



MEDIA RELEASE

V-ZUG launches the Adora Circular Edition:

A V-ZUG washing machine that halves the material footprint

Zug, 29 September 2026 – V-ZUG launches the Adora Circular Edition, a washing machine featuring more than 30 reused components. While maintaining the same quality and performance standards, the environmental impact of the materials used is reduced by almost 50 per cent. The appliances are manufactured in Zug and are available exclusively through Galaxus during the pilot phase.

With the Adora Circular Edition, V-ZUG reinforces its pioneering role on the path towards a circular economy. Through this pilot project, Switzerland's leading household appliance manufacturer demonstrates how high-quality materials and components can remain valuable resources across multiple lifecycles. At the same time, the initiative provides important insights into future industrially scalable circular production models.

For the newly launched pilot series, components from returned washing machines are carefully inspected, cleaned and reintegrated into production. Wear- and safety-critical parts such as electronics, seals, drums and water-bearing components are systematically replaced with new parts.

«The Adora Circular Edition combines the proven V-ZUG quality, performance and design with a responsible approach to resource use. The appliance demonstrates that high-quality components can be reused without compromising performance, reliability or the user experience,» says Jonas Bulach, Circularity Business Development Manager at V-ZUG.

A washing machine consists of around 80 components. In the Adora Circular Edition, more than 30 of them can be reused, including side panels, front and rear panels, base elements and counterweights. As a result, valuable materials remain in circulation for longer and the environmental impact of all materials used is reduced by almost 50 per cent, according to the Swiss Federal Office for the Environment's Ecological Scarcity Method.

Development, refurbishment and manufacturing in Zug

The appliances are developed, refurbished and manufactured in Zug on the same production line as new washing machines. The pilot project demonstrates how remanufacturing can be integrated into existing industrial processes, while also helping to assess customer interest and further develop circular production models.

«Our goal is to keep materials in circulation for as long as possible and at the highest quality. The Adora Circular Edition makes the potential of reuse visible and provides valuable insights for future circular and industrially scalable solutions,» explains Marcel Niederberger, Head of Sustainability at V-ZUG.

«Remanufacturing is an important lever for the circular economy because it preserves the value of products, components and materials for as long as possible. What is particularly remarkable about the Adora Circular Edition is that V-ZUG has integrated reuse directly into its industrial production process. This turns the circular economy from a concept into a tangible production model that contributes to achieving net-zero goals,» says Fabian Etter, Co-President of swisscleantech, a business association whose members are committed to ambitious sustainability strategies.



The Adora Circular Edition complements V-ZUG's existing circular economy activities, which range from repair and refurbishment to recycling and reuse. In the area of re-purposing, for example, V-ZUG transforms washing machine drums into high-quality furniture pieces. As part of this commitment, V-ZUG is also establishing a dismantling line for high-purity material streams from washing machines together with Swiss recycling specialist Thommen.

Further information and downloadable materials

- [Media release as a PDF](#)
- [V-ZUG Media Corner](#)
- [Images of V-ZUG Adora Circular Edition](#)

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About the V-ZUG Group

Swiss perfection for the home. Since 1913.

V-ZUG is Switzerland's leading brand in household appliances and markets its products in selected premium markets abroad. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup AG, which focuses on the Swiss-wide provision of all-brand servicing and the sale of household appliances, is also part of the V-ZUG Group. With its roughly 2,000 employees, the V-ZUG Group generated annual net sales of CHF 567.4 million in 2025.

V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI) (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).

Legal notes

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