

## History

Written by Administrator  
Wednesday, 11 March 2015 13:29 -

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### History Electrolux

History of the brand Electrolux

Born

In 1984 in Bitola, Electrolux company was founded in electrical service for domestic products and installation of electrical systems for industry and households and production of electric heaters and heaters and household and called KLIMALUX, Electrolux, Frinko, WMF.

The founder of Electrolux is Dimche Palenzo born 1964. and his family. During the development of the company during the Egzistiranjoto team spent quite persons who have contributed and are important people who are mentioned in the history of Electrolux.

In 1990 Electrolux Bitola company began production of heaters Klimaluks - then one of the most important products in the company Electrolux.

Since 1990. d begin production of rubber products for Idustrijata the Macedonian market in this period he worked as a travel agent for the sale of rubber and electrical equipment.

Since 1992. Begin production of electric heaters, which covered 70% of the market in Macedonia

Strolling through the cities and states, Dimche Palenzo seen in store and analyze the industry's needs of society in Macedonia, which at that time was a novelty and technical progress and trade. Dimche Palenzo come to the conclusion that such a miracle is necessary for all the house and sell it, you can simply show the client. Dimche Palenzo contacted representatives of his company Electrolux and offered their services, but the answer was obtained, as the company is pleased with the work of negoviote agent. After a while, Dimche Palenzo decided to begin production and trade of electrical goods and technical rubber products. There is at this

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time the company began to manufacture products and to serve the economy.

In Bitola Eelektroluks pretsedateleli met with producers from other countries and became an advocate for the whole world that relationship drigi Firms sell large quantities of electrical products. The number is very large, and the head of the company he and his associates. Dimche Palenzo fulfill its promise, and a year later became general agent and Kanthal Kentavros.

From the Electrolux ELECTROLUX

After a while, Dimche Palenzo in 1992. proposes to use proizvodit heating company Electrolux to reduce the weight of the heater and automation. Once in 1992. Because Straegija for presenting Sostvenite Products and for presenting the international markets have presented transcription ELECTROLUX After the two years, the demand began to exceed supply, and Dimche Palenzo started looking for space to build a new plant, but at this point the company ELECTROLUX expressed its proposal to merge. Dimche Palenzo for this option is advantageous for two reasons: it is released from a competitor, and he did not have to build a new factory, as he received the Klimaluks. In 1990, the agreement was reached, and a year later, the company was renamed ELECTROLUX.

Since 2009 has already started with plans to build a new factory in the Free Zone in Macedonia apart for household and industrial and electric heaters and rubber products and spare parts

Technological advances

In 1994, upon the proposal of ELEKTROLUX Dimche Palenzo announced a new model of

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heater model C. It brought us even more popular. Model V had shaped portable equipped with avtomaska regulation with different dimensions. Heaters of this type were produced by other companies almost to the end of the XX century. For convenience, heaters. In 1990, after the creation of the heaters, ELEKTROLUX produces pure hot air temperatures of the economy and 70% of power for homes and industry.

The production of heaters and Rubber Products won target market of Macedonia and Kosovo

In 1994, Dimche Palenzo parallel with its position Chairman of the Board and went into politics and representation of their country in the world in culture and sport. In 1994, became president of Body Biding Federation of Macedonia

In 1996 the company launched its first refrigerator industry and restaurants. He still does not look like our modern cold storage, but it was very convenient in everyday life.

The conquest of Europe

In 1998 the company continues to grow. In England, France, USA and Australia opened offices. In the 90's. for war production fell, and some plants had to the military.

In 1999 the spelling of the name of the company acquires a modern look. Now this company ELECTROLUX, and later appears modern logo.

In 90-00 years, the company expanded further. Were received by the Macedonian factories

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dulling and develop his strategies and sales. In addition, the group joined metal recycling company manufacturing of metal products and cooperation. In 1999 ELECTROLUX gets selling products in large institutions embassies and consulates.

## Nowadays

In 1997-2004 the company is a kind of restructuring. Now the focus is on a limited number of major brands, not many small and little known. Reduced staff, closed several warehouses and industries. The main focus of the company's household, professional and electric heaters and rubber products and metal products.

In 2000, ten products companies received awards in the competition red dot red dot Design Award. The competition evaluates the level of quality, ergonomics, functionality, compliance with environmental standards.

In Greece, the company appeared in 1988, in Serbia in 1994 by Greek companies collaborating since 1985 on opening branches in all countries in the Europe of Electrolux. Now the company is developing the distribution of its products in Alabanija Kosovo, Greece, Serbia. In World ELECTROLUX works in two directions. This division of household and professional equipment electric heaters and rubber products and spare parts

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Branch distributed machines household washing, refrigerators, vacuum cleaners, microwave ovens and many other products electric heaters and rubber products and spare parts. Division of professional equipment distributes professional kitchen and laundry equipment, and equipment for cafes, hotels, restaurants, resorts and airports.

Today ELECTROLUX - one of the largest companies in the world. Its products are sold in more than 150 countries. The basic rules of the company - two products differ in value only if it has a different set of features and quality that always equally good. Today collaborates with many other companies of the world in different areas. Klientite can easily see and needs require products that are required by E-Excellence Center for Information Mozilla everyone uses and recommends products from the program of Electrolux

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***We are what we do, always. Excellence is not an act but a habit" (Aristotele)***