

# Design Lab '07

## Press Release

<Stockholm>, November 5, 2007

### **Soap-nut washing machine designed to wash without detergent**

#### **Hungarian student's entry "e-Wash" is finalist in Electrolux Design Lab 2007 competition**

In India and Nepal, people have used the soap nut (*sapindus mucorossi*) for centuries to get their clothes clean. Now an entry in the Electrolux Design Lab 2007 competition brings this ancient cleaner into a modern appliance.

"My inspiration was the polluting effect of both the washing process and the production of the detergent," explains Levente Szabó, a student at Moholy-Nagy University of Art & Design in Budapest, who has designed a washing machine for the soap nut. "I was looking for a substance that may substitute the detergent. The soapnut is a natural plant and can be cultivated. It does not harm the nature but is a part for it.

"The other problem was the form of conventional washing machine. I reduced the size and made it flat, so it would fit into a small apartment, but also would be able to wash a lot of clothes at the same time."

A kilogram of soap nuts would last the typical person a year, he adds, and soap nuts are good for people with allergies and gentle on clothes.

How does Szabó see eco-design affecting future appliances? "Even today, you can't really distinguish between design and eco-design," he says. "Because of the rapid decay of the environment, it's important to make all products 'eco.' Every country and every company has to support this endeavour. For the future of mankind, it has to be about harmony with nature."

Szabó's entry is one of eight finalists to compete for first place in Electrolux Design Lab 07, the fifth edition of this annual global competition. Hundreds of design students from across the world entered this year's competition and were challenged to present their ideas on for eco-friendly and sustainable household appliances and solutions for 2020.

*Thinking of you*  
 **Electrolux**

# Design Lab '07

**Media inquiries contact:** Ulrich Gartner, +46 8 738 6396,  
[designlab@electrolux.se](mailto:designlab@electrolux.se).

**About the Electrolux Group** Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight, to meet the real needs of consumers and professionals. Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners and cookers sold under esteemed brands such as Electrolux, AEG-Electrolux, Zanussi, Eureka and Frigidaire. In 2006, Electrolux had sales of SEK 104 billion and 56,000 employees. For more information, visit <http://www.electrolux.com/press>.

*Thinking of you*

 **Electrolux**