

gorenje

**LIFE
SIMPLIFIED
PORTFOLIO**

Your personal guide to comfortable living

GORENJE GROUP

Gorenje Group has been bringing joy to users from across the globe for more than half a century. The story of this globally renowned manufacturer started in 1950 when they started making stoves in a workshop located in the idyllic village of Gorenje, Slovenia. On the one hand, demand from happy users grew; on the other, their desires and needs kept changing and thus, the workshop was quickly expanded into a factory. Company headquarters were moved to Velenje, and the range of products was expanded to include refrigerators, other cooking appliances, and eventually washing machines, dryers, and small domestic appliances. With eight brands, including the globally present Gorenje and Asko, Gorenje Group has become a leading European home appliance manufacturer. It is focused on making technologically sophisticated appliances of superior design and energy efficiency, which make the lives of users around the world nicer and more comfortable.









EUROPEAN BRAND OF GLOBAL IMPORTANCE

The Gorenje brand is present in more than 90 markets of the world where it has become the synonym of carefully designed and highly practical home appliances. It is known as an innovative brand with a sincere attitude to design, the one that focuses on the excellent user experience. For 65 years it has been surprising with its stream of ideas that bring comfort and quality into everyday life of millions of users.

Gorenje products address the need for reliable and useful solutions that can make household chores easier. Each is a result of a characteristic mix of knowledge, innovation, selected materials and high-quality design.

In a busy everyday schedule, with too many things to do and not enough time, Gorenje products are a source of practical ideas that make life less complicated and more pleasant.

Welcome to Gorenje. Welcome to life, beautiful and free.

gorenje
Life Simplified

WHY CHOOSE GORENJE?

One of Europe's leading manufacturers, selling over 4.5M appliances each year.

- ▶ Time and energy saving innovations as standard
- ▶ Multi award-winning range
- ▶ The full range of advanced kitchen appliances
- ▶ Premium design and technology at affordable price levels
- ▶ Special designer collections for the ultimate in form and function
- ▶ The original manufacturer of retro style fridge freezers
- ▶ Unrivalled 5-year parts and labour guarantee on selected products
- ▶ Fully supported by a national aftersales service
- ▶ Large UK stockholding
- ▶ Nationwide delivery service

Discover more at gorenje.co.uk

gorenje
Life Simplified





**Clever
personal
assistants
bring
magic into
everyday.**

10COOKING
AND BAKING**16**

DISHWASHING

12

COOLING
AND FREEZING



14

WASHING
AND DRYING



18

GORENJE
LIFESTYLE
LINES



28

GORENJE
DESIGN
LINES

COOKING AND BAKING





▶ Homemade food is fresh and healthy. It pleases our taste buds, but also makes sure our bodies are always in top form. Gorenje brand kitchen appliances are excellent companions to all who like cooking at home and creating their own menus. Ovens – steam, conventional, and microwave – cookers and kitchen hoods are loyal helpers that allow us to cook a good meal even when we lack the time or skills.

Standing by behind the pretty appearance is smart technology always ready to offer a preset programme, or just the right settings to help the users design their own programme, which will bring out the best from any ingredient. Food cooked this way will retain the flavour, colour, and consistency, as well as the minerals that are so important for the body.

On the outside, these appliances stand out with timeless design that will enhance the appearance of any room. Form and function combined are the guarantee of exceptional user experience and endless cooking pleasures. ■

- ▶ The secret to a delicious meal is the quality of ingredients which should all be in the best possible condition before cooking. Perfectly ripe, aged, or chilled.

Vegetables of lively colours, full of nutrients; juicy and vibrant fruits; and the freshest fish and meat. IonGeneration refrigerators gently circulate the air to create the ideal conditions for preserving the quality of food.

In these refrigerators, the air is full of negatively charged ions, mimicking what we see in the natural environment. Perfectly cooled air gently encircles the food which will not dry out but rather stay juicy and flavourful. In the freezer, however, the conditions are entirely different. There, the icy air turns food into frozen microcrystals. Yet it does so without unwanted ice or frost. Here, the food will also preserve its natural flavour, colour, and consistency. The conditions in the freezer also make it easy to maintain. Despite the chill, its interior remains clear. IonGeneration refrigerators are just as easy to use as they are useful. A touch of a finger is enough to adjust the temperature in both compartments, and the same applies to activation of a number of functions taking care of the specific aspects of storing particular types of food. ■



COOLING AND FREEZING



WASHING AND DRYING





► The feel of clean, pleasantly smelling and gentle clothes on the skin is simply blissful.

Soft fabric, lovely scent, the feeling of freshness and comfort – there is nothing nicer than life in perfectly washed clothes. It is the feel made possible by the dream duo from your bathroom. SensoCare washing machine and dryer take care of all the important details at the right time, making sure your clothes are always in top form.

The spot-on water temperature and special tumbling rhythms lead to optimum results, leaving your laundry excellently washed and rinsed every time. The dryer provides the happy end as it uses ionized air with just the right temperature and humidity to dry your laundry to perfection. The coordinated action of the SensoCare washing machine and dryer preserves the clothes and leaves them soft and clean. This is the fundamental mission of the gentle tandem from Gorenje. Press a few buttons and the bliss is there. Any time, any day of the year. ■

- ▶ Clean dishes are the start and prerequisite of any successful cooking adventure. The more of dishes there are and the dirtier they are, the more convenient, even indispensable, a dishwasher will prove. Especially if it is a Gorenje appliance. These are intelligent and efficient dishwashers that deliver the same excellent user experience regardless of the size of the kitchen. Use of dishwashers is simple as everything happens by pressing a few knobs, quickly and with conspicuously clean results.

The dishes coming from Gorenje dishwashers sport a diamond shine. Special technology thoroughly disperses the water so that the droplets reach every part of the dishes, no matter how remote. The weight of unrelenting jets and drops of water eliminates all dirt.

Moreover, the beautiful, clean and shiny dishes also leave the dishwasher perfectly dry, ready to be stored in the cupboards and on the shelves, for cooking, or to impress your guests. ■



DISHWASHING



GORENJE SIMPLICITY





▶ **WHITE. BLACK. IT'S SO ME!**

Gorenje Simplicity appliance collection is designed with contemporary trends and people in mind.

The line prides on logical programme selection, adaptive technology

that allows adjustment to user's personal choices, excellent and uniform design, and great value of the appliance at the time of purchase and throughout its useful life. ■

Simplicity
COLLECTION



▶ COOKING WITH PASSION

Kitchen, a sacred place of love and passion for life, is a place where we create the delicious and genuine tastes of our lives. Throughout the history of mankind, kitchen has been the place where all important things happened. Ambrosial aromas of spices invite you to relive the culinary stories of the past and to create your own.

Good cuisine is the recipe for a sweet and passionate life.

This is embodied by the kitchen appliances of the Gorenje Classico collection available in ivory and matte black. ■

Classico
COLLECTION



GORENJE CLASSICO



GORENJE RETRO





▶ COLD BECOMES CHARMINGLY COOL

Underneath the timeless shape there is an inspiringly practical cooling appliance.

A combination of vintage design and a long list of passionate colours to choose from make this refrigerator a welcome emphasis in your kitchen interior.

As a design item it can also be easily placed in the living room, which comes in especially handy in smaller urban nests, but also in modern open-space living environments. Each Retro refrigerator boasts optimal space usage, an elegant character and all the helpful features one would expect from a true charmer. Whether it is funky orange, nostalgic brown, seductive red or any other colourful personality, these modern icons are an instant hit wherever they pop up. ■



▶ **LIFE IS COLOURS. COLOURS ARE LIFE.**

Colours are one of the most powerful means of expression. When designing our homes, colours are true storytellers. They infuse energy, they communicate values, they explain emotions.

The times when one could choose from appliances in just black or white are by now just a grey memory. Gorenje colour selection offers a wide range of colourful options for cooling, washing and drying.

All appliances are quality made, offer an inspiring user experience and are made to save time, energy and water. And on top of that, they are dressed in life's most beautiful colours. ■



GORENJE COLOUR COLLECTION



GORENJE+





▶ IN THE KITCHEN, IT IS THE SELECT PLUSES THAT COUNT

Gorenje+ line of appliances combines the advantages appreciated by the most advanced and demanding home chefs.

The Gorenje+ line boasts state-of-the-art technological solutions, improved functionality and capacity, exclusive appearance, and a high level of warranty and after-sales services.

The touch of luxury goes hand in hand with responsibility to the environment. Gorenje+ built-in appliances are designed for people who are always looking to add another plus to their lives. That is why they choose the freshest ingredients and the most aromatic spices when they cook; and that is why they choose appliances with special advantages when equipping their kitchens. ■



▶ ENTER THE FLOW OF LIFE

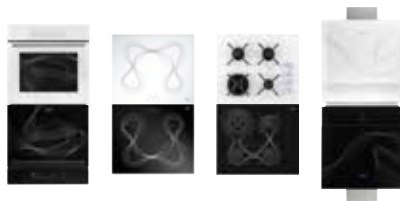
Karim Rashid created for Gorenje a family of emotively superior products. On the outside they are defined by restrained but strong character, and pure lines. They carry a distinctively clean look, where no shape or move is superficial. On the inside,

these are powerful tools.

Not pretentious on the outside, the built-in cooking programmes, control options, and safety features silently take over and ensure a superior user experience. ■

DESIGNED BY

Karim Rashid



GORENJE DESIGNED BY KARIM RASHID



GORENJE ORA-İTO





▶ HOME OF THE FUTURE

With his latest project for Gorenje, Ora-İto imagines the Futuristic home in which the kitchen is placed in the centre of daily human life. A minimalist and warm design approach was used to accommodate our »next way of life«, supported with a combination of core functions and reflections about the social dimensions of tomorrow.

Gorenje's Futuristic Home offers an inspiringly fresh vision – one that combines technology and elegance, and effectively integrates them into an aesthetically rewarding monochrome kitchen universe.

Ora-İto has created a complete range of innovative household appliances in black and white. In them advanced technology, quality materials, elegance and a fantastic user experience mix to create a distinctively pleasant affair. ■

DESIGNED BY

ora ito



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