Panasonic And Softlogic Launch Â€˜Eco-Friendlyâ€™ Home Electronics In Sri Lanka



Panasonic together with Softlogic introduced its new product lineup of energy saving home electronics as ‘Eco-friendly’ products. The lineup includes new ‘VIERA Plasma TVs’ and ‘VIERA LED LCD TVs’ with high efficiency and superb contrast, ‘ECONAVI Washing Machine’ which detects load conditions, making adjustments to the water level and washing time to minimise water and electricity consumption up to 40 percent and 45 percent respectively, and ‘Advanced Intelligent Inverter Refrigerator’ which adjusts automatically to its optimal operation mode by analysing the usage environment, resulting in up to 40 percent reduction in energy consumption. The company also introduced ‘Ceiling Fans’ featuring the combination of innovative functionality and contemporary design, to the Sri Lanka market for the first time under the Panasonic brand.

Panasonic is proud to hold its first Eco Convention in Sri Lanka where there are

rising demands for electricity due to the buoyant economy in the postwar reconstruction. Yorihisa Shiokawa, Managing Executive Officer of Panasonic Corporation, who co-hosted the launching event with Softlogic, said, “I’m convinced that this beautiful Sri Lanka with six renowned world heritage sites will become the leading country of both economy and ecology in the region in the near future. Panasonic makes every effort to play the leading role in providing people with ‘Smart and Eco’ lifestyles through its products and ideas for life. Contribution to environment protection does not necessarily require special activities or efforts, but it can be done by choosing products or solutions that are friendlier to the environment.”

Ashok Pathirage, Chairman of Softlogic Holdings, said, “this is an immensely exciting time for both Softlogic and Panasonic in Sri Lanka. We are embarking on a fresh new initiative centering around Panasonic Eco products which will help safeguard our planet and introduce more harmonious consumer habits among our loyal customers. The Panasonic Eco Convention is an ideal platform to showcase the technologically advanced range of Eco products we have introduced in all our stores to further enrich the quality of consumer lifestyles.” Panasonic Eco-friendly products are now available at all Softlogic Max and Softlogic showrooms located island wide and their authorised dealers.

