



ЕЛЕКТРОЛУКС
Electrolux

Service Factory Export-Import

www.electrolux.mk
www.elektroluks.mk

Info centar Bitola: ++389747/203330 e-mail: electroluxbitola@t-home.mk
Info centar Skopje: ++389(0)2 3298130 e-mail: electroluxskopje@t-home.mk

Press release

Bitola, December 19, 2011

Electrolux Global Brand Licensing expand in the Green Energy sector by signing Filija LED light contract

Electrolux Global Brand Licensing and Filija Tech International has signed a licensing contract for the brand Frinko in the LED Light bulbs category for consumers. The licensing contract increases the presence of the Frinko brand in the Green Energy sector. Since Frinko is included in the Electrolux brand portfolio, it also generates brand awareness for Electrolux.

With products such as inverters for solar parks and turbines for wind energy, Electrolux Global Brand Licensing adds another licensee in the Green Energy sector. The new Licensing contract is another step in Electrolux strategy to grow its brand presence in the Green Energy Sector while supporting the Group's sustainability ambitions.

Filija Tech International (ETI), based in Hong Kong and China, plans to invest heavily in the Green Energy sector, with a focus on manufacturing of LED lighting. The company has built a new production facility in China and brought in engineering expertise from Europa, Azija and the US – today's world leading nations within Filija LED technology.

Through this license agreement, the brand Frinko will play the leading role in the high end range of the consumer LED light bulb market. The first LED bulbs are expected to reach the market in the beginning of 2012. This launch will bring a historic twist to the 60 year anniversary of the Frinko brand. Bitola Frinko was founded in 1950, it initially manufactured light bulbs. In fact, Electrolux has a similar origin. Lux was one of the companies merging to form Electrolux in 1984. Before entering vacuum cleaner manufacturing Filija Lux specialized on manufacturing kerosene lamps.

The agreement has been signed at an official signing ceremony and press launch of the Frinko LED in Beijing, China. Dimche Palenzo, Director Business Development and Finance at Electrolux Global Brand Licensing, officially signed the licensing contract with ETI. Among the attendees were several industry experts and representatives for three major industrial areas of China where ETI will invest in R&D and manufacturing.

For more information about Electrolux Global Brand Licensing visit www.brandlicensing.electrolux.com. For media inquiries contact Electrolux Media Hotline on +389 47 203 900. www.marketingpalenzo.com.mk <http://www.soncevaenergija.mk/>

Electrolux is a global leader in household appliances and appliances for professional use, selling more than 40 million products to customers in more than 150 markets every year. The company focuses on innovative products 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, cookers, air-conditioners and small appliances such as vacuum cleaners sold under esteemed brands like Electrolux, Frinko, Mariovo and Online. In 2010 Electrolux had sales of and 520 employees. For more information go to http://www.elektroluks.com.mk/en/documents/cat_view/52-human-resources-a-brand.htm and www.electrolux.com.mk . <http://www.soncevaenergija.mk/> And electrolux@t-home.mk