

# LAUNDRY SERVICE

Technological innovations abound and eco-savvy consumers are keeping the washing machine market spinning

Words **Danielle Lett**



## NM11 1045 WC A UK

Hotpoint

Tel: 03448 224 224. [www.hotpoint.co.uk](http://www.hotpoint.co.uk)

Hotpoint's NM11 1045 WC A UK freestanding washing machine features ActiveCare technology that can remove more than 100 stains at just 20°C – the Active Mousse pre-mixes the water and laundry detergent to create a mousse before it enters the drum, ensuring an increase of up to 60% in cleaning power at 20°C. The machine's Active Load keeps resource usage to a minimum without compromising on performance by automatically managing water usage and wash time dependant on the load. The touch button user interface makes operating the machine smooth and intuitive, while the Stop&Add feature allows laundry to be added to the wash during the first few minutes of the cycle

**Capacity** 10kg | **Energy class** A+++

Laundry appliances are big business and look set to clean up the kitchen industry this year. Data from MTW Research's *Kitchen Market Report 2019* indicates that laundry appliances are set to exceed £90m in 2019, with the sector itself maintaining share of the £900m kitchen appliance market. "Consumers have a wide choice in the laundry appliance market, with products ranging from an entry level £150, to £1,500 for some luxury brands," explains Mark Waddy, director at MTW Research.

According to MTW Research, the average retail price of a washing machine in 2019 is around £300-£350, with washer dryers commanding around £100-£150 more (and account for 25% of laundry appliance sales in 2019 by volume and a larger share by value). But for these prices, what is it that people want for their money?

"The continued cost of living has spawned a smart consumer, who is looking for the most cost-effective home appliances," explains Whirlpool's laundry category marketing manager Tailang Bu. "Disposable income has tightened for many consumers and, regardless of their socio-economic position, most are looking to closely manage their cost of living and make their cash go further."

One way to help this is to eliminate having to make two separate appliance purchases – a washing machine and dryer – and instead opting to combine the pair with a two-in-one washer dryer. Their allure is easy to see, especially in the family home. "Washer dryers appeal to families that are limited on space, providing a space-conscious laundry solution for the busy family, by simply combining the two appliances into one footprint," explains

Indesit's brand manager Sara Bazeley. Not only cutting down on prime appliance space in the home, the consumer's overall carbon footprint is also decreased due to the fact of having one less appliance and contributing less waste materials. MTW's Mark Waddy adds: "Climate change concern is increasingly impacting appliance purchasing trends in 2019, with consumers examining EU legislated 'product fiches' more closely for environmental credentials on energy and water usage."

Another way to promote eco and wallet-friendly washing is by highlighting a machine with a larger load capacity, with CDA's marketing manager Steve Corbett saying that "larger machines are ideal for families and the environment, as they cut down on the number of wash loads needed in a week".

In terms of family life, appliances that not only reduce the number of loads, but cut corners and offer ease of use are always welcome. This is due in part to the constraints of the average consumer's work-life balance, with Hotpoint's head of brand Jennifer Taylor saying: "As a result, many consumers are increasingly opting for appliances with time-saving benefits, making their lives easier and allowing them to spend more time doing the things that they love." Thus, manufacturers have taken note, and added functions across the board to ensure doing the laundry is made more efficient where possible. Single-button operated cycles, speedier programmes and the ability to pause a cycle in order to add in stray garments, to name a few.

Retailers will find that appliances with reduced noise output are also another draw for consumers when making their purchases. Research conducted for National Quiet Day, ►



**AWMPD413LH7B**

**Hoover**  
Tel: 0151 3342 7812. [www.hoover.co.uk](http://www.hoover.co.uk)  
Hoover's AWMPD413LH7B washing machine features voice assist, allowing the user to choose or set washing programmes, ask for suggestions about the best washing programme and advice on stain removal. With a smooth touch display, and a steam option – reducing the need for ironing – the machine also features silent inverter technology, which reduces noise and vibration during washes. Also included is Hoover's Auto Dose technology – an intelligent self-dosage system that understands the correct amount of detergent needed for each load, providing the perfect amount of water and detergent. Storing it for up to 21 cycles, AXI only uses the exact amount required  
**Capacity** 13kg | **Energy class** A+++



**BI WMIL 71452 UK**

**Indesit**  
Tel: 0800 0921 922. [www.indesit.co.uk](http://www.indesit.co.uk)  
Indesit's built-in Push&Go washing machine is a single-push, one-button system that begins a dedicated cycle, without having to adjust the settings. With 14 programmes, including anti odour, delicates, duvet, eco and wool, the appliance also features a start delay function, allowing consumers to make the most of cheaper tariffs when available. The BI WMIL 71452 UK has a noise-level rating of 54dB during washing and 74dB during spinning  
**Capacity** 7kg | **Energy class** A+++

**"THE LATEST TECHNOLOGICAL DEVELOPMENTS HAVE CENTRED AROUND PROVIDING FLEXIBILITY AND CONVENIENCE, WHILE DELIVERING EXCELLENT CLEANING RESULTS"**

**Richard Treffler**, category manager for laundry, Miele

► in partnership with Whirlpool, found that 47% of consumers named the washing machine as the noisiest – and most annoying – kitchen appliance. Thanks to the rise in open-plan living, consumers want appliances that run as quietly as they are efficient. "Asking questions to find out what sort of home environment they live in and where the machine will be situated are a good start. If the appliance is going in an open-plan kitchen, noise levels will be a priority," says Hoover Candy UK's freestanding division business director Steve Macdonald.

Finally, machines that feature smart technology are a welcome addition to many user's routines. Research from Euromonitor International – *Home Laundry Appliances in the United Kingdom, February 2019* – has found that the largest number of connected appliances sold last year within any major domestic appliance category was of washing machines, with Hotpoint's Jennifer Brand adding how it "represents a strong consumer desire for technologically advanced laundry appliances".

"With 4G living on the rise, and family life busier than ever before, the demand for convenience has spread to home appliances, with customers looking for products that make their lives easier," explains Miele's category manager for laundry, Richard Treffler. "At Miele, the latest technological developments have centred around providing flexibility and convenience, while delivering excellent cleaning results." ■

**Going green**

Hotpoint's Jennifer Taylor on educating consumers to remove stains with a lower temperature while still helping the environment

► "Consumers are keen to reduce washing temperatures, to decrease energy consumption and running costs. However, they may be hesitant to wash at 20°C due to hygiene concerns, despite the benefit of improving energy efficiency within their home"

► "Washing at a low temperature does not always guarantee effective stain removal – but Hotpoint identified this issue, and has developed ActiveCare technology to solve the problem. The Hotpoint ActiveCare range removes more than 100 stains – including coffee and ketchup – at just 20°C, providing outstanding results"

► "Hotpoint ActiveCare washing machines ensure every wash is hygienic at any temperature, with the benefit of Steam Hygiene that injects steam directly into the drum at the end of the wash cycle, removing up to 99.9% of the most common bacteria"



**W544BX0GB**  
**Neff**  
Tel: 0344 892 8989. [www.neff-home.com](http://www.neff-home.com)  
Neff's quiet and durable W544BX0GB washing machine has an 8kg load capacity, special short cycles and stain removal programmes that target grease, tomato and red wine stains. With a spin speed of 1400rpm, and noise-level ratings of 47dB (washing) and 67dB (spinning), this fully integrated washing machine also boasts TimeLight – where the remaining programme time is projected onto the floor  
**Capacity** 8kg | **Energy class** A+++



**FWD91496 W UK**

**Whirlpool**  
Tel: 0344 815 8989. [www.whirlpool.co.uk](http://www.whirlpool.co.uk)  
Whirlpool's 6th Sense technology monitors the load size, adapting the resources to save water, energy and time while using the FWD91496 W UK washing machine – and its Colour15°C programme maintains the original quality and colour of garments, and guarantees the same performance as a 40°C wash programme. With 16 programmes to choose from, the start delay function allows users to make use of less expensive electricity tariffs where available  
**Capacity** 9kg | **Energy class** A+++ -30%

## WTB74IR2

Beko

Tel: 01923 818 121. [www.beko.co.uk](http://www.beko.co.uk)

Beko's freestanding 7kg WTB74IR2 washing machine is able to wash a 7kg load in just 28 minutes, and a 2kg load in 14 minutes. With a 76dB noise-level rating during spin and 62dB during wash, it also features AirTherapy Technology – which combines a small heater with the washing machine to help refresh clothes and prevent bad odours, ideal if clothes are left in the drum

**Capacity** 7kg | **Energy class** A+++



## FH4G1BCS2

LG

Tel: 0344 847 5454. [www.lg.com](http://www.lg.com)

The FH4G1BCS2 washing machine includes an array of features designed to make the user's experience more efficient. With a Pause & Add Item function, simply press pause, wait for the cycle to stop and within three seconds, the door will open and allow you to add in any additional items. Select a wash programme and the machine's 6 Motion Direct Drive technology moves the drum in multiple directions, giving fabrics proper care while getting the clothes ultra clean. It has features noise-level ratings of 52dB during washing and 71dB during spinning

**Capacity** 12kg | **Energy class** A+++

## SPECIAL REPORT

## Serie 6 WDU28560GB

Bosch

Tel: 0344 892 8979. [www.bosch-home.co.uk](http://www.bosch-home.co.uk)

The Bosch Serie 6 WDU28560GB freestanding washer dryer allows the user to wash and dry up to 6kg of items in one wash, or wash up to 10kg. It has noise-level ratings of 47dB for washing, 71db for spinning and 61dB for drying. A standout feature includes AutoDry – sensors in the dryer that measure the level of moisture in the clothes and automatically stop the dryer when the desired drying level is reached, preventing over-drying and shrinking

**Capacity** 10kg washing, 6kg drying | **Energy class** A



“WASHER DRYERS PROVIDE A SPACE-CONSCIOUS LAUNDRY SOLUTION BY SIMPLY COMBINING THE TWO APPLIANCES INTO ONE FOOTPRINT”

Sara Bazeley, brand manager, Indesit



## WVV980 WPS

Miele

Tel: 0330 160 6600. [www.miele.co.uk](http://www.miele.co.uk)

The WVV980 WPS features a sleek M Touch interface, allowing users to select programmes quickly, simply by tapping or swiping the touchscreen display. Additionally, users can make use of the Miele@Mobile app, allowing them to programme their machine from the convenience of a tablet. This model also benefits from SingleWash – allowing small loads, even down to a single garment to be washed efficiently and economically. Its 46dB noise-level rating makes this machine ideal for open-plan living, and the Stains option allows for 23 types of stains to be specially treated, with up to three stains being cared for at the same time

**Capacity** 9kg | **Energy class** A+++

## CI381

CDA

Tel: 01949 862000. [www.cda.eu](http://www.cda.eu)

The CI381 is an 8kg 1400rpm spin speed machine, with 16 programmes available. Perfect for medium to larger sized households, the 15 minute quick wash programme is great when clothes are needed in a hurry, and there also is an anti allergen feature. The CI381 also has a delay timer, child lock, LED display and extra rinse function

**Capacity** 8kg | **Energy class** A+++



## WMS914

Amica

Tel: 01949 862012. [www.amica-international.co.uk](http://www.amica-international.co.uk)

Amica's WMS914 freestanding washing machine has a 1400rpm spin speed and has been awarded an A+++ energy-efficiency rating. With 16 programmes including quick wash, anti allergy and a cotton eco function, the WMS914 also features an LED display, along with a delay timer and an acoustic end of programme signal  
**Capacity** 9kg | **Energy class** A+++



## SPECIAL REPORT



## L9FEC966R

AEG

Tel: 03445 611 611. [www.aeg.co.uk](http://www.aeg.co.uk)

AEG's L9FEC966R washing machine features an array of innovative functions, including SoftWater which removes impurities from water, softening it so detergents can work more effectively. Woolmark accredited, this machine also has AEG's ÖKOMix Technology, where every trace of detergent and softener is mixed with water, dissolving and activating before it enters the drum – guaranteeing that every fibre is cleaned and cared for

**Capacity** 9kg | **Energy class** A+++ -65%

**“REGARDLESS OF THEIR SOCIO-ECONOMIC POSITION, MOST CONSUMERS ARE LOOKING TO CLOSELY MANAGE THEIR COST OF LIVING AND MAKE THEIR CASH GO FURTHER”**

**Tailang Bu**, laundry category marketing manager, Whirlpool



## WA946

Gorenje

Tel: 020 8247 3980. [www.gorenje.co.uk](http://www.gorenje.co.uk)

The WA946 washing machine features Gorenje's unique wave-shaped drum, which combined with the 3D wave-shaped ribs soften the fibres and provide the gentlest garment treatment for minimal wrinkles. It also includes an EcoEye feature that means it's easy to keep an eye on energy consumption with real-time display feedback. It has a noise-level rating of 54dB during washing and 75dB during spinning

**Capacity** 9kg | **Energy class** A+++

## WDI3300

Caple

Tel: 0117 938 1900. [www.caple.co.uk](http://www.caple.co.uk)

Caple's WDI3300 washer dryer is ideal for family living with a 310mm extra large door that's handy for washing bulky items such as bedding. It has 16 programmes – including fast wash. A 24-hour timer allows the user to operate the machine at the time most convenient for them. It reaches maximum noise-level ratings of 54dB (wash), 78dB (spin) and 62dB (dry)

**Capacity** 8kg washing, 6kg drying | **Energy class** A



## IQ500 WDI4H422GB ISENSORIC

Siemens

Tel: 0344 892 8999.

[www.siemens-home.bsh-group.com](http://www.siemens-home.bsh-group.com)

Siemens' WDI4H422GB washer dryer can wash capacities of up to 7kg and dry up to 4kg, and has an A energy-efficiency rating. While most washer dryers use cold water to cool the warm air in the heat exchanger to remove water from the humid laundry, the airCondensation technology in this appliance cools the warm air with cold air, saving up to 40 litres of water per drying cycle

**Capacity** 7kg washing, 4kg drying | **Energy class** A