



### DIFP 8T96 Z UK

Indesit

Tel: 08000 921 922.

[www.indesit.co.uk](http://www.indesit.co.uk)

Indesit's fully integrated DIFP 8T96 Z UK eXtra dishwasher is family-friendly thanks to its low noise-level rating – 44dB – and features eight programmes including BabyCare, Intensive wash, Glassware and eXtra. It also includes a delay timer and holds 14 place settings, all while using nine litres of water per cycle

Energy class A++ | Dry A

# CLEANING UP

We examine how dishwashers are changing to accommodate consumers' ever-changing needs – and how manufacturers can take advantage of this

Words **Danielle Lett**

**“MANUFACTURERS ARE MOTIVATED TO PROVIDE THE VERY BEST RESULTS THAT OFFER THE CONSUMER MORE TIME”**

**Lee Collett**, channel controller, KitchenAid

**A**ccording to a 2018 survey by Houzz, 8% of homeowners who update their kitchen appliances during a renovation look to either replace or add in a dishwasher. “This is good news for the retailer and the environment,” says Indesit’s brand manager Sara Bazeley. With market penetration at 43%, it’s up to manufacturers to find out what features buyers want from a dishwasher.

“There remains a significant disconnect between consumers and their understanding of

water consumption of a dishwasher compared to washing up by hand,” explains Bazeley.

“It is therefore vital that retailers are equipped with the knowledge and ability to dispel these myths, and to highlight to consumers the numerous financial and environmental advantages of owning a dishwasher.”

Consumers are becoming more environmentally conscious, and CDA’s marketing manager Steve Corbett explains how there’s a common myth surrounding the dishwasher ▶



**G6890 SCVi K2O**

**Miele**  
 Tel: 0330 160 6600. [www.miele.co.uk](http://www.miele.co.uk)  
 Miele's G6890 SCVi K2O integrated dishwasher uses 6.5 litres of water in the automatic programme, has 11 programme cycles, 14 place settings and features Miele's patented AutoOpen drying function. When running on the Extra Quiet programme, the G6890 has a 38dB noise-level rating, and 41 dB as standard  
**Energy class A+++ | Dry A**

**"IT IS IMPORTANT CONSUMERS ARE AWARE OF THE GENUINE ASSISTANCE IN THE RUNNING OF THEIR HOMES THAT DISHWASHERS PROVIDE"**

Jennifer Taylor, head of brand, Hotpoint

► versus washing up by hand debate. "Washing up by machine costs less in energy, time and water than using the sink. If you wash up by hand for more than nine minutes, or use more than six washing up bowls for your dishes, then you are more than likely to save more by fully loading the dishwasher up." Corbett adds that dishwashers wash in temperatures hotter than the human hand can handle safely, giving way for a more cleaner end result.

In terms of drying dishes – and the fact that tea towels harbour bacteria – dishwashers now feature a function that can ensure a more hygienic drying process for your dishes. Miele GB's product manager for dishwashers, Richard Treffler says that Miele appliances now come equipped with an automatic door-opening function when the cycle is finished. "Dishwasher models with our AutoOpen drying capabilities means that the door narrowly opens automatically at the end of the cycle, allowing fresh air to reach the crockery, and even plastic dishes will dry completely."

Smart technology is another attractive feature that can help a prospective customer decide what they want from an eco-friendly potential dishwasher. Hoover's AXI dishwasher allows the user to work with it in order to get the most out of the machine. Hoover Candy UK's freestanding division business director Steve Macdonald says: "The Hoover AXI dishwasher is complete with wi-fi functionality, monitors the user's energy consumption and can even suggest the most effective programmes based on the load, in order to help consumers reduce their consumption." Still not convinced? Dishwashers now even

feature functions that can offer consumers peace of mind – and sound – as more and more models are aiming for lower noise-level ratings. This is particularly crucial in open-plan spaces. Iztok Krulc, Gorenje UK managing director explains: "In line with this, we have introduced certain features to make sure that aspects such as smell and noise never interfere with the space. Innovative Ion Technology naturally eliminates odours through ionisation, to keep dishwashers fresh even when full of dirty dishes. This is useful for those who don't put a load on every day, instead waiting to fill it up entirely before running a programme, ensuring that bad smells don't travel."

The ability to save space is also high on the list of consumer concerns – with research from Hotpoint finding that 55% of the 1,066 people it surveyed believed they did not have space for a dishwasher. "Kitchen space is at an all-time premium," explains Hotpoint's head of brand Jennifer Taylor, "so it is important that consumers are aware of the genuine assistance in the everyday-running of their homes that dishwashers provide. Slimline dishwashers from Hotpoint are just 45cm wide – the same width as an average tea towel – and offer impressive capacities, efficient loading and functionality."

With an array of functions now available, dishwashers are proving more of a necessity than a luxury in the kitchen, and the demand for them will only increase. "Manufacturers are motivated to research and develop innovations in the kitchen," explains Lee Collett, channel controller for KitchenAid, "to provide the very best results that offer the consumer more time." ■

**KDSM 82413**

**KitchenAid**  
 Tel: 0800 151 0908. [www.kitchenaid.co.uk](http://www.kitchenaid.co.uk)  
 KitchenAid's KDSM 82413 includes 11 washing cycles, and the DynamicClean Pro feature ensures a professional clean throughout through the use of high-pressure water jets, which removes the most stubborn burnt-on food from dishes. Another of its standout features is the refined glassware accessory within, which secures fine-stemmed wine glasses – a great asset for those who love entertaining and fine dining  
**Energy class A+++ | Dry A**



**DF613PX**

**Smeg**  
 Tel: 0844 557 0070. [www.smeguk.com](http://www.smeguk.com)  
 Smeg's stainless steel 60cm freestanding DF613PX dishwasher has an A+++ energy-efficiency rating, 13 place settings and five washing temperatures – 38°C, 45°C, 50°C, 65°C, and 70°C. The appliance's innovative FlexiZone allows users to wash just half a load, using less water, power and energy without compromising on the end result  
**Energy class A+++ | Dry A**



**PROFESSION+ G6850.0**

**Küppersbusch**  
 Tel: 01922 698 000. [www.kuppersbusch.com](http://www.kuppersbusch.com)  
 Küppersbusch's Profession+ G6850.0 60cm fully integrated dishwasher includes an electronic control with sensor touch controls – perfect for handleless kitchen designs. With 13 place settings and six programmes available, including Intensive, Automatic, Economy, Silence and Glass care and pre-rinse, its water usage per rinse cycle is 9.5 litres. It boasts a noise-level rating of 42dB, and 39dB when using the 'silence' programme  
**Energy class A++ | Dry A**

**MW200**

**Matrix**  
 Tel: 01949 862 012.  
[www.matrixappliances.co.uk](http://www.matrixappliances.co.uk)  
 Matrix's MW200 is an A+ energy-efficiency rated, fully integrated dishwasher with 10 place settings and three programmes, including eco mode. It comes with height-adjustable upper baskets, LED rinse aid indicator, LED salt indicator and levelling feet with front control  
**Energy class A+ | Dry A**



**HSIO 3T223 WCE UK**

**Hotpoint**  
 Tel: 03448 224 224. [www.hotpoint.co.uk](http://www.hotpoint.co.uk)  
 Hotpoint's fully integrated slimline dishwasher enables the user to increase the appliance's energy efficiency, thanks to 3D Zone Wash technology, by directing the water to a single basket, saving up to 40% in energy usage – perfect for smaller loads. ActiveEco technology on the appliance automatically opens the dishwasher's door by 10cm when the cycle has finished, allowing fresh air to circulate, and effectively drying the dishes  
**Energy class A++ | Dry A**



**N 50**

**Neff**  
 Tel: 0344 892 8989.  
[www.neff-home.com](http://www.neff-home.com)  
 Neff's N 50 fully integrated dishwasher has a capacity of nine place settings, five programmes and includes the innovative InfoLight – a light projected onto the floor to show that the appliance is in operation. Its Chef 70° pro programme is ideal for cleaning stubborn stains off pots and dishes  
**Energy class A+ | Dry A**

## DFN28320

**Beko**

Tel: 0333 207 9710. [www.beko.co.uk](http://www.beko.co.uk)

The Beko EcoSmart Six Litre Dishwasher with AqualIntense (DFN28320) uses just six litres of water to wash an entire 13 place setting load. The model has an AqualIntense Function – an additional spray arm and high water pressure at the bottom of the dishwasher which produces an intensive wash zone, ideal for those difficult to clean dishes. Steam Gloss Technology applies extra heat at the end of the programme, reducing the size of the water droplets to provide more effective drying which results in up to 30% shinier glasses and dishes

Energy class A++ | Dry A



## GSV41820

**Grundig**

Tel: 0333 207 9920. [www.grundig.co.uk](http://www.grundig.co.uk)

Grundig's integrated Slimline Dishwasher GSV41820 has the highest capacity of its slimline models, and features 11 place settings. TurboWash Technology provides an extra intensive cleaning zone in the bottom basket, with the help of an extra spray arm; high pressure water is used to ensure that the dirtiest dishes are left clean. Users can also wash a full load in just 58 minutes at 60°C, meanwhile the Inverter Eco Motor provides a quieter washing cycle, ideal for people with open plan living spaces

Energy class A++ | Dry A



## HDPN 4S603PX AXI

**Hoover**

Tel: 0151 334 27812. [www.hoover.co.uk](http://www.hoover.co.uk)

Featuring 16 place settings, Hoover's HDPN 4S603PX AXI dishwasher houses an impressive range of artificial intelligence, including control via voice assist, predictive washing and customised washing programmes. With 11 programmes and six temperatures, the machine also benefits from an LCD smooth touch display, and wi-fi and Bluetooth connectivity. The machine's automatic door opening at the end of the cycle circulates air around the machine, allowing natural drying of the dishes

Energy class A+++ -10% | Dry A

## SMS88TW06G PERFECTDRY

**Bosch**

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

The Bosch SMS88TW06G freestanding dishwasher's PerfectDry function utilises natural Zeolith minerals to help dry the load economically and efficiently. These work by absorbing moisture from air inside the dishwasher and producing dry heat that is evenly distributed across the load during the drying cycle for perfect results, even on plastics. The appliance's Silence programme allows the user to reduce noise level to as low as possible (at 40dB), achieved by the specially adapted Eco 50°C program, a reduced spray pressure and extended cleaning phase. With eight settings and five special options, rinse time can be reduced by up to 66% with the usual high-cleaning efficiency

Energy class A+++ | Dry A

## The top functions for today's consumers

» "Dishwashers with rapid programmes are very appealing to consumers. Those with a 27-minute setting are ideal for large families who go through pots, pans and plates like nobody's business or even for when visitors are sprung upon you at the last minute"  
**Lucy King, product manager, Smeg UK**

» "Key highlights we recommend covering are the decibel level, energy and eco credentials and the 'touch-to-open' function for modern handleless kitchens. The trend for open plan living has seen an increase in combined kitchen and living spaces, so it's great to emphasise the importance of a low decibel model, ideally with a 'silence' programme for an even quieter dining experience, choosing one or two decibels less can make all the difference"  
**James Smith, business development manager, Küppersbusch**

» "Our 'Door OpenAssist' dishwashers are designed for handleless kitchens. Rather than having to rely on a handle to open the door as with a regular dishwasher, the user simply applies some pressure to the door and it opens. It's a useful feature that allows you to open the door, even if your hands are full of dirty crockery ready to be loaded"  
**Alex Lucas, freestanding dishwashing category manager, BSH**

### ZMW628W

**Amica**  
 Tel: 01949 862 012.  
[www.amica-international.co.uk](http://www.amica-international.co.uk)  
 The ZMW628W freestanding dishwasher is capable of holding 14 place settings and offers a choice of eight programmes. With three spray levels and a water consumption level of 10 litres per cycle, the delay timer allows you to choose what time you want the machine to start  
**Energy class A++ | Dry A**



### WCI42

**CDA**  
 Tel: 01949 862 000. [www.cda.eu](http://www.cda.eu)  
 The WCI42 integrated dishwasher has a lower noise-level rating of 49dB (from 52dB), and an increased place-setting capacity from 12 to 13, compared to the previous version (WCI41). With the option of three-, six- and nine-hour delay timer and a height-adjustable upper basket, this 60cm-wide model also features an LED rinse aid indicator and electronic softener adjustment  
**Energy class A++ | Dry A**

### DD60DDFHB9

**Fisher & Paykel**  
 Tel: 08000 886 601. [www.fisherpaykel.com/uk](http://www.fisherpaykel.com/uk)  
 Launched to coincide with Fisher & Paykel's on-trend RF540ADUB5 black fridge-freezer, the DD60DDFHB9 freestanding dishwasher has a 45dB noise-level rating, and six place settings per drawer. With 15 wash programmes available, this matt black appliance provides both form and function  
**Energy class A++ | Dry A**



### WSFE 2B19 UK

**Whirlpool**  
 Tel: 0344 811 1009. [www.whirlpool.co.uk](http://www.whirlpool.co.uk)  
 Whirlpool's freestanding compact dishwasher benefits from 10 place settings, five programmes and a fully flexible interior. At 45cm wide, it also features a removable upper rack, allowing the user to create extra space when needed, effortlessly accommodating large pots and pans  
**Energy class A+ | Dry A**