



FOR IMMEDIATE RELEASE

WHAT'S THE RIGHT WASH CYCLE FOR THAT PARTICULAR STAIN? FISHER & PAYKEL'S NEW INTUITIVE ECO™ ALREADY KNOWS!

HUNTINGTON BEACH, CA – "Wash this... it's really dirty." When was the last time you told this to your washing machine and had it come out right? Well that's just what the innovative minds at Fisher & Paykel have come up with. It's called IntuitiveEco™ – the world's first true fabric sensing washing machine.

With just one touch of the "How Dirty" button, the IntuitiveEco™ knows what to do. How? IntuitiveEco™ senses your clothes moving through the water and adjusts the agitator for either a gentle or lively action. It's much like hand washing, where your hands feel the fabric so you know how hard or soft to rub the clothes. IntuitiveEco™ continually adapts the wash action and water level to suit the load.

This sensing technology has another great advantage. By adjusting the speed of the agitator to meet the resistance of the fabric, your delicates are cared for better than by any other washer. The IntuitiveEco™ wash system has infinite agitation profiles, multiple shower rinses and electronically controlled temperatures helping your clothes last up to 35% longer!

You can refine the wash cycle by selecting from an intense "Allergy Cycle", which helps reduce microbes, to stain fighting cycles that remove common stains like wine or chocolate, to water saving cycles for conserving resources.

The IntuitiveEco™ saves you money, too. Not only did the IntuitiveEco™ earn the ENERGY STAR® seal for being energy efficient, but it also boasts the lowest energy consumption rate of all full-sized top-loading washers. And it saves you money on detergent as well because it uses regular detergent as opposed to the more expensive "high efficiency" detergent needed by many ENERGY STAR® washers.

Combine the IntuitiveEco™ washer with the IntuitiveDryer™ to save time, money... and your back!

The IntuitiveDryer™ is the ideal mate for the IntuitiveEco™ washer. It's the evolution of the world's first large capacity top loading dryer, which means you don't need to crouch to load and unload your clothes. Both units are top loading so you have less of a chance dropping your damp clothes onto the floor while moving them from the washer to the dryer. And because of its large capacity, total laundry time is substantially decreased when paired with the IntuitiveEco™ washer.

Like the IntuitiveEco™ washer, the IntuitiveDryer™ also senses your fabrics, this time detecting the moisture level to ensure every item is evenly dried. Bulky items like blankets, jeans, and comforters require a different combination of heat and dry time than delicate items. Select the fabric type – "Heavy" for items like jeans or "Light" for items like tee shirts, and with just one touch of the "How Dry?" button, IntuitiveDryer™ takes care of the rest.

If you're not sure what fabric-type setting to use, use the "Lifecycles" selector. Simply select any one of 10 preprogrammed "lifecycles" such as "Shirts", "Pillows" or "Jeans". Fisher & Paykel's IntuitiveDryer™ automatically sets the fabric type for you!

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Whether you manually select the fabric type or select from the “Lifecycles” settings, Fisher & Paykel’s innovative fabric sensing technology helps prevent damage to fabrics and saves you time, money and energy by not over-drying.

All Fisher & Paykel top loading dryers feature reverse tumbling every four minutes for 40 seconds, which reduces tangled clothing, dries laundry more evenly and speeds up the drying time. There's even an automatic lint collection system, which means you don't need to clean messy lint filters after every cycle. The innovators at Fisher & Paykel have created a system that cleans the lint automatically from the filter maximizing airflow and increasing efficiency.

The IntuitiveEco™ and IntuitiveDryer™ save energy and your clothing with unwavering reliability

The IntuitiveEco™ and IntuitiveDryer™ are more reliable than standard laundry systems because they use fewer parts. There are no belts, no brakes, no pulleys nor clutches that can fail. Fisher & Paykel stand behind their washers and dryers with a two-year warranty on all parts and labor.

About Fisher & Paykel Appliances

Fisher & Paykel is a global company best known for its innovative DishDrawer® dishwasher. Fisher & Paykel Appliances designs, manufactures and markets a range of innovative household appliances developed with a commitment to technology, design, user friendliness and environmental awareness.

DCS by Fisher & Paykel products are widely regarded to be among the best performing professional cooking equipment in the U.S. market place. The brand has a strong reputation for product innovation and evolution of the high-end cooking market.

Fisher & Paykel Appliances has manufacturing sites located in Auckland and Dunedin, New Zealand; Cleveland, Australia; Huntington Beach, California and Clyde, Ohio, USA; and Treviso, Italy.

Fisher & Paykel and DCS products are sold, directly or via distributors, to approximately 4,500 dealers in the United States. Further details on Fisher & Paykel Appliances and DCS Appliances are available on their Web sites:

www.fisherpaykel.com
www.dcsappliances.com

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