

Electrolux Professional Laundry Solutions Combines EcoVadis Gold Rating with Strategic Cleantech Partnership

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[Electrolux Professional Laundry Solutions](#) is leveraging the Group's sustainability credentials - including EcoVadis Gold Rating (top 5% globally) and second consecutive TIME and Statista World's 500 Best Companies recognition - to advance next-generation solutions for professional textile care.

The business area has announced a strategic partnership and minority equity stake in Swedish cleantech company Mimby, addressing emerging EU microplastic regulations and water scarcity challenges specific to commercial laundry operations.

"Sustainability is not a standalone initiative for us, but a design principle that guides how we innovate, manufacture, and support our customers," says Paolo Schira, President Business Area Laundry at Electrolux Professional Group. "Our objective is to translate the Group's environmental leadership into measurable operational benefits for professional laundry operators. The Mimby partnership is a perfect example: we're solving tomorrow's regulatory challenges today, ensuring our customers will be compliant - and ahead of competitors - when EU microplastic rules tighten."

Group Sustainability Credentials Support Laundry Innovation Strategy

Electrolux Professional Group's EcoVadis Gold Rating (78/100, 96th percentile) provides the foundation for the Laundry business area's innovation strategy. The rating reflects audited Group performance across environmental impact, sustainable procurement, labour and human rights, and corporate governance. Key achievements include:

- Science-based climate targets validated by the Science Based Targets initiative (SBTi), committing to climate-neutral operations by 2030 while reducing product use-phase emissions by 27.5%
- ISO 14001 and ISO 50001 certified environmental management systems covering over 75% of global operations
- Demonstrable progress toward climate goals, having already achieved a 36% reduction in CO₂ emissions since 2015

For laundry customers in hospitality and healthcare, these Group-level credentials increasingly represent critical selection criteria, as sustainability performance becomes a prerequisite in tenders and procurement processes. The Laundry business area translates these credentials into sector-specific solutions that address the unique environmental challenges of professional textile care.

Mimbly Partnership Addresses Laundry-Specific Environmental Pressures

The partnership with Mimbly responds to urgent environmental pressures specific to commercial laundry operations in Europe. According to the [European Environment Agency](#), water scarcity affected 28% of the EU's territory during at least one season in 2023, with approximately 30% of the territory and 33% of the population affected annually.

The hospitality sector faces particular challenges. Research indicates that washing sheets and towels can consume [around 100 litres per occupied room per night](#), representing between 12% and 47% of total hotel water consumption. Simultaneously, the [EU's Zero Pollution Action Plan](#) targets a 30% reduction in microplastic release by 2030.

"Microplastic filtration represents the next frontier in sustainable textile care," says Schira. "By partnering with Mimbly now, we're ensuring our laundry customers will be ready when regulations tighten. This collaboration allows us to integrate water-saving and filtration technologies directly into professional laundry workflows, delivering compliance without compromising operational efficiency."

Laundry Innovation Backed by Group Recognition

The Group's inclusion in the TIME and Statista ranking for the second consecutive year validates a sustainability strategy that the Laundry business area actively implements through product innovation and customer-facing solutions. This recognition, combined with the EcoVadis Gold Rating, provides customers with third-party verification of Electrolux Professional's environmental commitment.

"The future of professional laundry is sustainable, efficient, and smart," concludes Schira. "As we prepare for significant product announcements in 2026, sustainability and innovation will continue to drive every development within our Laundry business area. We're not just preparing for that future - we're creating it."

[Find out more about Electrolux Professional's laundry solutions.](#)