



Electrolux



Oriel Castle Hill Commercial Case Study



Electrolux Group
Leading Home Appliances
Manufacturer for 100 years

Creating outstanding experiences

As a leading global appliance company, we place the consumer at the heart of everything we do. Through our brands including Electrolux, AEG, Westinghouse, Vintec and BeeftEater, we sell more than 60

million household and professional products in more than 150 markets every year.

Our in-depth knowledge and expertise in the project business around the world enables us to create desirable solutions and great experiences that enrich people's daily lives.

Our mission is to be the preferred partners for your projects, providing you with best-in-class, innovative solutions and services.

60

million products
sold annually

55

thousand
employees

150

markets

6 areas of expertise



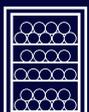
cooking



dishwashers



laundry



food and wine
preservation



vacuum cleaners



outdoor kitchens

Oriel Castle Hill

Background

Castle Hill is one of the most dynamic and inclusive areas of Sydney.

Rich with amenities and green reserves, the area's tranquility makes it highly sought after and valued by the community.

This project echoes Castle Hill's long-term growth, that accelerates with the Metro project. It will boast everything a customer needs, all in secluded and

picturesque surrounds. Definitely a growing neighbourhood.

Close to Castle Towers, which is soon to be the state's largest shopping complex, all the luxuries of a cosmopolitan lifestyle are at the doorstep of the customer.

Client / Project Manager



Project location

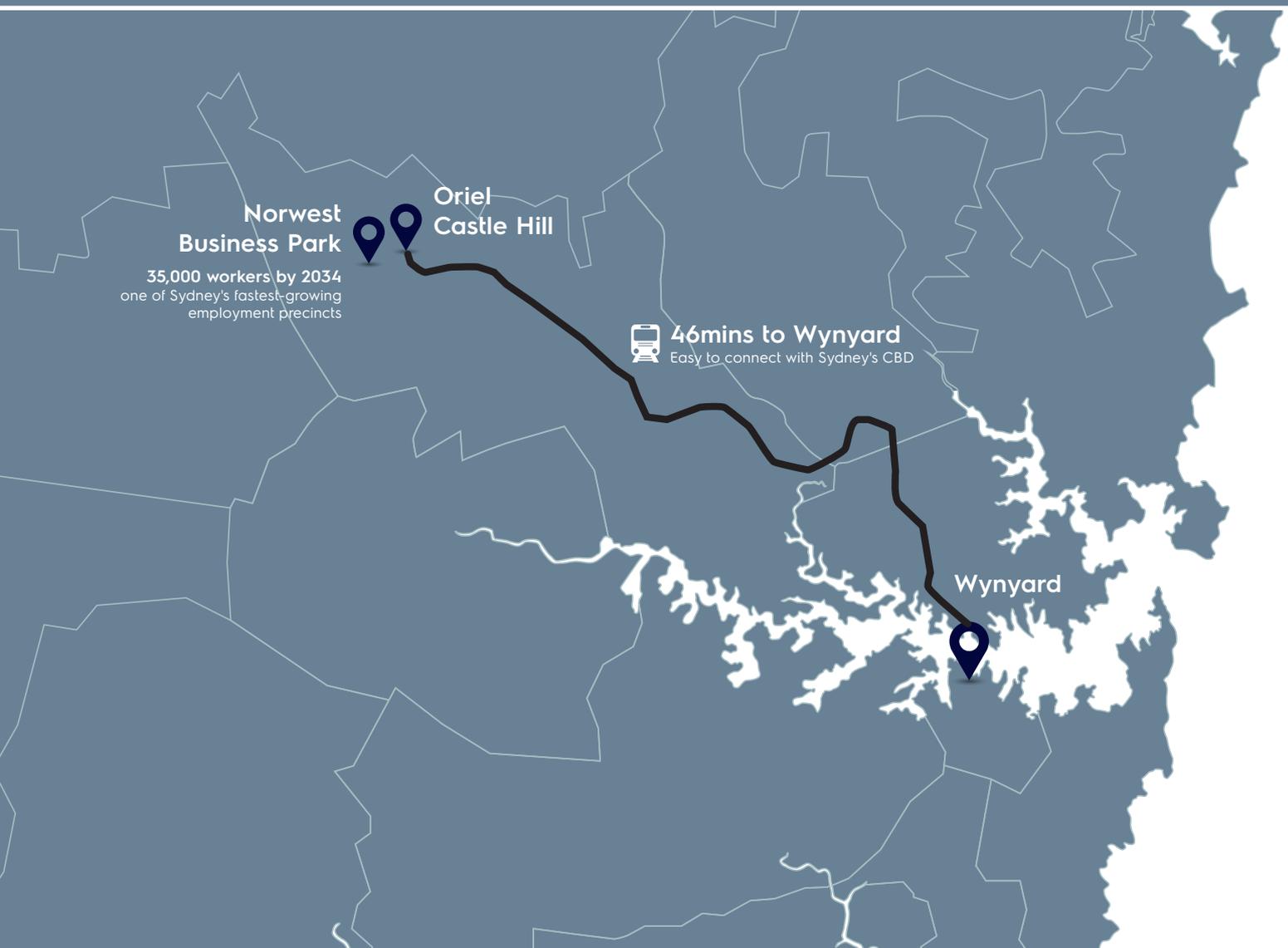
Castle Hill, Northwest Sydney

Project timeline

2021

Project objective

Building 78 luxury 1-3 bedroom apartments with best-in-class space and facilities only 46 minutes away from the CBD.



Brief & Solution

CBD Core had a simple and clear brief to find their home appliances partner to equip their 78 luxurious apartments.

Full Package

Brief provided by CBD Core

Find a business partner that can offer a complete package and equip with all the appliances a home needs: from the kitchen to the laundry, through outdoors.

Solution provided by Electrolux

Electrolux has 11 brands in its portfolio and offer a complete package from the kitchen to the laundry, through al fresco area.

Only one partner for covering all the appliances for your future projects.

Trusted Brand

Brief provided by CBD Core

Working with a trusted brand known for manufacturing quality home appliances products.

Solution provided by Electrolux

Electrolux is recognised brand and has been manufacturing home appliances for 100 years.

Premium Design

Brief provided by CBD Core

Offer premium design that match and can adapt with the luxurious style of the Oriel residence.

Solution provided by Electrolux

Premium finishes for every product: from the oven to the built-in refrigerator.

Best-in-class quality

Brief provided by CBD Core

Offering value to customers with best-in-class products, recognized quality and standout functionalities, making life easier for the customers - make the customer feel like they live somewhere truly special.

Solution provided by Electrolux

Great features that make life easier for customers (ComfortLift for Dishwasher).

Longevity of the products: 5-year warranty.

Package



Kitchen

French Door Refrigerator

EHE5267SB

90cm Induction Cooktop

EHI955BD

60cm Pyrolytic Oven

EVEP618DSD

Fridge Trim Kit

ETK8000D

Built-In Microwave Oven

EMB2529DSD

60cm Built-Under Dishwasher

ESF87ROX



Outdoor

Beefeater BUGG Barbecue

BB18224

80cm Integrated Rangehood

ERI842DSD



Laundry

Combination Washer & Dryer

EWV7524ADWA



Key Learnings



Jenny Harb, CBD Core

Oriel Castle Hill
Project Manager

"I recommend working with Electrolux - I've been working with the team for several years on many diverse building projects. They came to us with a perfect home appliances package for our luxurious residence: they were able to equip the apartments with all the appliances a home needs - with best-in-class, premium design products. They have shown a deep understanding of the atmosphere we wanted to set for this residence. The premium,

slick, elegant design provided by Electrolux products along with life-changing functionalities offer standout value to our customers and make them feel they live in a place truly special.

Plus, the team has been helpful and available at any time to provide us with support and answers every time we needed it.

Finally, the pricing was the best offer on the market."

Skills & Expertise

Adapt to a VIP clientele with high expectations for best-in-class products and consumer experiences.

One manufacturer, 5 areas of expertise: Electrolux manufactures all the products for a home.

Deep understanding of both the spirit of a project and the technical challenges to offer design and quality.

A trusted relationship and support during the all project

Contact Enquire Now