

## **Beko Ushers in a New Era of Laundry for Modern Households**

***With new innovative technology and appliances featuring laundry world-firsts, Beko leads the way in style***

**31<sup>st</sup> August 2017** - Today Beko announces the launch of new hero laundry appliances and technologies, with a full array of options, households are set to benefit regardless of whether their preference is for a separate washing machine / tumble dryer combination or an integrated washer dryer.

Making customers lives that little bit easier every day, Beko offers its customers a number of world-class firsts in its laundry offering including the world's first washing machine with warm air circulation **AirTherapy®** technology, enabling one kilogram of daily used clothes to be refreshed and ready to wear in 30 minutes. Additionally, it offers the world's fastest washer dryer with **UltraFast**, featuring 5 kg washing & drying in less than 3 hours with **IonGuard® w/Steam Therapy** which helps to eliminate bad odours.

### **Outstanding refreshment performance**

A perfect choice for any household which prefers a washing machine, the new Beko Air Therapy technology is highly adaptable to everyday customers' needs.

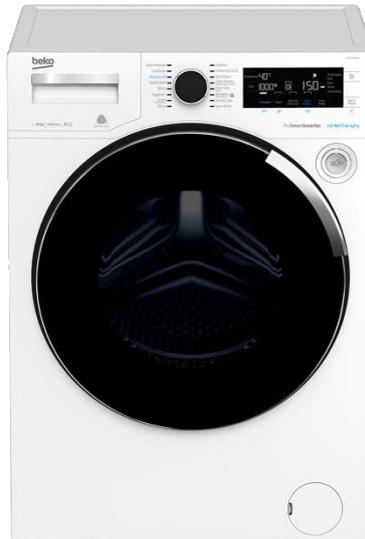
The **AirTherapy® technology** now allows for a **Refreshment Program** where one kilogram of daily used clothes can be refreshed and ready to wear in 30 minutes. This is thanks to an innovative system within the machine which includes an air heater and an additional fan which circulates warm air into clothes.

Customers frequently require smaller loads within a limited amount of time, which can be difficult to achieve with most washing machines – but not anymore.

The **Clean & Wear® Program** supported by **AirTherapy® Technology** allows consumers to quickly and effectively clean to wear one kilogram load within 120 minutes.

At the final stage of the cycle, the patented **AntiCrease+® Function** supported by **AirTherapy® Technology** will help to keep laundry at its freshest, avoiding humidity build-up and preventing creasing – even if the laundry is not immediately unloaded and folded.

If you prefer to clean inside of your washing machine, **Drum Clean+ by AirTherapy®** can be used to ensure that the machine stays as fresh and clean-smelling as the first day you brought it home. By running **Drum Clean+**, the programme will circulate warm air throughout the machine, effectively preventing bad odours caused by any remaining humidity, which can be a common occurrence.



With the launch of Beko's **IonGuard® w/Steam Therapy** system, bad odours that cling to fabric are now a thing of the past in dryers. The new technology at the heart of **IonGuard® w/Steam Therapy®** incorporates an innovative-ionizer – a small device that uses high voltage to ionize air molecules and generate negative ions.

Bad odours, often caused by smoke, old perfumes and body odours consist of positive ions which can attach themselves to clothes and be difficult to neutralise.

As the ionizer, supported by steam, releases negative ions into the drum of the dryer, they attach to the bad odour molecules, neutralising them.

### **The UltraFast Washer Dryer stops the clock**

Beko can officially announce the arrival of the world's fastest washer dryer!

Harnessing **UltraFast** technology, this innovative washer dryer will wash and dry a whopping five kilograms of clothes in less than 3 hours..

Technology allows for ultra-fast results thanks to a high power heater, fan, special designed heat exchanger and a special algorithm. Together, this will allow our customers to benefit from the quickest wash&dry cycle, saving them valuable time in their day.



- Ends -

## **Notes to Editors**

### **Product Features**

#### **AirTherapy Washing Machine**

- AirTherapy® refreshment program
- Clean&Wear®
- DrumClean+
- AntiCrease+® Function

#### **UltraFast Washer Dryer**

- World's faster wash dryer
- Washes and dries 5 kg of clothes in less than 3 hours minutes
- High powered heater
- High powered fan
- Special designed heat exchanger
- Special algorithm

#### **IonGuard w/Steam Therapy**

- Refreshment programmes – Daily and Business Refresh
- Eliminates an average of 87% of bad odours
- Provides natural refreshment

#### **About Beko:**

Beko is number 1 brand in the European free-standing white goods market and the second largest home appliances brand in Europe (Dec, 2016). It has been the fastest growing brand in the overall European market in since 2000. Beko branded products have now become an

integral part of more than 400 million of consumers' lives in more than 140 countries. Beko is the international home appliance brand of Arçelik A.Ş. and a Global Premium Partner of FC Barcelona.

**Official partner of the everyday**

Beko, available in more than 140 countries worldwide, launched a new long-term communications platform in March 2016 that positions the brand as the 'Official partner of the everyday'.

The Official partner of the everyday establishes Beko as a truly consumer centric brand that supports real peoples' needs every single day, whilst celebrating the kitchen as the heart of the home for modern families.

Beko understands real peoples' lives and needs, and the everyday frustrations they are having. Beko provides meaningful solutions through a wide range of fast and clever products that are flexible to the real needs of people at every stage of life, demonstrating how people can rely on Beko as their everyday partner.

**Please find all press materials here:**

<http://www.beko.com/world-of-beko/press-releases/ifa-2017/>

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