



waterwise

UK Water Efficiency Product Awards

Runner up

Category: Kitchen and White Goods

Whirlpool Supreme Care Washing Machine



Key features: This A+++ energy rated washing machine also saves around 20 litres of water per wash using the innovative PrecisionClean system

PrecisionClean is new and innovative technology, incorporating an efficient pre-mixing method, with a powerful jet spray system to save water. The water and detergent, or fabric softener, is sprayed directly onto clothes for lowest water consumption on the market. In addition, the new jet spray system ensures the most thorough

cleaning performance on the market and the best rinsing performance on the market, which is particularly important for those with skin allergies. This innovation means that you can save up to 20 litres of water in each programme with corresponding energy savings too.

PrecisionClean is the combination of two systems – a spray wash and a spray rinse. This means that laundry is no longer bathed in litres of water. Instead the water is sprayed onto the laundry. This automatically saves water, as we do when we switch our own bathing process from a bath to a shower. The water savings are enormous compared to a Whirlpool washing machine without PrecisionClean.

Whirlpool's Global Consumer Design studio, which analyses and explores future design trends, incorporates experts in a variety of fields from designers and ergonomists to anthropologists, sociologists and psychologists. Together they monitor the social trends of today and create new concepts designed to improve the everyday life of the Whirlpool consumer of tomorrow. The impact of the design studio can be seen in their products, including the highly efficient Supreme Care Washing machine, which also has excellent performance.

The Whirlpool Supreme Care Washing Machine has the best cleaning performance and water efficiency on the market.

The Waterwise UK Water Efficiency Product Awards celebrate products and technology that contribute to water efficiency, which benefits the economy, society and environment.

