



THE HISTORY OF LUX INTERNATIONAL AG

Lux International AG is a direct selling company based in Switzerland. During its history, which goes back to 1901, the company contributed with numerous world-famous new developments and innovations to the development of high-quality household appliances. Lux has been committed to creating a healthy home for more than 120 years.



THE HISTORY OF LUX

The beginning in 1901

Lux AB has its roots in Sweden. In the beginning, the company produced kerosene lamps, from which the company name “Lux” was derived: the Latin word means “light”.



The designer, craftsman and investor Sven Carlsson (1847–1924) saw great potential in a completely new type of kerosene lamp that was developed by the chemist David Kemp. Carlsson bought the production rights and started the company AB Lux on 19 February 1901 with some business partners to manufacture and sell the new Lux lamp. Using the proprietary technology, Lux equipped more than 100 Swedish light houses with its lighting system, and the company was also commissioned to illuminate the Suez Canal.

1907 At a crossroads

The company opened a new plant in 1907 in Lilla Essingen, but the spread of electric light forced it to change directions and look for new business areas and alternative products.

1912 Axel Wenner-Gren joins the company

In 1912 the sales genius Axel Wenner-Gren (1881–1961) joined the company. With the help of the Swedish engineer Sven Carlstedt, he developed the Lux I vacuum cleaner.

Axel Wenner-Gren had heard that Lux was interested in developing a vacuum cleaner for the German market and was certain that the company would be impressed by the Model I. He was right. Lux recognized the potential – despite the fact that the Model I at the time weighed 14 kg and cost 350 Swedish kronor.



The vacuum cleaner turned out to be a huge success, thanks to the increased suction power and its weight of 14 kg, which at that time was considered to be light. This vacuum cleaner was further developed by the end of 1912 and the new Lux II model, which weighed less than 9 kilos, was launched on the market.

In addition to the vacuum cleaner, Axel Wenner-Gren also brought his ten years of experience working as a salesperson in Germany with him. In December, he applied for the exclusive right to distribute the Model I in Germany. His application was approved.

1919–1923 The early years of Electrolux

Axel Wenner-Gren founded the company AB Electrolux in August 1919, on the condition that he guaranteed the purchase and sale of vacuum cleaners in large quantities by Lux. In return, Lux undertook to produce exclusively for Electrolux. Wenner-Gren also officially became the company's business partner until 1923. In 1923, Lux was manufacturing more than 100,000 vacuum cleaners for Electrolux, which were sold in Europe, North America, Latin America and Australia. Ultimately, Axel Wenner-Gren bought the company and acquired sole control of the Lilla Essingen plant and production. In the 1920s and '30s, the company expanded continuously around the world. This formed the basis for the business success of the now global companies Electrolux and Lux.

Convinced of the sales potential of the Model II, Axel Wenner-Gren tried to convince Lux to produce a larger number of devices. His application was again approved, on the condition that Lux would not invest in mass production until Wenner-Gren received 5,000 orders for vacuum cleaners – ten times as many devices as in the original contract.

He returned to his colleagues in Hamburg and offered them the exclusive right to sell the Lux II vacuum cleaner in Germany. Impressed by the device and convinced of its salability, they immediately ordered 5,000 devices.

The rest is Lux history. Orders for Lux II came not only from Germany, but also from France and England. In the spring of 1913 – just a year after Axel Wenner-Gren met Sven Carlstedt and the two of them started working with Lux – business grew to such a level that Lux had difficulty producing enough devices for Wenner-Gren's orders.

HISTORY OF THE VACUUM CLEANER

1901

AB Lux was founded in 1901, manufacturing and selling kerosene lamps for outdoor lighting applications. The company was very successful and continued to be successful until 1908. By 1912, however, the company met stiffer competition from manufacturers of electric lighting which caused a decline in sales. Adapting to this new market pressure, the company began to search for an alternative product to manufacture and sell.



1912

In 1912, he found it -- when Axel Wenner-Gren came knocking on his door with the Model I, a vacuum cleaner that he had developed with the help of Swedish engineer Sven Carlstedt. Mr. Wenner-Gren had heard that Lux was interested in developing a vacuum cleaner to sell in the German market and he was sure that Lux would be impressed by the Model I. He was right. Lux could see the possibilities -- despite the fact that the Model I weighed 14 kilos and cost 350 Swedish Crowns in those days. In addition to the vacuum cleaner, Mr. Wenner-Gren also brought with him ten years of experience working as a salesman in Germany. In December, he requested the sole right to act as the distribution agent for the Model I in Germany. His request was

granted -- on the condition that he would personally guarantee a yearly turnover of 500 machines.

He accepted the challenge and he succeeded. And in the meantime, he continued to work with Carlstedt to develop a lighter, cheaper, more efficient vacuum cleaner -- a household machine upon which he could build a world-class industry.

He succeeded again. Having fulfilled his first contract, Mr. Wenner-Gren returned to Lux with the Model II, a vacuum cleaner that weighed only 9 kilos and cost half the price of the Model I.

Convinced of the sales potential of the Model II, he tried to persuade Lux to manufacture the machine on a larger scale. Once again, his request was granted. It was granted on the condition that Mr. Wenner-Gren would get orders for 5,000 vacuum cleaners – ten times the yearly turnover guaranteed in his original contract – then Lux would invest in mass production.

He returned to his colleagues in Hamburg and offered them the sole right to sell his Lux II vacuum in Germany. Impressed with the machine and certain of its saleability, they immediately wrote an order for 5,000 machines.

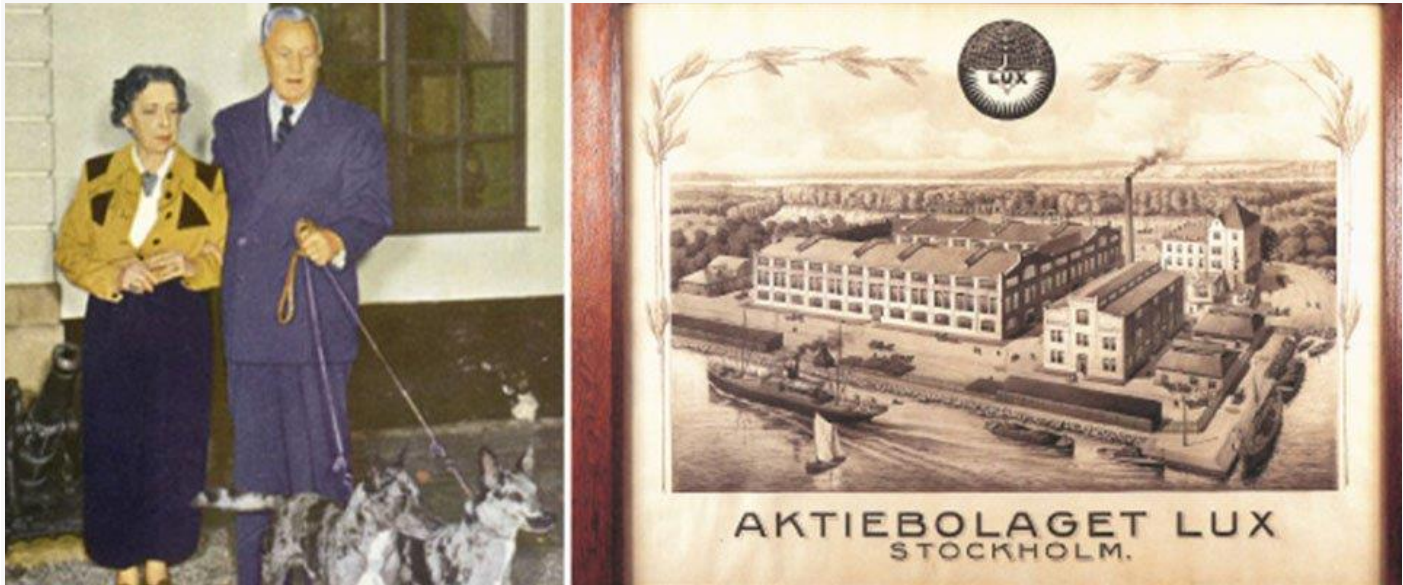


1913

The rest is Lux history. Orders for the Lux II flooded in not just from Germany but also from France and England. By the fall of 1913, barely one year after Axel Wenner-Gren met Sven Carlstedt and they began their co-operation with Lux, the business had grown to such proportions that Lux had difficulty producing enough machines to keep up with Mr. Wenner-Gren's orders.

1919

In 1919, Mr. Wenner-Gren went from being a vacuum cleaner salesman to being CEO. By that time, he had already organised sales of Lux vacuum cleaners throughout most of Europe and was well on his way to achieving his goal of creating a world-class industry.



1920

By the end of the 1920's, his vacuum cleaners could be found in households around the globe. Over the years, most of the major design innovations that have improved vacuum cleaning systems have been introduced by Lux. In fact, one of the original Lux vacuum cleaners is currently on display at the Smithsonian Institution's Cooper-Hewitt National Museum of Design in New York. It's no surprise considering that we have always worked with the very best designers and engineers.



The revolutionary vacuum cleaner model V

By the late 1920s, Lux vacuum cleaners were found in many households around the world. Over the years, most of the most significant design innovations in vacuum cleaners came from Lux.

The Model V was incredibly maneuverable on its tiny wheels and was therefore able to efficiently vacuum the dust and dirt from the floor. Despite the fact that it was lighter and smaller than the upright vacuum cleaner. The innovator of the wheels mounted on the vacuum cleaner was Wenner-Gren himself. Although the device represented the new trend in industrial design, it did not hurt the intellectuality of the German architect Peter Behrens.

Electrolux/Lux Separation in 1998

The history of Lux and that of Electrolux were inextricably linked until 1998, but for many successful years, Lux then went its own way. In that year, Electrolux sold the company Lux to Reinhard von der Becke, who brought the worldwide activities into the new Lux International AG based in Zug. In the following years, he restructured the business in the Asia-Pacific region and sold it to his competitor Vorwerk.





NEW ZEALAND

Electrolux / Lux New Zealand

In the 1950's Electrolux/Lux NZ was formed selling the quality vacuum models door-to-door. In 1980, Electrolux NZ launched a new product category and launched its first steam cleaner on the market.

In 1998 Electrolux and Lux separated in New Zealand and the company sold the Lux agency to the local Lux managers who set up the Lux Sales and Service company and continued the same model of selling door-to-door throughout the country. Sadly, the Christchurch earthquakes had a major impact with the company's model of door-to-door sales, and it was sold to a local businessman, Jeff Fitness, who could see the potential of the business through the quality products but with a different sales model of business-to-business.

2009 Lux New Zealand

Lux New Zealand has continued with the same quality products and with the support of Lux Asia Pacific, has developed the steamer range selling into businesses and homes throughout the country through their independent distributor network. This has been a huge success and many café's, restaurants, hotels, motels, rest homes, cleaning businesses and many other companies have the luxury of owning the Lux steamer machines. The Lux NZ company remains the sole agent in New Zealand to import and distribute the Lux bags and filters manufactured by Vorwerk Germany. The next step in the Lux New Zealand company is to promote and sell the Lux air purifiers and water purifiers being an important step in quality air and water.



2008 Specialist in air purification

Lux International and Asia Pacific was the first to launch an air purifier, the first in the Aeroguard line, on the market. The company introduced other innovative products, including the Lux Intelligence vacuum cleaner and the Lux Gourmet kitchen appliance.

Lux today

Today, Lux International and Lux Asia Pacific is one of the leading direct selling companies in the consumer goods sector. It is present with sales activities in over 30 countries, either in subsidiaries or through local distributors. Since 2017, the identification and development of new markets in Central and South America has been promoted. The company is a member of the European Direct Selling Association (DSE) and numerous local country organizations.

The competence and prestige of Lux are based on twelve decades of tradition and experience in the activity pursued as a distributor of “household appliances” as well as the Swiss expertise in engineering.



Lux environmental values

With the manufacture of durable premium quality products, the company offers healthy water, healthy air and a healthy living environment for millions of people worldwide.

Products

The company has been committed to a healthy home since it was founded. Looking back in the history of Lux, we can find numerous iconic products, such as the Lux Intelligence vacuum cleaner, the Aeroguard series of the air purifier product family or the stars of the steam cleaners Ecolux and Ecoprof in its product range. Finally, there is proven experience in the field of water filters, which is represented by the Waterguard product family

Lux's product development strategy is characterised by the fact that, contrary to the current trend, the company always focuses on quality and first-class user experience. The company pays particular attention to the filter system of its devices, for example. To give just one example: the exhaust air from its vacuum cleaner is also perfectly clean.

The Lux air purifier product family

Lux launched the family of air purifiers in 2008. Lux air purifiers remove harmful fine dust particles (PM2.5) such as pollen, animal hair, mould spores, allergens, bacteria and viruses, or harmful gases such as VOC (volatile organic compounds).

Lux steam cleaner

Lux has always advocated chemical-free cleaning and housekeeping. The steamer product, which has been revised several times since then, is rightly popular with Lux customers. Steam cleaners kill a large proportion of viruses and bacteria. Furthermore, the success of the product line is due to the fact that cleaning with accessories designed for different surfaces is much easier, more efficient and more hygienic.



Lux water filter

Lux has been offering water filters to its environmentally and health-conscious customers since 2011. In the development and manufacture of water filters, the company attaches great importance to quality, efficiency and safety.