



## New 7kg 'family' washing machines by Amica

Amica, one of Europe's leading manufacturers of domestic appliances, is pleased to launch a brand new range of 7kg washing machines in the UK.

Amica's latest innovations, the AWM712D and AWM714D, are A+ rated for maximum energy efficiency and cater for the whole family with a selection of programmes including three developed specifically for children's clothes, and the ability to modify each wash to a bespoke setting, if desired.

Exceptionally easy to use, the new 7kg machines feature a selector knob with descriptions and pictograms of each programme. Soft-touch buttons control additional functions and the LED display shows the stages of each cycle with the remaining washing time.



The choice of 15 programmes includes Cottons with Stains – also for denim and other heavy cottons, a programme each for Wool, Synthetics and Silk, the ability to Wash, Rinse, Drain or Spin only and an Intensive cycle for heavily soiled laundry. The machines are highly convenient with a 30 minute Quick Wash and a Self Clean programme using high temperature sterilisation to limit the build-up of bacteria, mould, dirt and odours in the drum and the tank – particularly if washing regularly at low temperatures.

Once a programme has been selected, it can be modified in terms of water quantity, temperature and spin speed to provide a bespoke setting for each individual load, if required.

The machines provide a number of additional functions. A Child Lock ensures safety and the pause button enables heavily soiled washing to soak as part of the cycle. The Eco function allows the amount of water used to be adapted, the Water Temperature button allows the washing temperature to be set - with an



option for cold water washing - and the Spin Speed can be adjusted - up to 1200rpm and 1400rpm on the AWM712D and AWM714D respectively.

Start Delay can be set up to 24 hours, and the Quick Access function allows the door to be opened during the wash cycle in order to add laundry, providing it is safe to do so. Extra Rinse is useful for underwear and for those with sensitive skin, and Pre-wash achieves excellent results from heavily soiled items without the need for soaking. On finishing, the machines sound a brief acoustic signal.

Simon Freear, country manager for Amica in the UK, comments: "We are delighted with the reception our brand new 7kg washing machines are receiving in the UK and Ireland. As well as the usual two year guarantee and decent profit margins, these machines provide plenty of features for retailers to sell. Gone are the days in which programmes are identified by a letter and you need some kind of chart to work out what it's for - appliances are becoming more personalised and with more specific programmes and labelling along with the ability to modify the optimum cycle to even further suit each individual load, these machines will be extremely appealing to everyone."

All Amica appliances come with a full two year guarantee for parts and labour as standard.

## **Features and benefits of Amica's AWM712D and AWM714D washing machines:**

- Load capacity: 7kg
- Energy efficiency: A+
- LED display
- Maximum spin speed: 1200rpm (AWM712D) 1400rpm (AWM714D)
- 15 programmes: Cottons; Quick Wash (28mins); Cottons with Stains - and denim and other heavy cottons; Wool; Synthetics; Silk; Children's clothes - Whites (antibacterial); Children's clothes - Mix; Children's clothes - Heavily soiled (sports); Intensive wash; Wash only; Rinse; Spin; Drain; Self Clean cycle
- Start Delay to 24 hours
- Child Lock
- Pause
- Eco function
- Adjustable water temperature
- Adjustable spin speed
- Quick access function



- Extra Rinse
- Pre-wash
- Acoustic signal on finishing
- Colour: White
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For further information, visit [www.amica-international.co.uk](http://www.amica-international.co.uk) or email [sales@amica-international.co.uk](mailto:sales@amica-international.co.uk).

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**Note to Editors:**

Amica, one of the most dynamic household appliances manufacturers in Europe, is expanding in the UK market with its range of freestanding and built-in appliances. With numerous awards and prizes for its products, including Product of the Year 2007 and 2008, along with The Most Trusted Brand Award for seven years consecutively, chosen by thousands of readers of the Polish edition of Readers Digest magazine, Amica produces high quality, affordable cooking, refrigeration, laundry and dishwashing products, all rated A or above for energy efficiency and all of which come with a full two year parts and labour guarantee.

**For further press information:**

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**Date issued: 10/06/10**