



## PRESS RELEASE

### New GE frontload washer cleans and sanitizes for hygienic clean washing

**Brussels, Belgium** – The new GE frontload washer, with a big 10 Kg capacity, can hold up to 24 full-size bath towels or 50 medium-size adult t-shirts. But capacity is not the only story it has to tell. Select the washer temperature “Sanitize” and the soil level setting on “Heavy” and the Sanitize wash cycle kills more than 99% of many common bacteria found in the home laundry. It is a wonderful option for the consumer who is looking for hygienic clean washing.

The HydroHeater™ internal water heater boosts incoming water temperature to brighten whites while helping eliminate common bacteria. When needed, consumers may select Basket Clean, a cycle to clean the washer’s inner and outer drum where some water may remain causing bacteria growth and detergent residue.

Most important, GE offers a great degree of control over fabric cleaning and care. The washer features an option of 26 cycles and 5 wash programs. Select Active Wear to care for today’s cotton/spandex active wear blends. Are you in a hurry? The Speed Wash program will deliver ready-to-go results in close to 38 minutes.

And this washer is smart! Adaptive Logic™ automatically tracks data on household variables (like water pressure and distance from the water heater) and consumer laundry habits over the preceding 10 cycles, then uses that data to calculate accurate estimated cycle times. If data begins to change, due to fluctuations in water pressure or electrical supply, or if the appliance is moved to a new home, the system will adapt to its new environment within the subsequent 10 cycles.

In addition, the new GE frontload washer delivers:

- Rotary electronic controls with LED and Adaptive Logic™ make it simple to select and monitor wash cycles.
- Delay Start can delay the start of the washer for up to 18 hours.
- HydroMotion™ reversing-tumble wash action cleans the wash load by gently lifting the wash load and dropping it back into the wash basket. This agitator-less wash system provides gentle, yet thorough cleaning.
- A Timed Flow-Thru™ dispensing system releases cleaning solution at just the right time for optimal wash performance.
- An 1100 RPM Spin Speed removes more water during the spin cycle to minimize drying time.
- This washer uses as little as 38 liters of water for a small load and 57 liters for an average-size load.
- The GE front load washers are “A” class in energy efficiency and wash performance.
- Stainless steel basket with extra tough construction- this professional grade wash basket is built for years of reliable use.

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