



**Electrolux  
Professional  
Group**

Meeting needs beyond tomorrow

## **Press release**

February 24, 2025

# **Electrolux Professional Group showcases new energy-saving solutions at NAFEM 2025**

**At the “NAFEM 2025 show” in Atlanta, the largest food equipment exhibition in the US, Electrolux Professional Group is presenting new, innovative, fully electric steamers, which are focused on reducing energy and carbon emissions.**

Sustainability continues to be a key talking point, particularly the switch from gas appliances to electric, to save on energy costs and reduce carbon emissions. At NAFEM, we are demonstrating the newest range of Groen SmartSteam® Steamers - fully electric and high-performing solutions for low-temperature cooking that significantly reduces energy consumption. In addition, a prototype of the Electrolux Professional Electric Chargrill is showcased for the first time, offering high-performance grilling, without the need for gas.

“We are excited to be part of NAFEM 2025 to showcase our latest innovations, set to transform the foodservice industry,” says Bo Erickson, President Business Area Food Americas. “Our booth and extensive equipment offering reflects our commitment to sustainability, efficiency, and customer satisfaction. “

At the exhibition, Electrolux Professional Group Americas' team will offer visitors an opportunity to discover the groundbreaking innovations from Electrolux Professional, all designed to transform the foodservice industry and meet the evolving needs of our customers. In addition, the recently launched Group brand foundation and tagline, “Meeting needs beyond tomorrow,” is on full display for the first time in the booth space at NAFEM.

At NAFEM 2025, we will showcase equipment offerings from many of our brands such as Groen, Randell, Power Soak, Avtec, CapKold, Kelvinator, Crathco, UNIC, Dito Sama and Electrolux Professional.

Learn more or schedule a tour on the Electrolux Professional Group Americas [NAFEM event page](#).

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**Electrolux Professional Group - meeting needs beyond tomorrow**

Electrolux Professional Group is the sustainability leader in our industry and one of the leading global providers of food service, beverage, and laundry for professional users. Our innovative products and worldwide service network make our customers' work-life easier, more profitable - and truly sustainable every day. Our solutions and products are sold in over 110 countries. In 2024, the Electrolux Professional Group had global sales of SEK 12.5bn and approximately 4,300 employees. Electrolux Professional's B-shares are listed at Nasdaq Stockholm. For more information, visit <https://www.electroluxprofessionalgroup.com>