gorenje participated in the joint project Wow, Industry! For the occasion the Velenje Gallery featured a special exhibition entitled Gorenje with a Vision.

Gorenje with a Vision tells the story of Gorenje's creative industrial efforts through a historic overview of selected products that had the most significant impact on the company's long and determined road - from follower and challenger to trendsetter in the field of industrial design. Visual creativity is also reflected in the marketing and graphic communication of Gorenje. Using a timeline, the exhibition takes us from the nostalgic past to a vision of future, where Gorenje's industry

creativity is defined as strategic thinking that recognises design as the key competitive element on the market.

EXHIBITION RECEIVES INTERIOR OF THE YEAR AWARD

The exhibition was designed modularly, to keep assembly and disassembly simple for future relocation, and is the work of a wide team of experts from Slovenia and abroad. Barbara Predan, Ph.D., industrial designer from the Academy of Fine Arts and Design of the University of Ljubljana was responsible for the exhibition concept. The architectural and graphic design was the fine work of Gorenje Design Studio, which received the Interior of the Year Award as part of comprehensive annual Month of Design event.

IQcook

CHANGING THE WAY WE COOK, INTELLIGENTLY

It took a year and a half of research work and another year of development process to launch the unique IQcook hobs in Gorenje's markets across the globe. Due to the exceptional innovativeness of the new cooker operating system, only a small development team was acquainted with the project during the research and pre-development stage.

📍 VESNA PETKOVŠEK 📷 GORENJE ARCHIVES

Do you find it frustrating when milk boils over just when you look away from the cooker for a moment? Are you uncertain about what is going on under the lids when there are three or more dishes cooking at the same time? Do you find it a waste of time to tend to the cooking process when it involves entirely routine procedures? Are you in doubt when the oil in the pan is hot enough to start searing? Gorenje was looking to solve these and other problems; their answer is the ingenious IQcook cooking hob that makes possible automatic cooking.

"We locked ourselves in the development lab for days at a time, where we would test, change, re-test, correct, and so on, until we arrived at the absolute best solutions," says Marko Kreča, head of the electro department at the competence centre for cooking appliance development in Velenje. "It's been a long while since I've seen so much

mathematics on one hand, and so much food tasting on the other, as in this project."

Unlike the oven which is a closed environment, thermal conditions on a cooking hob can vary significantly. "We're actually working in an uncontrolled environment and therefore, setting up automated processes is all the more challenging. However, our team didn't shy away from the challenge, and never gave up when faced with numerous unknowns, complications, and obstacles," explains cooking appliance development team member Dražen Djukić.

In order to simplify the cooking process and make cooking tasks easier, they started with complex research and development procedures. At first, they had to figure out the logic of automated cooking. The basic idea was to establish wireless communication between the sensors in the induction hob and the

sensor in the lid which was developed especially for this purpose. Complex program algorithms in the appliance make sure the cooperation between the sensors is safe and that it leads to the desired results.

Any type of cookware that is suitable for induction hobs can be used on the IQcook hob. Also, a wide range of lids can be used, which is a key advantage of Gorenje's product, making it truly unique; at the same time, this was one of the key challenges for the development team. The other key advantage of Gorenje's new hob is the controlled steam cooking feature, using a minimum of water and without using an extra steamer insert. To control the steam cooking process, the sensors perceive numerous parameters that are then processed by the hob. Operation of the appliance was tested for a total of over 3,000 hours.



▲ Part of the IQcook development team: Dražen Djukić, Marko Kreča, and Jure Plaskan.

SMART AND EASY: PRESET COOKING MODES

The user-adjusted preset operating modes represent a remarkable new approach, allowing the choice of five preset cooking and frying modes:

IQsteam: a new and unique feature for steam cooking.

IQboil: for cooking with plenty of water.

IQpro is a slow-cook mode adapted for grain and similar dishes.

IQfry preset frying mode is used with larger amounts of oil.

IQgrill is yet another convenient preset that allows users to select how well done (low, medium, high) their dishes (like meats) are.

PATENTS PENDING

Three patent applications were filed for the product, for the following solutions:

- ▶ construction of the sensor and method of attaching the sensor to the lid;
- ▶ sensing when the water in the pan has evaporated;
- ▶ sensing the presence of a lid with sensor on the selected cooking zone.

The IQcook system
saves time and
energy, because
the food is cooked
largely
automatically.



▲ With the IQsteam cooking mode very little water is added, so the food retains its natural colour, juices, and flavour.

**100% AUTOMATIC
COOKING CONTROL**
USING THE IQ SENSORS

100% SAFETY
FROM BOILING OVER
AND BURNING

**100% ACTIVE
PRESERVATION**
OF NUTRIENTS, VITAMINS
AND MINERALS

**UP TO 40% ENERGY
SAVINGS**
WITH FULL PARAMETER
OPTIMIZATION

A multidisciplinary team of more than 20 experts on cooking appliance development, electronics development, design, technology, quality management, marketing, and product management worked intensively on the many solutions to which they can proudly point to as the first in the home appliance industry. With the IQcook project, the Gorenje expert team introduced some new approaches to cooking appliance development, and generated a huge amount of new ideas for products which they intend to develop in the future. "Looking forward, we'll certainly devote a great deal of attention to procedures for optimum and automated food preparation, while even more tests will be conducted - with 'real food'", adds Kreča.

SIMPLE SELECTIONS

The hob offers five preset cooking modes. Three cooking modes (steam cooking, cooking with a large amount of water, and slow cooking) and two frying/grilling modes (deep frying and grilling) allow automatic cooking of a wide range of dishes.

After selecting the most suitable cooking mode, the sensor installed on the pan lid is activated with a simple touch.

Operation of the two IQ sensors built into the cooking hob and attached to the pan lid, respectively, to check the progress in the pan, is monitored by the cooking hob electronics. Intelligent technology provides automatic operation and completely eliminates the need

for direct, ongoing supervision of the cooking process.

Accidentally placing the wrong lid on the pan during cooking causes the IQ sensor technology to notice and notify you with an audio signal. The cooking process proceeds without interruption. IQ sensors are built into each cooking zone of the hob to allow the use of the revolutionary IQcook function on all four zones simultaneously.

Operating in the preset mode for cooking with large amounts of water (e.g. soup, pasta), the hob brings the contents of the pot to the boil, then maintains boiling temperature (choose between light, moderate, and heavy boil) through communication with the IQ sensors.

NEW EFFICIENCY IN FAMILIAR PLACES



ALENKA KRALJ GORENJE ARCHIVES

Heat pump water heaters for sanitary water have been on the market for over 30 years. And though they're not considered an entirely renewable energy source – for they still use electricity as their primary energy source – they've become an excellent replacement or supplement for preparation of hot sanitary water using oil and gas heaters. In 2012, Gorenje launched a medium-volume heat pump of smaller dimensions (80, 100 and 120 litres) intended for conventional wall installation and which, with its capacity, dimensions and heating characteristics, replaces the classic electric water heater.

Last year, Gorenje has launched a new generation of medium-capacity heat pumps featuring many technological improvements – as well as distinctive contemporary design provided by the Gorenje Design Studio.

“New sanitary heat pumps are fitted with a new rotation compressor that allows better energy usage,” explains Darko Gorjup, head the Heating Systems program. “Furthermore, the conventional condenser unit has been replaced with a new pipe condenser unit wrapped around the outer wall of the tank, which eliminates the hazard of refrigerant entering the water.”

The heat pumps also deliver high energy efficiency with the coefficient of performance from 3.7 to 3.9, and so-called low-temperature operation from -7 to +35°C, allowing them to draw energy or heat from the air both indoors and out through air connections. And they're fitted with a clearly laid-out LCD screen that affords comfortable, clear touch operation and control over all relevant functions.

ENERGY CONSUMPTION FOR HEATING SANITARY WATER

If one lives in a well insulated building and the household uses an electric heater for water heating, this might well represent one of the largest consumers of electricity in the household. An average four-member household will use between 2,500 and 3,200 kWh of electricity to prepare its annual supply of hot water.

Heat pumps with air ducts allow the user to select where air is captured (in) and blown (out). This opens up numerous possibilities for the use of heated air in various rooms (kitchen, bathroom, winter gardens), and the cooled air can be evacuated out of the building or (re-) circulated via a pipe into a room we wish to cool.



NEW ENERGY OF CREATIVITY

AQUAGOR, TERRAGOR, AND AEROGOR HEAT PUMPS

Building on 3 decades of experience in development and production of sanitary heat pumps, Gorenje has taken a step further. Cooperation of seasoned eminent Gorenje experts has resulted in a new line of space heating heat pumps: **AQUAGOR**, **TERRAGOR**, and **AEROGOR**. Tested according to the most stringent European standards, Gorenje heat pumps deliver quality and reliability even in the coldest days.



Gorenje heating systems with a heat pump are both reliable and economical as they will reduce your heating bill by 60 to 75%.



GIVING BACK TO THE BODY

MARIO SAMBOLEC AND VESNA MILENKOVIČ ON GOOD FOOD,
SMART EXERCISE, AND LIVING WELL.

Ever since he began his career as a personal nutrition and fitness coach, Mario Sambolec, aka Dr. Feelgood, has been teaching people how to apply different approaches and methods to control weight and in turn, feel better and more energetic. For years he's been helping professional and recreational athletes shape their nutrition and physical exercise regimes to their needs and goals and to develop the habits that will help them successfully maintain their health and the results they have achieved.

MANCA KRNEL PETER MARINŠEK

The body doesn't have a biological need for fast food and sweets.



Mario works together with his sister, Vesna Milenkovič, who knows how to take Mario's knowledge of food and health eating and serve it up, simply and deliciously. Vesna is an expert at preparing healthy, balanced meals that provide the energy and nutrition to nourish the body and overcome daily stress, to stay healthy and vital.

Vesna, together with Mario, also tested and demonstrated the Gorenje IQcook steam cooking programs at the IFA fair this past autumn.

What made you decide to work together?

Vesna: We work together because we're compatible. We share the same philosophy, the same approach to food, and the same "feel good" attitude toward life. It does also have something – being brother and sister – to do with our family. The whole story started with my son Aleksej's food allergies, which forced us to change the way we looked at food. We started to read product labels and discovered that we were consuming large quantities of things that lack any nutritional value whatsoever, and can even be harmful. In turn we decided not to subject our bodies to these things any more.

Mario: Two things prompted me to explore healthy food and physical exercise as central to general well being. The first was my dissatisfaction with the classic "fitness" method that neglects the functional and motor abilities of people today – people who tend to spend most of their time sitting. And my nephew's allergy experience made me think about how the food we eat affects our organism and our health in general.

You're known as a personal trainer. What, specifically, does that mean?

My practice is based on a personal, comprehensive approach that takes into account the biological and functional characteristics of each individual. The aim is to design a suitable, "tailor-made" workout and nutrition program that will guarantee good results. Such a regime requires a broader view that incorporates different disciplines (physiology, kinesiology, functional anatomy, psychology) that transcend the stereotype of traditional fitness instruction.

So how did you get the nickname Dr. Feelgood?

It was given to me by one of my clients who had completely changed her lifestyle with consistent workouts and new nutritional habits that she developed following knee surgery. And though the nickname is, more than anything, a compliment, it also complements my workout and nutrition philosophy.

Do you stick to the prescribed lifestyle yourselves?

Vesna: Mario does, 100 percent. But I have two kids and forcing them to eat or give up something is almost impossible.

Mario: I don't like the phrase "stick to". It's not about a diet that you can stick to. It's as if you asked me if I stick to life. I live life.

But when at a certain point in life you decide to start living differently it requires a certain effort, energy, logistics, a re-organised life?

Vesna: Here's the catch – this is exactly what we want people to understand, that eating healthily doesn't mean giving up taste. When we tell people we live healthily they automatically think we must be vegetarians or raw food devotees, and when



I don't like the phrase "stick to".
It's as if you asked me if I stick to
life. I live life.

they find out we're neither it really shakes up their understanding of the concept of healthy living. The other common assumption is that it's all very complicated when it really isn't. Mario's philosophy concerns "what is food" and "what food isn't". You learn that hotdogs, candy, white flour, white sugar and similar are not food, but something the industry wants you to believe is food. And once you know what this "non-food" does to your body in terms of health, it becomes far easier to give up junk. It's not about looking for exotic ingredients and expensive organic products; it's about going to the farmer's market and buying food you normally buy, it's about eating out without ordering a greasy kebab with a pound of nacho cheese... or ok, occasionally, if you really have to.

Mario: Eventually you just don't feel like it any more. The body doesn't have a biological need for fast food and sweets. When eat consistently your taste buds get used to natural flavours, to a certain frequency of food, and you realise foods with additives are much too sweet and salty.

What about workout? People tend to forget about that after they've taken care of the healthy ingredients from the farmer's market. How can they muster the will, the time and the energy to work out?

Mario: This is a total misconception - that you need extra energy to work out. A workout is supposed to give you energy. Doing something for yourself means you feel better, and not so knackered that you just want to go to bed. The workout is what should lift you up. Exercise in a way and in such conditions that allow you to get your energy back. It's the same with food - we're not counting calories and carrots. Just like food is not a diet, the workout I teach is neither fitness nor bodybuild-

ing. I invest energy into making people's lives easier and their bodies full of energy. A good workout needn't be long and exhausting. It's important to adapt the workout to yourself (your goals and capabilities), intensely and consistently. Exercising 30 to 45 minutes several times a week is enough. This is something you should be able to fit into even the tightest schedule. If you can't, the problem is not the way you organise your time, it's how you set your priorities!

What is a healthy lifestyle?

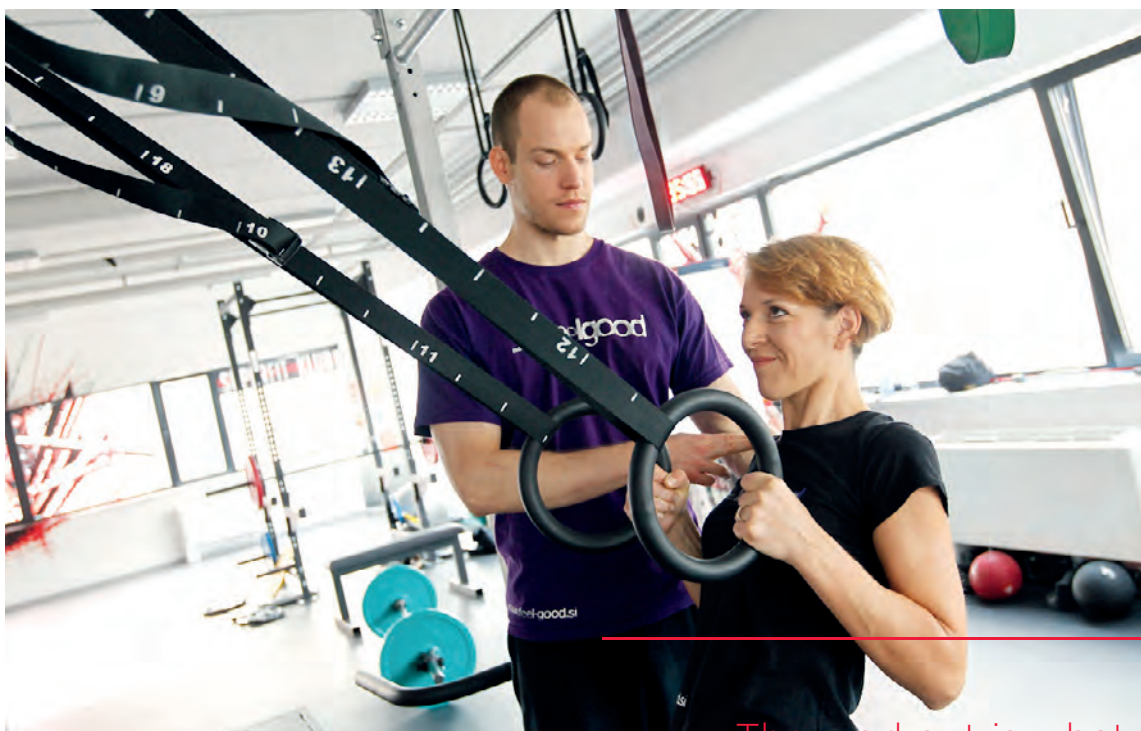
Mario: It's "feel good" and it's different for each individual. It consists of three factors - feel good food, feel good workout, and emotional and physical regeneration. One of our slogans is also "try not to eat alone".

Vesna: Healthy food doesn't mean additional hours in the shop or behind the stove. The trick is to go to your regular shop and pick the foods that are healthy. They're not all bad. And when you come home and have to feed the family it shouldn't mean you have to spend two hours behind the stove, but that you come home and prepare something good quickly, and have your time back to yourself.

And all this has become much easier with Gorenje's unique preset IQcook, IQsteam and IQgrill cooking modes. I prepare classic meals with a simple healthy twist that anyone can master. It only takes a little consideration and persistence to achieve exceptional results and feel great about and in our bodies.

Why is it that food gives so much pleasure?

Mario: Most all of our occasions and practices are associated with food, it's what we identify with as a society; and we've



The workout is what
should lift you up.

always eaten in the company of other people. Food must be tasty, it mustn't be something that terrorises us. We think about it several times a day; and often we invest more energy in things like buying a new TV set. We know very little about food. Usually all we know is what our parents have told us and what we see in ads.

Vesna: I think the wheel of time is going to spin back and we'll all start working our gardens again. Back to self-sufficiency. The way we live now is completely wrong, we don't even know what's seasonal any more.

So what's the season for one of the healthier foods, say broccoli?

Vesna: Autumn.

Mario: Seasonal food is important. On the other hand, I really don't know why I shouldn't have an avocado from Peru. Avocado is one of nature's highest achievements and it should not be denied a place on our plate just because it's not seasonal or has come from Peru. This is the nutritional non-extremism that we advocate. The more you understand food the more you see how relative everything is and how it depends on the individual. Like vegetarianism, for example, it just doesn't work for some people, and can (practiced improperly) have adverse effects on their health.

So how should we eat on a daily basis; and before stressful events, such as exams and similar?

Mario: You should follow two simple, feel good principles:

1. Sugar and industrially processed foods are not nourishing, so you shouldn't eat those; instead anything have something you can pick, shell or husk, grow or catch;

2. Each main meal should contain a quality source of protein (whey, whole eggs, organic low-fat cottage cheese, fish, meat from grazed animals, Greek yogurt); good fats (whole eggs, almonds, macadamia and other nuts, avocado, olive oil, ghee and coconut oil); and plenty of fibre (all vegetables, sprouts, berries (also frozen), kiwi, grapefruit, avocado, coconut, apple, cherries).

What can teenagers take to school (or parents to work) to keep their energy up?

Mario: Take a piece of fruit or vegetable and a handful of nuts: apples and almonds, nuts and a carrot, kiwi and macadamia nuts, red sweet pepper and pecans... there's so much to choose from and you don't even need to cook. Add some organic or Greek (whole) yoghurt if you feel your snack won't provide enough energy.

And finally - getting back to busy work- and school days - which foods help improve concentration and boost memory?

Mario: Docosahexaenoic acid or DHA is closely related to the cognitive ability of the brain. DHA is often paired with EPA (eicosapentaenoic acid) and both are simply indispensable for your body. To get enough you can simply take a fish oil food supplement or regularly eat foods like wild salmon, sardines, mackerel, cod, trout, tuna (all fatty fish), meat from grazed animals, walnuts, linseed and chia seeds. Remember?

Mario and Vesna organise "Feelgood cooking classes" together, and also run the FEELGOOD portal, at www.feel-good.si.

THE GOOD GORENJE VITA LIFE

REVOLUTIONARY PREMIUM 2-IN-1 DESIGN

HOOD AND AIR PURIFIER



BRAND NEW

- ◀ Gorenje Vita is the first kitchen hood in the world to feature a room ventilation function. The powerful HEPA filter system neutralises unpleasant odours and captures up to 99% of airborne impurities.

There's good news in the air, for the allergy sensitive - especially in spring time. Imagine a kitchen hood that not only keeps the smells in check, but refreshes the air in your home. The Gorenje Vita hood actually does this and more. It not only eliminates odours but genuinely cleans the air from outside and provides clean air inside the home, thanks to the powerful HEPA anti-allergy filters and the remarkable VitaSpring feature.

The revolutionary Gorenje Vita hood featuring the first coaxial filtration system provides optimal air quality during cooking and advanced air aspiration with moisture elimination at the same time. With the VitaSpring programme activated, the Gorenje Vita hood draws outdoor air through a vent-channel and passes it through a HEPA filter system that neutralizes unpleasant odours and captures up to 99% of airborne impurities, providing clean, fresh air and an allergen-free environment for the entire family.

CLEAN AND QUIET

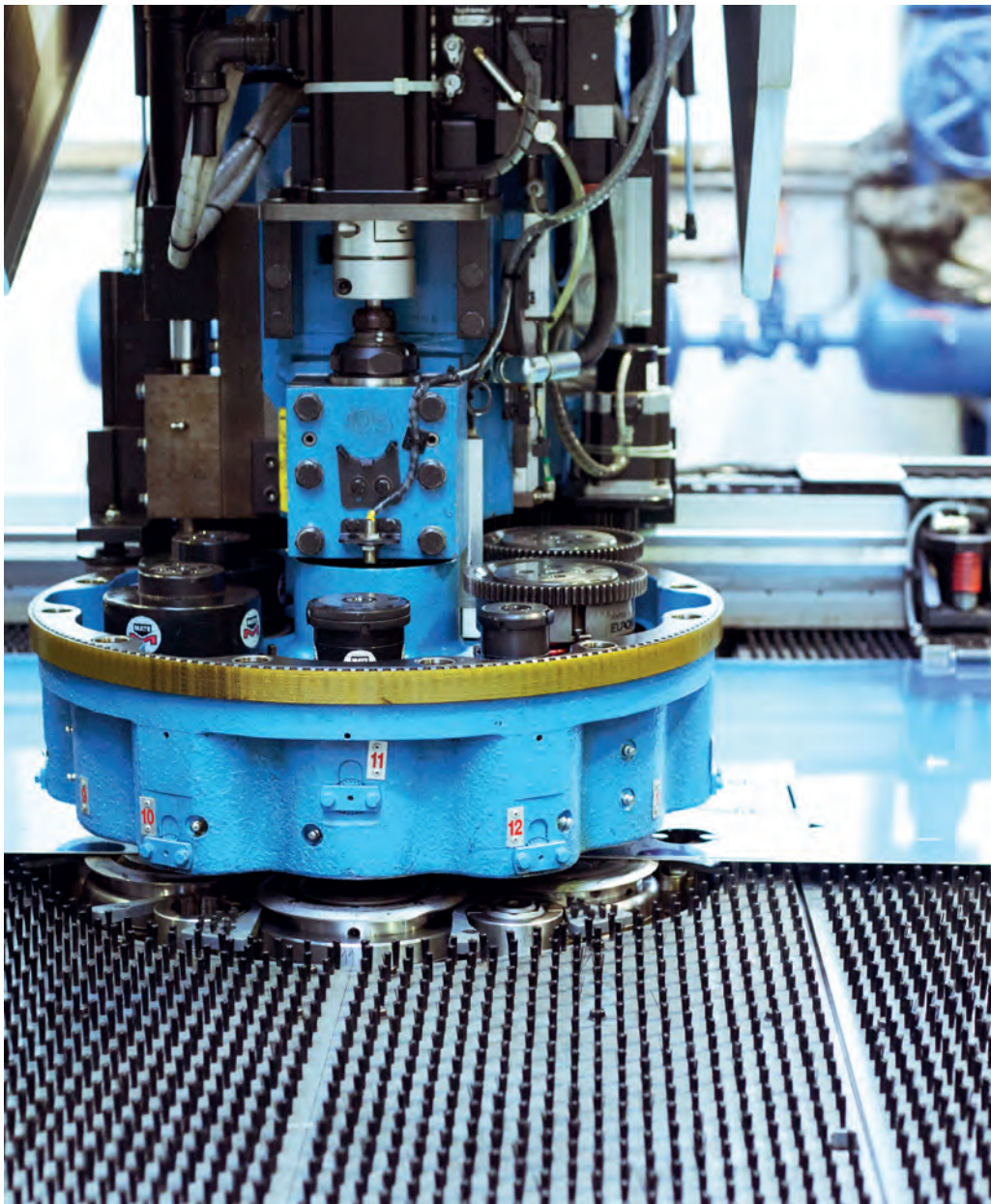
The highly efficient filtering system includes class F6 HEPA filters (international standard EN779), which means it removes particles as small as 0.3 micrometers. In addition to allergen particles that cause hay fever, the HEPA filter also traps other micro-particles such as oil and fat particles, dust, gasses, even smoke and smog. This means windows can stay closed if need be, keeping excessive noise out, which is particularly welcome in bigger cities.

Gorenje Vita is the first kitchen hood in the world to feature a room ventilation function, effectively combining two functionally different appliances in one. The modular system of air suction and air filtration is also patent protected, with advanced development and testing processes involving partner companies and renowned international institutes like the IMQ of Milan, Italy.

DESIGN IN THE HOOD

Gorenje has been manufacturing kitchen hoods at the Mora plant in the Czech Republic for two years. Originally they began with a few models of upright wall-mounted hoods; now, several dozen models are in production for the brands Gorenje+, Gorenje, and Mora.

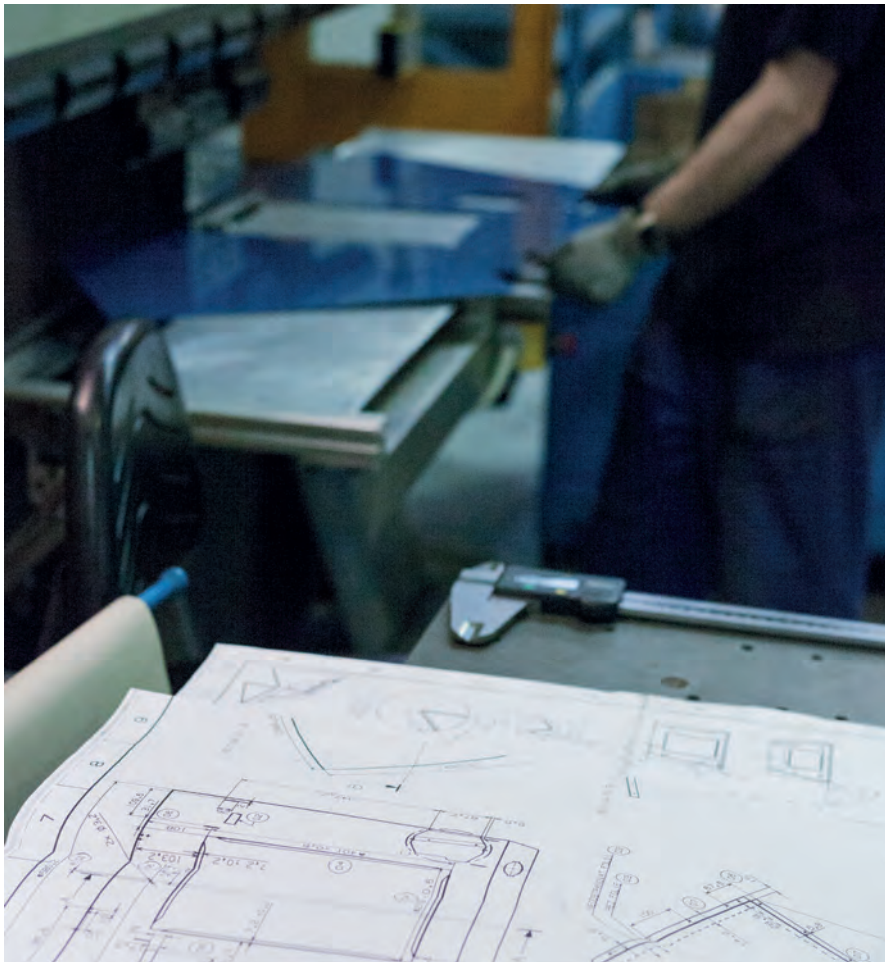
KITCHEN HOOD ASSEMBLY LINE



**MATIJA ZUPANC,
CO-MANAGER AT
MORA MORAVIA:**

“Gorenje sells about 300,000 kitchen hoods per year under different brands. Customers prefer the upright, wall-mounted hoods that not only evacuate the steam and filter the odours in the kitchen, but also lend the space a distinct design accent.”

Kitchen hood assembly involves four largely automated operations, starting with production of key semi-products on the punching press. The punching press head uses pre-programmed tools to make precise cuts for different hood models.



Approximately 150 products are made on the assembly line each day, with only four workers per shift; other processes are automated. Based on the plans, the engineer enters the right program for the tools into the central controller. Then, the machine selects the tools used to make a certain type of hood.



In the first stage of installation the basic housing is assembled, and gaskets are put in place to prevent vibration of sheet metal at the joints. The entire housing is riveted which makes the joints stronger and more durable, and contributes to the overall efficiency and useful life of the hood.

In the second stage of assembly, precise templates are used to assemble the key semi-products, the turbine, control unit electronics, lighting, and noise dampening elements – special gaskets attached to the interior side of the kitchen hood housing. This is very important since silent operation is one of the key features of the hoods.



Assembly of the cover is followed by control of functionality and safety. Electronics are used to identify any errors in the assembly process. A so-called run-in test is performed on at least 15 randomly selected hoods each day to check the quality of the manufacture and the key functions of the hood. Then, the hood is cleaned and packed and the product is ready for sale.



WHAT'S YOUR JOB?

GLM talks to three cool Gorenje people – chief engineer, project manager and senior designer – to find out what they're doing, and the part they play in the larger Gorenje cooling program picture.

📍 JEFF BICKERT 📷 MANCA JUVAN



DEJAN DREN

CHIEF ENGINEER,

R&D COMPETENCE CENTRE COOLING

What's your job?

I manage the technical part of refrigeration development projects through all phases, from the conceptual phase representing technical aspects, through design detailing and the optimization phase to the final launch of refrigerators. My job comprises working with people within R&D, from other departments and external parties such as customers, suppliers, toolmakers and others.

What particular tasks did you perform – as part of what you're working on – today?

Together with colleagues we're trying to find final technical solutions for the compressor area assembly – we have a technical review of wire-routing to the door, we brainstorm on how to design a multifunctional box to be fully functional and feasible, and we're defining

materials and other details for the compressor tray. I also checked the progress of the prototype build, reviewed the status of prototype testing, and talked with an external institute about mold-flow simulations for injection molded parts.

What are the key issues surrounding what you do?

How to translate various market requirements (like appearance and similar) to final design within cost and time constraints while also taking into consideration other aspects, like performance, aesthetics, viability, reliability, quality etc. Sometimes it takes a lot of effort to arrive at compromises that are acceptable for all parties involved.

What are you working on these days?

Currently I am working on a project developing a new generation of 600mm

(wide) freestanding refrigerators and freezers. We are now in the phase of finalising design and technical documentation. We're testing prototypes and trying to integrate findings into final design to improve performance. We're also ordering tools and production equipment and spending a significant amount of time negotiating with toolmakers and other experts about part details.

What makes your job interesting?

First off I enjoy working with a great team. Beyond that it's a very interesting job since it requires being innovative. And it's never boring; on the contrary, every day is different, with new challenges, findings, information and experiences in and from many different areas.



DARJA SLAPNIČAR

PROJECT MANAGER,

COMPETENCE CENTRE COOLING

What's your job?

As a Project Manager I'm responsible for ensuring that the project team completes the project on time and within budget. I design a plan with key milestones, through which I follow the progress of the entire project. After the team has been established, I coordinate efforts to make sure that the final products are made according to market and technical specs, achieve expected quality and that costs are not exceeded. To achieve this, every team member has to understand project objectives and a risk abatement plan should be in place.

What particular tasks did you perform – as part of what you're working on – today?

The project I'm currently working on is called "New generation of free standing cooling appliances". In phase 1 we'll develop the new Combi units. Next year we'll start with phase 2, where coolers and freezers will be added to the product line. My day-to-day work is focused

on keeping track of overall progress, checking tasks which have to be done and coordinating team work.

What are the key issues surrounding what you do?

Each time I start work on a new project, I ask myself what lessons have I learned on the previous one, and where can we improve things and processes. These answers are crucial for any kind of improvement, and for being successful and satisfied in the end.

On the other hand, we're facing a tough situation on the market, where only products that are cost effective and of the highest quality will succeed. Because of that, my job is to make sure that every team member understands the importance of every little cost detail.

What are you working on these days?

In early July, the Board confirmed the business plan and since then we've been finalising the documentation and drawings for the new parts. We're start-

ing to place orders for new tools and equipment and then the pre-pilot runs begin. Alongside that, we've built new prototypes for testing to confirm the unit's performance.

What makes your job interesting / what's the most interesting or challenging part of your job?

I've worked as a project manager for over ten years now. The most interesting part to me is the constant learning of new things and improving my business skills with each project. Project management enables me to work with almost all parts of the Gorenje organization: Marketing, Design, Finance, Purchasing, Quality, Prototype shop, Investment, Tool shops, Service and more. I suspect no other job title offers so much diversity.

And I've been lucky enough to work with some really great people, who've inspired me and from whom I've learned much. That's one of the reasons why I like my job.



TINA JERABEK

SENIOR DESIGNER,

GORENJE DESIGN STUDIO

What's your job?

Although I'm an architect by training, I work in industrial design, on projects developing household appliances for the Gorenje Group. My job involves research, developing concepts, creating design solutions.

What particular tasks did you perform - as part of what you're working on - today?

Today we were considering executive solutions for some new parts of equipment in new cooling appliances. Design solutions apply some alternative materials, so we were having a workshop with suppliers and our R&D department. I was preparing, together with my colleague, the presentation of new concepts for a compact heat pump for Gorenje Heating Systems. Then I had some more or less routine work with

definitions for registration of new cooling appliances. And some everyday exchange and consultations with the R&D department.

What are the key issues surrounding what you do?

I think that good design is the right balance between function and form - when form enables function and function underlies form; when there is no "why" question, when the product is simple, logic, clear and comprehensive, then you simply like it. My job involves constantly trying to achieve that.

What are you working on these days?

For quite some time now I've been working in the field of cooling appliances. I'm on projects that are developing new freestanding and built-in cooling ranges for Gorenje, Asko and

Atag machines. I'm also working on a compact heat pump project.

What makes your job interesting / what's the most interesting or challenging part of your job?

I enjoy my job because I can be (have to be) creative, open-minded, smart and innovative, and I'm facing challenges all the time. My job involves so many fields, so it's almost never routine, and I'm dealing with new information and idea all the time - it's a constant learning process. In design there is no blank canvas where the only constraint is your imagination. Functionality and utility, technology, cost-efficiency and many other things set many limits. It's a challenge to accept and then exceed them to create something new, different and amazing. Sometimes you succeed - and then you go back to trying hard, again.



NRK 6201 MX

WHATEVER THE SEASON. GORENJE COLD.

Whether you're planning a party, dinner for two or you've just got the blues Gorenje fridge-freezer is a perfect place for any type of food available for any feeling at any moment.

Advanced functions like **SensoTech**, **NoFrost**, **DualAdvance**, **FreshZone**, **SuperCool**, **FastFreeze** and **EcoMode** customize the climate to preserve different types of food fresh and healthier than ever.

Besides the natural preservation Gorenje offers outstanding design, top-level energy efficiency and eco-friendliness.

www.gorenje.com

gorenje

MAN VS. MIGHT

EXTREMES FROM BOTH SIDES OF THE SPECTRUM:

CAN MEN FIND THE EQUILIBRIUM IN HEALTHY?

✍ JERICA ŽIVA PUTERLE 📷 MATIC SONNENWALD

Now, health and health-related issues are not exactly some hot new trend. And since they actually do us some real good, I came to realize I cannot scrutinize them entirely from the comfort of my usual ironic rant. Healthy stuff is actually good for you – and for once I have to agree. However, the discrepancies I have come to observe in the way the two sexes deal with the whole “healthy lifestyle” thing – well, whoa, I cannot remain silent. First of all, I will agree with all you men out there, that when women are presented with the opportunity to start something new, exciting and yes, healthy, they buy into the whole package and more: they buy into the idea of reinvention and rejuvenation and total-makeover of mind, body and soul.

Ever since Jane Fonda squeezed herself into that shiny leotard and showed us how to tighten our tushies, women have been obsessed with the perfect body. To use the word aerobics today is blasphemous, as the religion of Indoor Physical Exercise also teaches the doctrines of Zumba, Pilates and similar old stuff with new names to sell to body-crazed amazons worldwide. And while women in carefully chosen skimpy (but not too skimpy) outfits jump and pump and dance for their lives in such classes, out-numbering men 10:0, the guys are casually “pumping iron,” as they like to call sitting around eyeing the weights (and the women?) while not even breaking a sweat.

OK, there are a few Arnold circa 1977 lookalikes, checking themselves in the mirrors, but to call that body type the epitome of health would be like calling a Big Mac a hearty meal. We all know they live off that protein powder packed in family size buckets, right? And to tell you the truth, trying to snuggle next to Mr. Universe feels like hugging a giant plank of wood. If “I thought chicks dig that?” is going through your mind right now, here’s a secret that isn’t: NO.

But it doesn’t end with indoor exercise, because for every type of sport out there, you get two types of guys in the extreme: the couch potato that watches it on TV, and the one who actually practices it, but to such extremes it becomes unhealthy. These guys then fall into the next two categories: those obsessed with the latest technological gadgetry, or the ones obsessed with pure adrenalin. They both drive us (women) mad: the first with the growing collection of new gear (always the

new gear!), and the adrenalin junkies with the constant scare of a dislocated shoulder or shattering bones when dirt biking – and in their forties.

When it comes to sports, it seems as though the primal, animalistic force kicks into our men and they have to beat their opponent, or in some/many cases, themselves – till the bitter end. But extremes have never proven to be healthy – as I have witnessed in the befitting example of after-work jogging. For while the women are enjoying their steady pace, leisurely running and still having enough breath to actually talk, the guys sprinting past them are huffing and puffing and blowing little pig’s houses down in a flushed frenzy. If that’s healthy, it most certainly doesn’t look – nor sound – like it.

While exercising is a thing of personal, often mental determination, food is a fundamental physical need. Women are naturally picky and weight-conscious and lettuce-friendly, but here’s what I don’t understand. Forget about the alarming statistics about obesity and a general misunderstanding of food facts, but boy do you men out there need a good shaking up! Go to your nearest supermarket and take a few seconds to observe the food buying habits of (A) a single woman or (B) a single man. Don’t know how to tell them apart? Here’s a hint: exhibit A is the one carefully choosing the arugula and radicchio and actually knowing what those are, while her little shopping basket contains low fat yoghurt, low fat nuts and seeds, and generally low fat bird food. Now the guy you probably won’t spot right away, as he tends to be hidden behind the mountains of frozen pizzas, quick-prep non-food or ready-made hot plates to be consumed ASAP. I’m not putting everyone on a diet, I just want to point out that somehow, deep in our subconscious, women are the ones who nurture themselves more reasonably – and it seems to come to us more naturally.

Nurturing the soul, on the other hand, is a whole other thing, and involves many more conventional and obscure practices. Again, women take the lead, indulging in yoga, meditation classes and the like, but since I don’t dabble in most any of them – and that’s another big topic all its own – I can only offer up my three sanity conservation outlets: music, books, and chocolate. There you have it, spread the joy. No extremes, just a steady pace while renegotiating your limits.

Trying to snuggle next to Mr. Universe feels like hugging a giant plank of wood.



TALKING DESIGN



KARIM RASHID ON THE GORENJE COLLECTION, GOOD DESIGN,
SENSUALITY AND RAPTURE OF EXPERIENCE

◆ KBBREVIEW 📁 GORENJE ARCHIVES

You've been involved in an eclectic range of design projects. What attracted you to work with Gorenje?

Gorenje is willing to create beautiful, unique products for contemporary domestic environments. As far as I am concerned Gorenje is the most progressive in this category of kitchen appliances. They are a really strong, high-quality brand, but at the same time accessible to a broad range of consumers. Kitchens are the heart of a home. Everyone gathers here for a reason and I felt the need to enhance the pleasurable, to heighten both experiences and functions.

What was your inspiration for the captivating Gorenje collection?

The spirit is simple, minimal, very intuitive, and pleasurable for a contemporary lifestyle. I decided the kitchen needs colour and mood change, so I developed the line with an LED panel so that you can light your kitchen any way you want - or keep it neutral in anodized aluminum.

Would you consider designing kitchen furniture; or more for the bathroom industry?

I've designed sinks, faucets, mirrors and tiles, showers and tubs, for many producers and companies. You name it, I've designed it for the bathroom industry. I've also designed entire kitchens for Scavolini and Aran in Italy. And I'm presently designing smart toilets for Is Dongseo in Korea. So absolutely, yes, more kitchens, more bathrooms.

The kitchen industry is often compared to the fashion industry because it's become so style-driven. But how would you rate the general level of design in the kitchen industry? Is it cutting-edge enough?

I would not compare the two. Fashion is temporary, kitchens are far more permanent. The kitchen and bathroom industry was asleep for most of the 20th century but has had a new renaissance. I would say the kitchen industry is much more conservative but understandably, since it's a large investment and a complex part of our domestic environments. But I think the technology of the home and particularly the kitchen and bath are really progressing rapidly.

What about the bathroom industry? How design-led are products in that sector?

I think the bathroom remains a very cold, hard place and technology has not done much to improve the environment. The bathroom should be a very sensual and meditative space. We're naked in the bathroom, amongst the hardest surfaces of the home – this contradiction requires a softening, be it via the objects, storage, or actual fixtures. I think of the human body and all the objects around as an extension of us – amorphous, asymmetrical, sensual, and friendly.

What's your view of appliance design? Do you think we're in an interesting time or has the recession completely suppressed innovation?

When times are lean, fantasy and entertainment boom. I believe that design brings us fantasy, emotion, beauty, entertainment; therefore, design can flourish in a time when we need escape, we need to feel good about ourselves, we need to care for our home since we will go out less, and maybe entertain more. Design can be a critical proponent to our new social paradigms. Also design is the only great differentiator for brands now. Most robotics, machinery, and technologies are ubiquitous around the world, and becoming the same in all our products. So for companies to survive, they'll have to use design to brand themselves even more, to differentiate themselves, to take ownership of their vision, their philosophy, their services, their human relations, and their position in the marketplace. Companies that embrace innovation, originality, and focus, rigorously, on the human experience as the core of their agenda will prosper. In other words, design is the key to success, especially when the economy is struggling. Design is not superfluous nor extravagant; design is a necessity and an ongoing human desire. I can't see or live in a world without design.

What is good design?

Good Design creates what I call "Rapture of Experience". Our lives are elevated when we experience beauty, comfort, lux-

ury, performance and utility seamlessly, together. Design must evolve us – and create a beautification and betterment for society. In that respect design is needed more than ever. We should focus on how we can make our world more beautiful, more sustainable, more functional, and more fluid.

Do you believe you should be able to get good design at every budget level?

Absolutely! I created a word called "designocracy". Twenty years ago it occurred to me when I was designing products for Black and Decker, Toshiba, Brita and others in another office, that all our everyday objects should be well designed, inexpensive and accessible to the majority. That doesn't mean we can't have high-end objects or luxury goods, but everyday things should all be beautiful, high performing, aesthetic, experiential, interesting, and enjoyable. Design is about accessibility, and a progress and evolution of everyday life.

What design project are you most proud of?

There hasn't been one favorite project but more a building journey. I can remember the satisfaction I felt from designing the Garbo and Oh Chair for Umbra back in the mid-90s. I love when my ideas are materialised in the form of products that are accessible, high design, and usable on a day-to-day basis.

As a designer do you disagree that form should follow function?

I believe that every design should be form follows human experience – Inform Form.

What trends are you seeing in kitchen and bathroom design?

Breaking out of the grid. The entire world is a matrix because we designed the world in 2D in elevation, plan and section. So the 2D process created our Cartesian 3D world. Now with 3D tools we will create the 4th dimensional world. That dimension is time, or human experience. Hence our world will finally become more fluid, more seamless, more "technorganic," more amorphous, softer, freer, and more like nature.

What innovations from the kitchen, bedroom and bathroom industries really stand out for you?

I think that all imbedded technology such as sensor and LED technology, touch sensitive controls and similar stand out. As regards form and language I think far too much is designed without regard for human use, so the style or form or material tends to outweigh the performance, function, or experience.

There has been a focus recently on sustainability and eco-friendly design. Do consumers really care; and how important is this?

I was brought up in Canada where sustainability was a given. I also was educated in a university where we studied self-sustainable housing technologies, designing full-cyclic products. When I work with any company I push the need for and agenda of sustainable design. There is no beauty without health, and the environment needs to stay healthy.

Excerpted from an interview that originally appeared in kbbreview (www.kbbreview.com).

SAUNA AND THE SUPERNATURAL

It almost goes without saying, that one simply cannot visit Finland, land of sauna, and not partake of such a unique and satisfying experience. Granted you can get a sauna most anywhere in the world these days but it's just not the same thing.

📍 JEFF BICKERT 📷 MATTI PAAVOLA



Here in Finland there are more than 1,500,000 saunas in a country of some 5,000,000 people – that's more than one for every four Finns. This figure helps to illustrate just how central an institution, a tradition, and way of life the sauna is for the Finnish people. Similarly, the Finns lay claim to having invented the sauna. Either way, they're surely they're the most numerous – and dedicated – practitioners of modern-day sauna culture.

Traditionally, the sauna should be heated by a wood fire and preferably not by electricity, as is highly common today, particularly in urban settings (that's the world of technology and convenience – and the law, according to the

Fire Marshall). Wood-burning saunas feel, smell and even sound better than their electric counterparts – the crackle of hot, burning branches really is music to the ears on a cold winter's night. Most important though is the feeling created by the water hitting the rocks in the bed of the softly humming stove as it vaporises and permeates this normally dimly lit space. The Finns have a word, *löyly*, for throwing water on to the hot rocks to create a soothing, penetrating steam. "Was there good *löyly*?" is the question normally put to those leaving the sauna.

If that much is said. Finns are a people of few words and the sauna is a place of relaxation and reflection, of physical and spiritual cleansing. It's an intimate

institution, shared amongst family, couples, friends. Many apartment buildings house a sauna most often in the cellar or occasionally, even in the attic, with tenants (individually) observing a regular weekly schedule. Saunas can be found equally in metropolitan and remote rural areas alike, including hotels, gyms, sports facilities, spas, swimming halls and selected clubs, even bars, restaurants and boats.

After a rigorous workout or game of racket sports, a swim, a demanding day, a cold afternoon out walking or at the end of a cross-country ski-trail you couldn't ask for better than to fall into the warm arms of a Finnish sauna.



SOME LIKE IT HOT

In a world that takes all types, the typical sauna bather runs the entire gamut of social strata. Even parents with infants can be found in the reassuring warmth of the sauna. Seeing as their initiation to the rite of sauna often starts straight from the womb, it's hardly surprising that sauna comes as natural as mother's milk. Kids, less accustomed to the heat of the sauna – typically 80 – 85 deg. C – usually choose the lowest bench in the sauna, where the temperature is far more moderate. Between visits to the hot room, bathers wash in the adjoining washing room, usually with a soft brush, with plenty of mild sauna soap which, traditionally, contains at least an essence of tar, which has a strong, distinct aroma and is believed to have properties beneficial to the skin.

Contrary to all the mystique surrounding the strange intimacy of this steamy ritual, however, sauna is not the place for sex. Ultimately, the answer to the big "Everything you ever wanted to know about sauna but were afraid to ask" question is, "no": it's simply too hot, too draining and in the end, or to begin with rather, it's just not particularly stimulating. Sauna simply isn't that kind of place – not that it hasn't been done, rather, it's just not the done thing.

WHERE THERE'S SMOKE

For some – call them the sauna purists – there's the smoke sauna and then there's the rest. The smoke sauna, far from being the nasty affair that it sounds, used to be very common, and is now enjoying great popularity once again. This curious tradition differs in a number of ways from the conventional

wood-fired saunas. As the name suggests, the sauna does fill up with smoke, and lots of it. Once a raging fire is ablaze in the stove, the smoke is not ventilated out a chimney but allowed, instead, to spew into the hot room. (Even this version is a modern take on the more fundamental fire set on the dirt floor amongst special stones which absorbed tremendous heat.) Once the fire has burned down, the hot room is thoroughly ventilated and cleared of smoke, a process which includes a few rounds of water on the rocks, which better dissipates any noxious fumes and absorbs any remaining fumes that refuse to die quietly.

For better or for worse, smoke saunas are not terribly common, and almost unheard-of in urban environments. Darwin's theory of natural selection has a hand in regulating the country's smoke saunas, as a fixed number of them burn down each year, whether through neglect, negligence or drink.

RITUAL AND EQUALITY

Like any national ritual worth its weight in firewood, sauna is inextricably linked with many a traditional celebration and festivity. Sauna figures centrally in the two most important occasions of the year, Midsummer and Christmas, when the most important part of the day's festivities, next to the indulgent mid-day meal, is unquestionably the Christmas sauna. Inevitably, stag nights and bridal shower occasions too find their way into the sauna at some point in the festivities.

After a hard game of badminton, a skate at the local park or a friendly game of

hockey, a sauna at the gym or better, at a friend's home, is a welcome must, where people relax, do their bodies and minds a favour and regain their own individual life rhythm. And there's simply something so satisfying about washing thoroughly, comfortably, attending to the self in a such a basic, unassuming way.

All people, according to Christian thought, are equal before God; similarly, the very nature of sauna is, like Finland, profoundly democratic. Without their uniforms, their designer clothes, power suits or coveralls, everyone is rendered equal.

Back in the hey days of the Cold War, Finnish President Urho Kekkonen liked to hold cabinet meetings in the sauna, forming policy on anything from fuel tax to foreign relations. And his meetings with Soviet President Nikita Khrushchev, fuelled by strong spirits, sizzling steam and sobering swims in the sea surrounding his official residence are legendary in these remote reaches.

What makes sauna particularly Finnish confounds cultural anthropologists and folklorists alike. That said, however, the concept of sauna is surely connected with the Finnish idea of purity, how Finns tend to see themselves: it's a simple, quiet, modest and democratic ritual; it speaks of purity of form and function; and beyond its practical and simultaneously quirky side, sauna is close to nature, to the land and the water, fashioned from and fuelled by the country's most abundant resource. What could be more (super)natural, or more Finnish?

FIT & TASTY FLAVOURS

Vesna Milenkovič, one of the creators of the Feelgood philosophy just can't stop making mouthwatering dishes. With ingredients suggested by brother (and terribly good sport) Mario Sambolec, she combines flavours with a lightness and imagination that propels their Feelgood duo to critical acclaim. Here, four of her tasty seasonal favourites

MANCA KRNEL  MATEJA JORDOVIČ POTOČNIK

QUINOA SALAD WITH CHESTNUTS AND TUNA

Ingredients:

100 g quinoa
1 small can of quality tuna
1 zucchini
100 g chestnuts, cooked and peeled
5 radishes
1 tablespoon toasted sesame seeds or a fistful of walnuts
soy sauce
balsamic vinegar
olive oil

Method:

Cook the quinoa in water (ratio 1:3, cooking time 20 minutes) and let cool for a while. Slice the zucchini and grill the slices; slice the radishes. Combine all ingredients and season to taste with soy sauce, vinegar, salt, and pepper.

To cook the quinoa on the IQcook hob, select the IQboil program. Grill the zucchini with the IQgrill program.





OATMEAL SCHMARRN

Ingredients:

100 g rolled oats
2 eggs
1 small apple
a fistful of wolfberries (also called goji berries) or raisins
1 tablespoon flax flour
cinnamon
vanilla

Method:

Whisk the eggs and add the rolled oats, soaked dried fruit, grated apple, and spices. Let stand for 5 to 10 minutes until the oatmeal is soaked. Lightly butter the pan and fry the mixture over low heat until golden brown on the bottom. Flip over and use a spatula to divide into chunks while still in the pan, if desired. Serve warm for dessert or cold as a snack.

When using IQcook, you can fry the oatmeal schmarrn with the IQgrill program.



SARDINES WITH TOMATOES AND LEMON

Ingredients:

500 g sardines, with or without bones
2 - 3 tomatoes
1 organic lemon
1 sweet potato or potato
parsley leaves
salt
pepper
olive oil
(garlic to taste)

Method:

Peel and slice the potato/sweet potato. Slice the tomatoes and lemon and finely chop the parsley. Line the baking tin with foil and cover the bottom with potato slices. Then, layer the tomato slices, followed by sardines, parsley, and lemon slices on top. Lightly salt each layer and drizzle with a few drops of olive oil to taste. Cover the baking tin with foil and bake for approximately 20 minutes at 200°C. Then, remove the foil to brown the dish on top.

When using the Gorenje HomeCHEF oven, set all the parameters in the PRObake baking mode.

SALMON IN PROSCIUTTO WRAP WITH SWEET POTATOES

Ingredients:

2 salmon fillets
4 slices Karst prosciutto
1 large sweet potato
butter
salt and pepper

Method:

Season the salmon fillets with a little salt and a lot of pepper. Wrap each fillet in two slices of prosciutto. Melt the butter in a pan and slowly fry both prosciutto-wrapped salmon fillets on low heat. Cover the pan during frying if possible. The IQgrill function on the IQcook hob will do away with any worries as it will make sure the salmon fillets are grilled to perfection.

Peel the sweet potato, thinly slice it and place in a baking tin greased with some olive oil. Add salt and pepper; drizzle with a few more drops of olive oil and bake in the oven until soft (approx. 45 minutes at 200°C). Keep the baking sheet covered with tin foil for the first 30 minutes to prevent the potatoes from drying out. Then, remove the foil to brown the potatoes on top.

When using the Gorenje HomeCHEF oven, set all the parameters in the PRObake baking mode.





HAPPY AND HEALTHY IN HELSINKI

MAKING THE MOST OF WINTER IN THE ACTIVE NORTHERN CAPITAL

The best way to enjoy winter in Helsinki is to do as the Finns do: make the best of it. This does not consist in downing stupefying quantities of the local grain alcohol, but of something far nobler. It lies instead in the instinctive transformation of the Winter-Finn. From grim and grey to active and invigorated.

◆ JEFF BICKERT 📷 HELSINKI TOURISM

Just to set things straight from the beginning, Helsinki, the world's northernmost capital after Reykjavik, can be cold. And it can be damp. The sky may drop anything from wondrous, tear-inspiring flakes of fresh, white snow to tear-wrenching golf-balls of hail and sleet to the dreariest of incessant, bone-chilling showers. And the sun may warm the daughter of the Baltic in her few hours of daylight or may instead refuse to rear its winter-weary head, leaving the day to its own, melancholic gray devices.

That aside, crisp, glorious, snowy-white winter days in Helsinki come around often enough to make the season worth celebrating. And despite the overwhelming groan of the city's residents with the onslaught of late autumn which is dark, wet and dreary, Helsinki embraces winter as one would an old, familiar friend – with hot, fresh meat-pies from the market, hot cacao and glühwein (hot spiced wine), sledding in the park, skating at the local rink or the nearby (frozen) seaside, moonlight walks, skiing through the fresh forests and more is but a snowball's throw away.

One sure key to getting through winter in Helsinki is activity, be it physical, mental, emotional or spiritual. The physical part is easy enough to find: Finns run, walk and crawl through the slush and snow to the city's many gyms, health and sports-clubs, spas and studios religiously.

BRACE YOURSELF

For a truly bracing experience go jump in sea, together with the other enthusiasts who engage in ice-swimming, which entails slipping into a hole cut into the ice of the frozen sea (or a nearby lake). From there you make a run for the sauna, get all hot and bothered and back into the water. Repeat as often as necessary. This is marginally more popular among the older generations, an acquired taste if ever there was one – not for the faint of heart.

Finns take to water the way they take to their pickled Baltic Herring. But if you're not one of the imprudent ice-swimmers, you head for the local swim-



▲ Railway Station Square
Ice swimming, West
shore Helsinki
Kaivopuisto Park
View to open (frozen)
sea, Suomenlinna
Island Fortress

◀ Railway Station Square
Yrjönkatu Swimming
Hall



- ▲ View to open (frozen) sea, Suomenlinna Island Fortress
- Kaivopuisto Park slopes
- Eira neighbourhood blanketed
- Ice swimming, East shore Helsinki

ming hall. Pools abound in Helsinki and you even have the choice of regular or non-chlorinated water. All have (free) saunas, suit and towel rentals and are priced to please.

The most special of swimming experiences is incontestably the Yrjönkatu Swimming Hall. Here you swim naked, thus the different times and days for men and women. The architecture and decor alone make the visit worthwhile; and if it looks familiar, you may have seen it (passing for Petersburg) in the film *Gorky Park*.

Yrjönkatu is rumoured to have the best backwash and rubdown service available, applied by sturdy, no-nonsense women attendants. You can even rent a small compartment with a cot and have coffee brought to you - but no alcohol allowed, this is an establishment of tradition. Other popular pools include SVUL in Töölö, Vuosaari in the East, and Mäkelänrinne just north of the city centre.

HIT THE TRAILS

Finns are religiously devoted to cross-country skiing and set great store on the invigorating virtues of it. Since the greater Helsinki region is so spread out and interspersed with so many undeveloped areas comprised largely of beautiful forest, Helsinki is no different in their pursuit of the next, great ski-trail.

Organized ski-areas and free, ad-lib trails abound across the city and are never far from reach; and it's not uncommon to board a city bus with a few flushed locals done up in full ski-attire, skis in hand. The city itself maintains over 200 km of trails, many of them lit, and most have a café or warm-up hut. Slide on down to the Helsinki Tourist Office on Pohjoisesplanadi for a free map of these locations - and leave your skis at the door like everyone else.

Some of course prefer steel blades beneath their feet. Long pleasure-skates and friendly games of hockey and variations thereof transpire all over the city - the best of them on an enormous rink

in Kallio called Brahenkettä. Weather permitting, (an ominous qualifier, no?) Helsinki is truly one of the best and most beautiful cities in which to walk. For a start, it's small enough and sufficiently concentrated as to make everything within easy reach. And there's nothing that says you can't use a short tram-ride to get you from one place to the next so you can continue again on foot.

WALK IT OFF

Regardless of where in Helsinki folks live, they do love their walks. If it's the burbs where they're located, then it's the surrounding parks or undeveloped areas they head for. People downtown make their way to the larger town parks, the older, picturesque, well-todo neighborhoods or the various shorelines of the city, all of which hold charms of their own. In addition to the walking tours published by the city there are also guided walking tours which provide Finns and foreigners alike with lively background and interesting details. Katajanokka, Eira, Kaivopuisto are a few among the many such inviting areas.



▲ Pickled Baltic Herring
Market Square
Alexis Kivi Square



Suomenlinna, however, is truly an exceptional place in Helsinki, because though it is a part of the city its location and character are so uniquely different that Finns flock here throughout the year. The islands comprising it are easy to get to as boats leave from both the market-square and Katajanokka regularly. The trip is a short 15 minutes and scenic as well, for the entire city skyline is visible immediately outside the harbour. Whether you're on deck taking in the fresh sea air or down below in the warmth of the wooden cabin, the feeling is one of vigour, escape, adventure.

Suomenlinna literally means Fortress of Finland and was built under the Swedes over many years beginning end of the 18th century. Today the islands house a handful of families and workspaces for artists and galleries – and it shows.

Locals often pack a lunch, a snack, a bottle of vino or a thermos and spend the entire day wandering – or skiing – about the islands. From the brisk and breezy shorelines people inevitably find

their way into the café in the Arts Centre for a hot tea, cocoa or a schnapps and a fresh pastry before boarding the ferry back to the real world of the mainland.

FROZEN FINERY

Given a bright, clear, sky-blue day there are few things finer than a walk along the frozen shores of Töölö, Munkkiniemi or Seurasaari. In Töölö there stretches a huge, hilly park that plunges down to the bay and continuing up the coast takes you through the scenic, wooded shores of Meilahti and on into Munkkiniemi and Seurasaari. Should the sea be frozen, all the better, for you can traverse the great expanses of the brilliant snow-covered sea as far as the eye can see. Following avid cross-country skiers on land or sea should bring you to any of the seaside cafés which make red cheeks all the more red with a glass of glühwein.

Should your tastes run a little more refined then the Tamminiemen Café is the place to discover. Though often

crowded, particularly on weekends, it's always possible to choose from among the sinful assortment of fresh cakes and pastries baked on the premises. The interior is reminiscent of old Petersburg salons, complete with live classical music, gleaming samovars, steaming fragrant teas and elegant, overstuffed furniture.

And cafés in Helsinki are currently experiencing a big resurgence in popularity: Café Engel across from the Senate Square in particular is one of the best and most popular yet retains its long-time old-world charm, as does Café Sosis in the Seurahuone Hotel where former President and Marshall Mannerheim liked to gaze, from a private balcony, over the society gathered below. But by ascending to the top of Hotel Tornio (the city's original skyscraper, circa 1931) you can enjoy a well-deserved cognac or similar overlooking the whole of Helsinki, in all its winter splendour.



THE FUTURE OF FOOD

WITH JOHAN PETER PALUDAN,
FUTURIST, COPENHAGEN
INSTITUTE FOR FUTURES
STUDIES (COPENHAGEN,
DENMARK)

JEFF BICKERT COURTESY ZAVOD BIG

The objective of the Copenhagen Institute for Futures Studies is to strengthen the basis for decision-making in public and private organisations by creating awareness of the future and highlighting its importance to the present. As a futurist you identify key shifts and developments in relevant fields that will play a part in determining what our (near) future will look like.

JB Why has food recently become an issue of such interest?

(Or has it really? i.e. are changes in attitudes and practices fundamental, or instead part of a general, ongoing evolution?)
JPP Food is and has always been of fundamental importance. We can't live without it. There has however over time been a move from focus on quantity to quality/experience. In poor circumstances you naturally focus on there being enough food. Being fat is good. Sends signal of wealth (and you have something for a rainy day). In the society of today there is enough food and we have more anorectics. When function (not being hungry) is guaranteed you have to focus on something else – how it looks and tastes and basically what story it tells.

JB Is this interest and concern aimed more at industry (the production side); or more on the preparation and consumption side?

JPP The interest is on the preparations side (see above); the concern is on the production side. The more complicated the food chain the easier it is for the end-consumer to imagine smelling something fishy. Increasing complexity makes for increased concern, even paranoia.

JB Is eating healthy really a viable alternative or solution – for all?

JPP As Oscar Wilde once said: "I can resist anything but temptation". Staying away from the nasty things – animal fats,

sugar etc. – is not something everybody can do. It is of course a question of what is healthy eating. My mother, who had four children over the span of twenty years, told me that every other time she was told that carrots were good, and every other time that carrots were bad. Basically we know what constitutes a healthy diet – not so much meat and lot of greens which, in a global context, is more sustainable than the current high-income-country (meat-heavy) diet.

JB Will we be eating more fast, ready and prepared foods? Or will we make a return to the kitchen? Will the kitchen and technology play a role in this?

JPP The answer is yes: We will be eating more fast food. As increasingly still more women enter the workforce there is less free and/or available time, and the temptation to save time through fast and ready foods will continue to increase. And yes, we will return (or never leave) the kitchen which, on weekends, will serve as an arena for the ritual of slow cooking (or food looking slow cooked). By serving slow cooked food we gather the family and sometimes friends which, during the week, is largely dispersed; and you send or share the signal on how generous you have been with your precious time. It's a win-win.

JB Are food and eating experiencing a fundamental or important shift or change in terms of (traditional) role(s) and ritual(s)?

JPP When food and eating evolves from being simply a question of filling your belly and cooking a support function as part of being a way of realizing one's potential, men enter the kitchen. This make sound like male chauvenism (and it may indeed be) but men go where they can get attention – and providing food or a good feeding is a fundamental way of achieving this.

FEEL GOOD

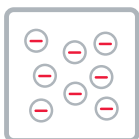
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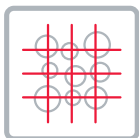


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