

# Electrolux

Leading appliance manufacturer improves collaboration between designers and suppliers with Adobe® Acrobat® and Adobe PDF

## Electrolux

[www.electrolux.it](http://www.electrolux.it)



## Industry

Manufacturing

## Challenges

- Manage project documents and 3D drawings using a single digital format
- Streamline company operations
- Rely on standards to share CAD, CAM, and CAE drawings

## Solution

- Document collaboration  
Electrolux relies on Adobe Acrobat and Acrobat 3D for distribution and review of project documents and 3D product design drawings.

## Results

- Improved document portability inside and outside the company
- Achieved greater independence from CAD, CAM, and CAE applications
- Established secure document review and exchange processes

## Systems At A Glance

- Adobe Acrobat Professional
- Adobe Acrobat 3D
- Adobe Creative Suite® Design Standard. Components used include:
  - Adobe Illustrator®
  - Adobe InDesign®
  - Adobe Photoshop®

## Overview

Each year, consumers from 150 countries around the world purchase more than 40 million Electrolux home and professional appliances. Electrolux prides itself on creating innovative products with a sleek design based on a deep understanding of its customers. Its appliances include refrigerators, dishwashers, washers, vacuum cleaners, and kitchen ranges sold under leading brand names including Electrolux, AEG-Electrolux, Zanussi, Eureka, and Frigidaire.

With 57,000 employees, Electrolux grossed 105 billion SEK in 2007. In Italy, 9,000 Electrolux employees operate production plants, distribution companies, and service organizations targeting the home and professional appliances market.

## Challenge

To continually deliver innovative product designs and improve business processes, Electrolux needed an alternative to its often paper-based document and design review process. “Each time a project required exchanging documents and designs with external suppliers, we had issues,” says Francesca Angeli, IT Solutions Sector, Electrolux Major Appliances. “Document and product designs were printed and exchanged on paper, which then also needed to be archived.”

## Solution

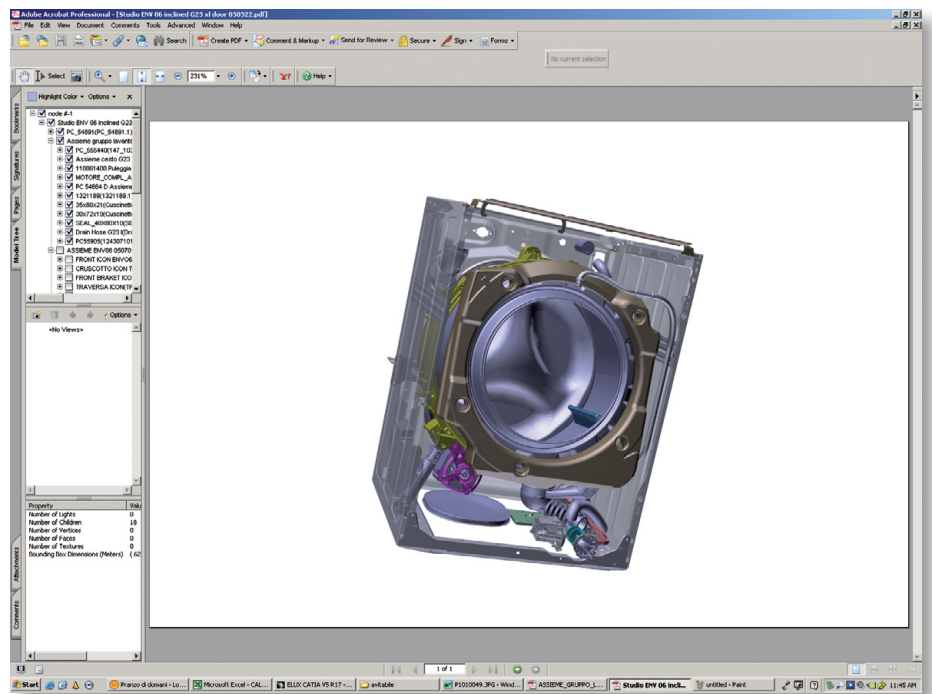
To address the challenges associated with its manual document processes, Electrolux adopted Adobe Acrobat Professional and Acrobat 3D software. A long time user of Adobe Acrobat, today the company relies on a secure, electronic document review process to convert documents—from invoices to 3D project designs—to Adobe Portable Document Format (PDF) files that can be shared between designers and suppliers. Adobe PDF also provides Electrolux with a more efficient way to store and archive its project documents and designs.

Adobe Acrobat 3D—used in the Design and Purchasing Departments at Electrolux—enables product designers to convert CAD files to a single highly compressed 3D Adobe PDF file. “Our designers no longer need to verify which version of a CAD application a client or supplier has available to view drawings,” says Angeli. “In addition, Adobe Acrobat 3D offers greater control over drawings, the ability to measure specific parts of a 3D object, and the ability to view the build tree of an item.”

## Results

Document portability is one of the main benefits Electrolux gained from using Adobe Acrobat 3D. “Since we adopted Adobe Acrobat 3D, we no longer need a dedicated laptop loaded with CAD, CAM, and CAE applications for professionals to travel worldwide,” says Angeli. “Our supplier relationships have also improved because they don’t need to invest in additional technologies to fulfill Electrolux requirements. Adobe PDF is a universally accepted file format that is easy to use and manage.”

Adobe Acrobat and Adobe Acrobat 3D software help Electrolux streamline document sharing and collaboration among teams. 3D project designs in a highly compressed 3D Adobe PDF are viewable with the free Adobe Reader® software.



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Francesca Angeli,  
IT Solutions Sector,  
Electrolux Major Appliances

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Another important benefit Electrolux has realized from using Adobe Acrobat 3D and Adobe PDF is the ability to protect the integrity of its product designs. A product design can be distributed internally or externally in a secure 3D Adobe PDF file while the original CAD drawing remains within Electrolux. Users and designers have given positive feedback: documents are finally easy to access and share virtually everywhere.

Adobe’s creative products are also used in Electrolux departments dedicated to industrial design and product image. According to Valter Vendruscolo in Electrolux’s Industrial Design Center, “Adobe Illustrator and Adobe Photoshop are used for product displays and technical illustrations while Adobe InDesign is used for page layout. These products are seen not only as a standard, but as essential design tools.”

“We made the choice several years ago to adopt Adobe solutions. This enables the company to share project documents internally and externally, and gives us tools that can be customized to our own needs,” says Angeli. “In addition, Adobe proved to be an innovative company that facilitates collaboration with its technologies.”