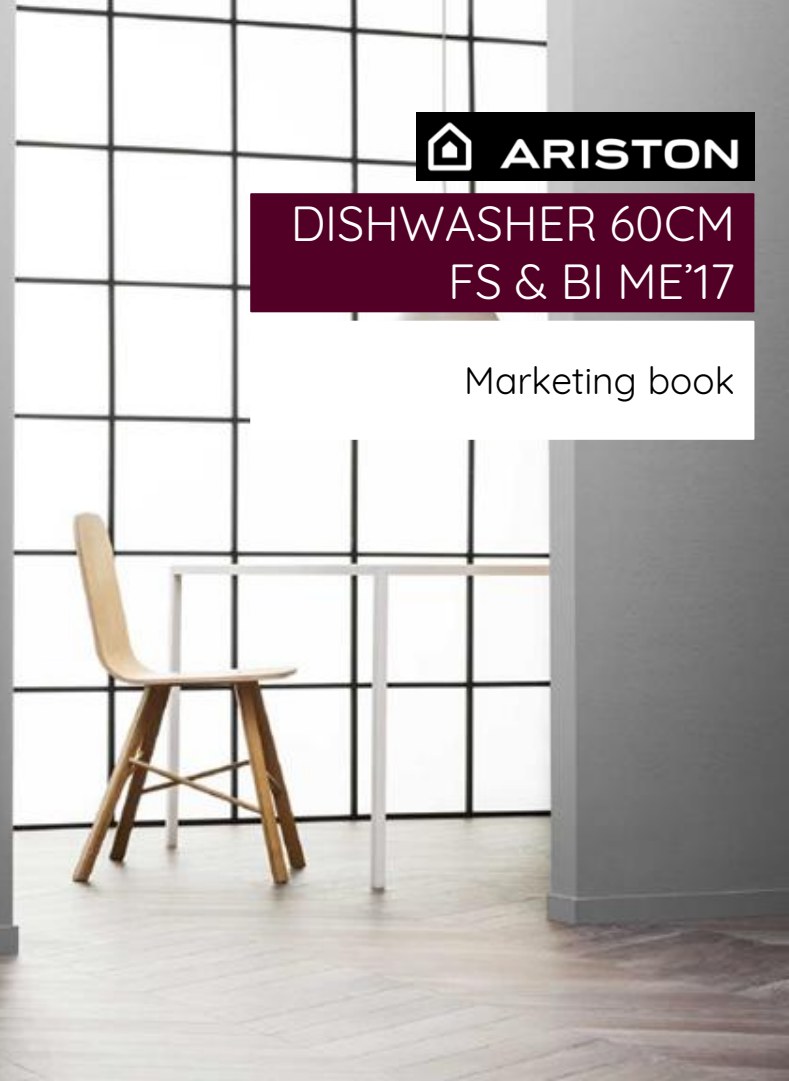




 **ARISTON**

**DISHWASHER 60CM  
FS & BI ME'17**

Marketing book



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- AESTHETIC & PLATFORM OVERVIEW
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# NEW AESTHETIC, FOR A PREMIUM LOOK IN ANY CONFIGURATION



## LOOK

- ✓ Clean and contemporary design
- ✓ Suiting all kitchen styles

## USER INTERFACE

- ✓ From Knob to Text display
- ✓ Easy and smart interaction

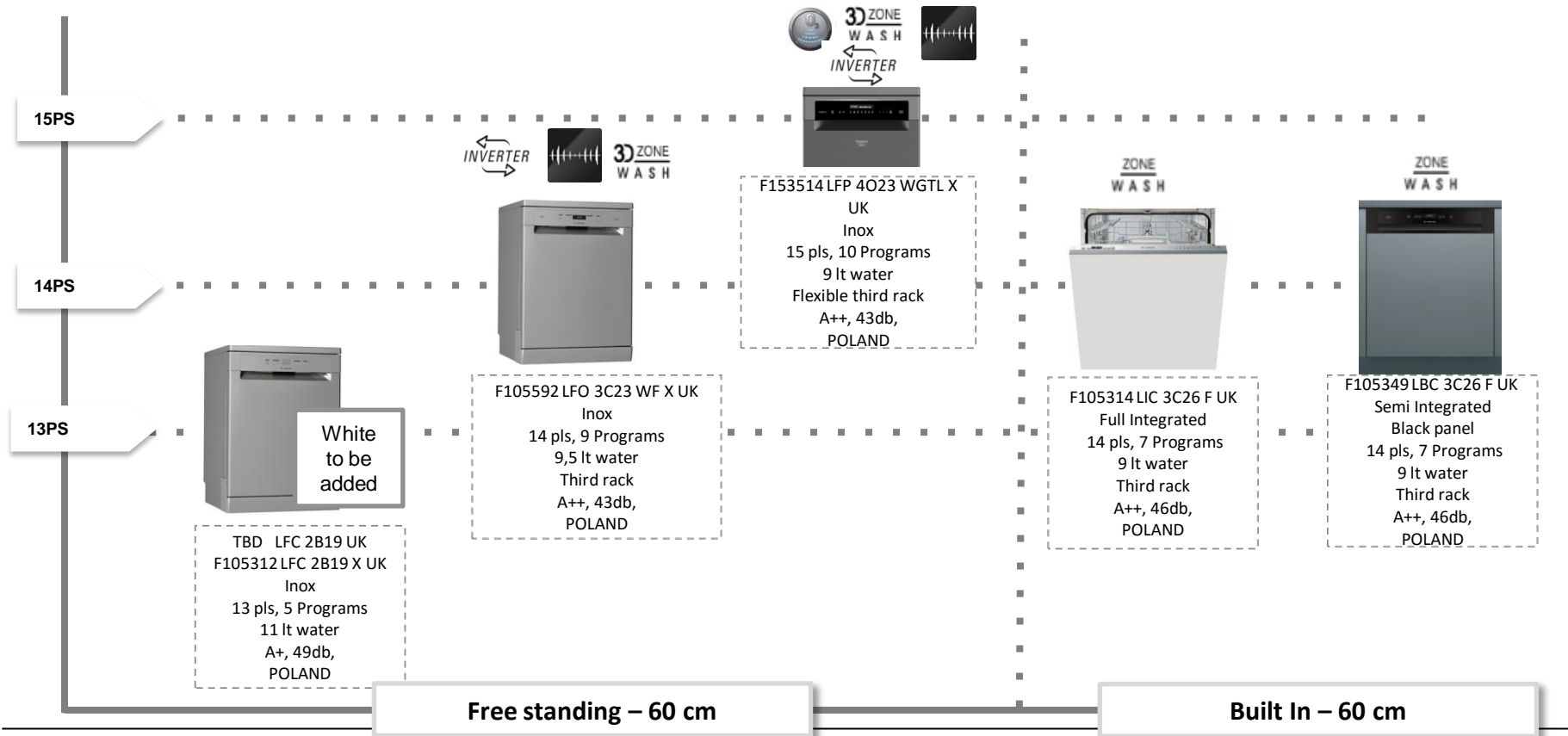
## BRANDING

- ✓ Drive brand and feature messages
- ✓ Suitable for all markets



LINE-UP

# Range Line up GCC -2017 H2





## VALUE PROPOSITION

CONSUMERS ARE LOOKING FOR THE BEST CLEANING PERFORMANCE AS WELL AS EASE OF MANAGING THE LOADING CAPACITY



## TOP PURCHASE DRIVERS

Top performances

Convenience / Flexibility / Space management & Capacity

Low Consumption / Money Saving

High quality construction

Right features & programs

Low noise level

## RATIONAL BENEFITS

Cleaning & Drying

easy to use & easy to load/unload/self cleaning filter

Low energy & water consumption/lower running costs

robustness /long lasting

incl. reduction cycle duration

Comfort in the kitchen

# BUT LESS THAN 50% OF CONSUMERS ARE SATISFIED WITH THEIR DISHWASHING CLEANING RESULTS



## Usage & Habits

>50%

Users wait for the DW to be **fully loaded** to run the cycle.

>80%

**Handwash** on a daily basis to not run the DW not **fully loaded**

## Cleaning Results

<50%

Users claim to be very **satisfied by cleaning results**.

>35%

Users state that the DW **does not remove** all food residuals

Top 1

Cleaning performance is a **given** in the category

## Energy Savings

1st

**Interest in new energy saving features**

Top 3

**Purchase driver** in all 4 countries

>50%

Users **decide when and how to run the DW** according to energy saving possibilities



CREATED THE DISHWASHERS TO REPLY  
ALL THESE NEEDS

*I do not often have a choice but to manually wash my soiled crockery, either because they are so encrusted that my dish-washer cannot properly clean or because they are a few dirty dishes that it is not worth a full cycle.*

Introducing the NEW

## Hotpoint Dish-washer 60cm

You can take care of your **dishes whenever and however you need**. Thanks to the **3D ZONE WASH**, an innovative system of multiple water sprayers, it 3-dimensionally directs the water to a selected basket, giving either:

**40%** more cleaning power  
to clean even the most encrusted crockery

or

**40%** energy saving  
to run the cleaning cycle even with a few dishes

**ALWAYS CLEAN DISHES  
UNDER YOUR CONTROL**

# 3D ZONE WASH AS THE KEY FEATURE



## WHAT IS IT?

It's a new system of 5 independent water jets to improve the cleaning performance and coverage all-round

## HOW IT WORKS

In combination with the action of the Inverter motor, the 5-sprayers system is able to homogeneously cover the entire washing zone (3-dimensionally) and allows either a more powerful or a more energy efficient washing performance in one of the selected baskets

## BENEFIT

- Up to 40% more cleaning power (in selected basket)
- Up to 40% more energy saving (in selected basket)
- No need to pre-wash / hand-wash
- Allows to efficiently wash even a small load only

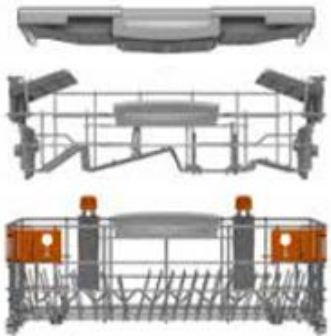


# 3D ZONE WASH ; HOW DOES IT WORK?



1

CHOOSE A  
BASKET



2

CHOOSE MORE CLEANING POWER  
OR MORE ENERGY EFFICIENCY



3

GET ALWAYS  
CLEAN DISHES



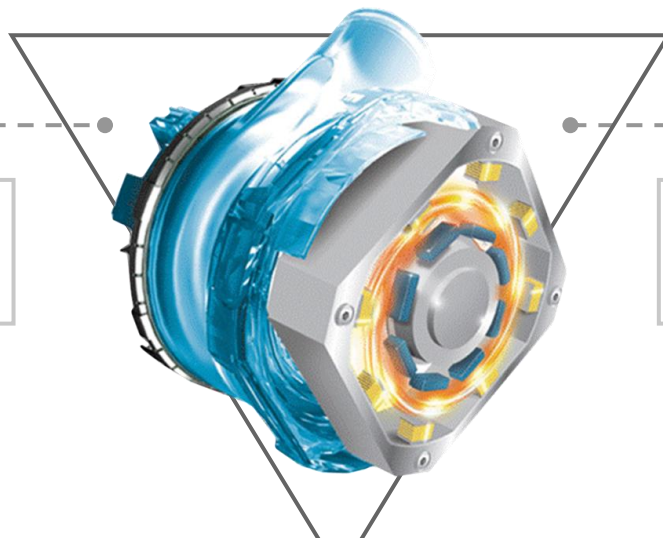
# INVERTER MOTOR IS THE HEART OF THE MACHINE



magnet-guided, variable speed motor



enabling **precise control** on cleaning performance

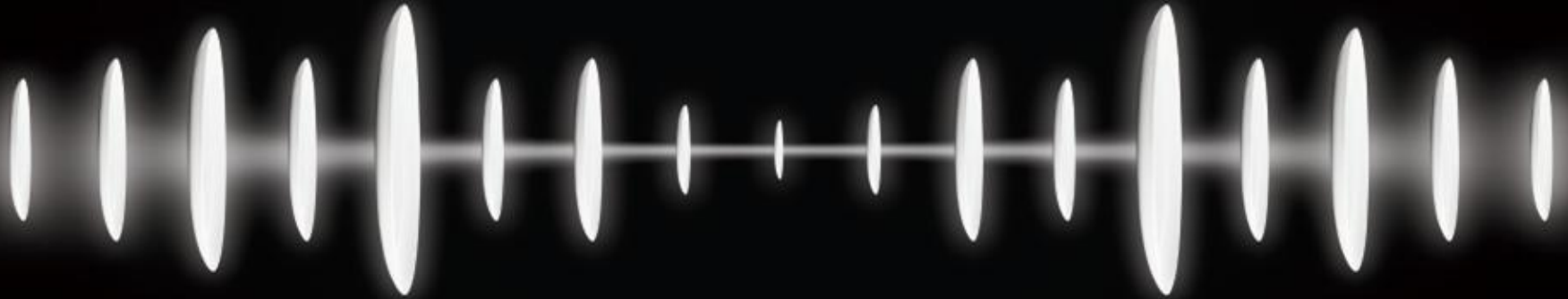


improving **energy efficiency** and reducing **noise level**

AT EVERY CYCLE



## SILENCE ON AIR



Thanks to the Inverter motor,  
you can wash **at every cycle** with minimal vibrations and **ideal silence**  
**up to 39db in BI and 41db in FS models**

# SILENCE AS A SECONDARY BENEFIT



## SILENCE

### WHAT IS IT?

Thanks to reduced noise level at every cycle, you can run the dish-washer however and whenever you want.

### HOW IT WORKS

The INVERTER Motor produces less vibrations and noise during every cycle; dedicated cycles algorithm are developed to reduce noise without lowering performances. Plus, improved materials provides a more effective insulation.

### BENEFIT

- Wash whenever and however you want, in silence.
- 39db\*: down to 39 db in BI and 41db in FS models
- for quiet performance every time
- Only up to 1 dba delta vs Eco label declaration on every cycle



## SECONDARY FEATURES



### LIGHTS IN TUB



- 2 LEDs illuminate interior to easy load & unload
- Visible premium look Innovation
- 2 LED enhances SS in tub

### FLEXIBILITY



Maximum load flexibility with 13, 14 and 15 place setting.

Mobile elements for an efficient arrangement of dishes. The adjustable parts are also colour coded, making the user experience even more accessible.

### ACTIVE OXYGEN



- Naturally dissolves Up to 70% of unpleasant odors after 24hours\*.
- No maintenance or recharge needed
- Exclusive HP patent



# COMMUNICATION PACKAGE



## DIGITAL

- Landing page for SA and EG website
- Banners

## PR TOOLKIT

- Press toolkit

- Image bank
- Trade leaflet
- Trade video

## BTL & TRADE

- POS lvl.1
- POS lvl.2

## IN-STORE





PRODUCT  
SPECIFICATIONS

<b>Brand</b>	ARISTON
<b>Code</b>	F105314
<b>Commercial code</b>	LIC3C26 F UK
<b>Mix segment</b>	60 cm Full Integrated

**ZONE  
WASH**



<b>Main colour of product</b>	Silver
<b>Plug type</b>	UK
<b>Number of place settings</b>	14
<b>Water consumption (l)</b>	9 L
<b>Noise level dB(A)</b>	46
<b>Energy efficiency</b>	A++
<b>Energy consumption (kWh)</b>	0.93 kWh
<b>Connection rating (W)</b>	1900 W
<b>Voltage (V)</b>	220-240
<b>Frequency (Hz)</b>	50
<b>Current (A)</b>	10
<b>Start delay time max. (h)</b>	12 H
<b>Salt light indicator</b>	Yes
<b>Rinse aid light indicator</b>	Yes
<b>Extra Dry Option</b>	No
<b>Tablet option</b>	Yes
<b>Boost option</b>	No
<b>Turbo option</b>	No
<b>Water protection system</b>	Aquastop
<b>Number of racks</b>	3
<b>Lower rack</b>	4 Foldable
<b>Upper rack</b>	4 flaps
<b>Presence of third rack</b>	No
<b>Drying system</b>	Static
<b>Automatic programmes</b>	Yes
<b>Dynamic Intelligence</b>	Sensor

<b>Number of programmes</b>	7
<b>Zone Wash Option</b>	Zone Wash
<b>Normal</b>	No
<b>Eco 50</b>	Yes
<b>Eco</b>	Yes
<b>Express</b>	Yes
<b>Pre Wash</b>	Yes
<b>Intensive 65°</b>	No
<b>Self Clean</b>	No
<b>Fast everyday 60</b>	Yes
<b>Silent</b>	No
<b>Sanitizing</b>	Yes
<b>Auto Fast</b>	Yes
<b>Auto Intensive</b>	Yes
<b>Auto Normal</b>	Yes
<b>Packaging HxWxD (cm)</b>	91 X 65 X 67,5
<b>Product HxWxD (cm)</b>	82 X 59,5 X 57
<b>Max niche HxWxD (cm)</b>	90 X 60 X 57
<b>Min niche HxWxD (cm)</b>	82 X 60 X 57
<b>Gross Weight (kg)</b>	37.5
<b>Net Weight (kg)</b>	35.5
<b>Approval certificates</b>	CE; IMQ

<b>Brand</b>	<b>ARISTON</b>
<b>Code</b>	<b>F105349</b>
<b>Commercial code</b>	<b>LBC 3C26 F UK</b>
<b>Mix segment</b>	<b>60 cm Partial Integrated</b>

**ZONE  
WASH**



<b>Main colour of product</b>	Black
<b>Plug type</b>	UK
<b>Number of place settings</b>	14
<b>Water consumption (l)</b>	9 L
<b>Noise level dB(A)</b>	46
<b>Energy efficiency</b>	A++
<b>Energy consumption (kWh)</b>	0.93 kWh
<b>Connection rating (W)</b>	1900 W
<b>Voltage (V)</b>	220-240
<b>Frequency (Hz)</b>	50
<b>Current (A)</b>	13
<b>Start delay time max. (h)</b>	24 H
<b>Salt light indicator</b>	Yes
<b>Rinse aid light indicator</b>	Yes
<b>Extra Dry Option</b>	No
<b>Tablet option</b>	Yes
<b>Boost option</b>	Yes
<b>Turbo option</b>	Yes
<b>Water protection system</b>	Aquastop
<b>Number of racks</b>	3
<b>Lower rack</b>	4 Foldable
<b>Upper rack</b>	4 flaps
<b>Presence of third rack</b>	Yes
<b>Drying system</b>	Static
<b>Automatic programmes</b>	Yes
<b>Dynamic Intelligence</b>	Sensor

<b>Number of programmes</b>	7
<b>Zone Wash Option</b>	Zone Wash
<b>Normal</b>	Yes
<b>Eco 50</b>	Yes
<b>Eco</b>	Yes
<b>Express</b>	Yes
<b>Pre Wash</b>	Yes
<b>Intensive 65°</b>	No
<b>Self Clean</b>	No
<b>Fast everyday 60</b>	Yes
<b>Silent</b>	No
<b>Sanitizing</b>	Yes
<b>Auto Fast</b>	Yes
<b>Auto Intensive</b>	Yes
<b>Auto Normal</b>	Yes
<b>Packaging HxWxD (cm)</b>	91 X 65 X 67,5
<b>Product HxWxD (cm)</b>	82 X 59,5 X 57
<b>Max niche HxWxD (cm)</b>	90 X 60 X 57
<b>Min niche HxWxD (cm)</b>	82 X 60 X 57
<b>Gross Weight (kg)</b>	37.5
<b>Net Weight (kg)</b>	35.5
<b>Approval certificates</b>	CE; IMQ

<b>Brand</b>	ARISTON
<b>Code</b>	F105312
<b>Commercial code</b>	LFC2B19 X UK
<b>Mix segment</b>	60 cm Free standing



<b>Main colour of product</b>	Inox
<b>Plug type</b>	UK
<b>Number of place settings</b>	13
<b>Water consumption (l)</b>	11 L
<b>Noise level dB(A)</b>	49
<b>Energy efficiency</b>	A+
<b>Energy consumption (kWh)</b>	1.04 kWh
<b>Connection rating (W)</b>	1900 W
<b>Voltage (V)</b>	230-240
<b>Frequency (Hz)</b>	50
<b>Current (A)</b>	13
<b>Start delay time max. (h)</b>	8 H
<b>Salt light indicator</b>	Yes
<b>Rinse aid light indicator</b>	Yes
<b>Extra Dry Option</b>	No
<b>Tablet option</b>	Yes
<b>Boost option</b>	No
<b>Turbo option</b>	No
<b>Water protection system</b>	Overflow
<b>Number of racks</b>	2
<b>Lower rack</b>	Fixed
<b>Upper rack</b>	Fixed
<b>Presence of third rack</b>	No
<b>Drying system</b>	Static
<b>Automatic programmes</b>	Yes
<b>Dynamic Intelligence</b>	No

<b>Number of programmes</b>	5
<b>Zone Wash Option</b>	No
<b>Normal</b>	Yes
<b>Eco 50</b>	Yes
<b>Eco</b>	Yes
<b>Express</b>	Yes
<b>Pre Wash</b>	Yes
<b>Intensive 65°</b>	Yes
<b>Self Clean</b>	No
<b>Fast everyday 60</b>	No
<b>Silent</b>	No
<b>Sanitizing</b>	No
<b>Auto Fast</b>	No
<b>Auto Intensive</b>	No
<b>Auto Normal</b>	No
<b>Packaging HxWxD (cm)</b>	91 X 65 X 67,5
<b>Product HxWxD (cm)</b>	85 X 60 X 60
<b>Max niche HxWxD (cm)</b>	90 X 60 X 57
<b>Min niche HxWxD (cm)</b>	82 X 60 X 57
<b>Gross Weight (kg)</b>	49
<b>Net Weight (kg)</b>	47
<b>Approval certificates</b>	CE; IMQ

<b>Brand</b>	<b>ARISTON</b>
<b>Code</b>	<b>F105592</b>
<b>Commercial code</b>	<b>LFO 3C23 WF X UK</b>
<b>Mix segment</b>	<b>60 cm Free standing</b>



<b>Main colour of product</b>	Inox
<b>Plug type</b>	UK
<b>Number of place settings</b>	14
<b>Water consumption (l)</b>	9.5 L
<b>Noise level dB(A)</b>	43
<b>Energy efficiency</b>	A++
<b>Energy consumption (kWh)</b>	0.93 kWh
<b>Connection rating (W)</b>	1900 W
<b>Voltage (V)</b>	220-240
<b>Frequency (Hz)</b>	50
<b>Current (A)</b>	13
<b>Start delay time max. (h)</b>	24 H
<b>Salt light indicator</b>	Yes
<b>Rinse aid light indicator</b>	Yes
<b>Extra Dry Option</b>	No
<b>Tablet option</b>	Yes
<b>Boost option</b>	Yes
<b>Turbo option</b>	Yes
<b>Water protection system</b>	Aquastop
<b>Number of racks</b>	3
<b>Lower rack</b>	4 Foldable
<b>Upper rack</b>	4 flaps
<b>Presence of third rack</b>	No
<b>Drying system</b>	Static
<b>Automatic programmes</b>	Yes
<b>Dynamic Intelligence</b>	Sensor

<b>Number of programmes</b>	9
<b>Zone Wash Option</b>	Zone Wash 3d
<b>Normal</b>	Yes
<b>Eco 50</b>	Yes
<b>Eco</b>	Yes
<b>Express</b>	Yes
<b>Pre Wash</b>	Yes
<b>Intensive 65°</b>	Yes
<b>Self Clean</b>	Yes
<b>Fast everyday 60</b>	Yes
<b>Silent</b>	Yes
<b>Sanitizing</b>	Yes
<b>Auto Fast</b>	Yes
<b>Auto Intensive</b>	Yes
<b>Auto Normal</b>	Yes
<b>Packaging HxWxD (cm)</b>	91 X 62,5 X 67,5
<b>Product HxWxD (cm)</b>	85 X 60 X 60
<b>Max niche HxWxD (cm)</b>	90 X 60 X 57
<b>Min niche HxWxD (cm)</b>	82 X 60 X 57
<b>Gross Weight (kg)</b>	49
<b>Net Weight (kg)</b>	47
<b>Approval certificates</b>	CE; IMQ

<b>Brand</b>	<b>ARISTON</b>
<b>Code</b>	<b>F153514</b>
<b>Commercial code</b>	<b>LFP 4023 WGT LX UK</b>
<b>Mix segment</b>	<b>60 cm Free standing</b>



<b>Main colour of product</b>	Inox
<b>Plug type</b>	UK
<b>Number of place settings</b>	15
<b>Water consumption (l)</b>	9 L
<b>Noise level dB(A)</b>	43
<b>Energy efficiency</b>	A++
<b>Energy consumption (kWh)</b>	0.95 kWh
<b>Connection rating (W)</b>	1900 W
<b>Voltage (V)</b>	220-240
<b>Frequency (Hz)</b>	50
<b>Current (A)</b>	13
<b>Start delay time max. (h)</b>	24 H
<b>Salt light indicator</b>	Yes
<b>Rinse aid light indicator</b>	Yes
<b>Extra Dry Option</b>	Yes
<b>Tablet option</b>	Yes
<b>Boost option</b>	No
<b>Turbo option</b>	Yes
<b>Water protection system</b>	Aquastop
<b>Number of racks</b>	3
<b>Lower rack</b>	2 Sliding Pots and Pans Holder, 8 Foldable
<b>Upper rack</b>	4 flaps, 4 foldable
<b>Presence of third rack</b>	Yes
<b>Drying system</b>	Static
<b>Automatic programmes</b>	Yes
<b>Dynamic Intelligence</b>	Sensor

<b>Number of programmes</b>	10
<b>Zone Wash Option</b>	Zone Wash 3d
<b>Normal</b>	Yes
<b>Eco 50</b>	Yes
<b>Eco</b>	Yes
<b>Express</b>	Yes
<b>Pre Wash</b>	Yes
<b>Intensive 65°</b>	Yes
<b>Self Clean</b>	Yes
<b>Fast everyday 60</b>	Yes
<b>Silent</b>	Yes
<b>Sanitizing</b>	Yes
<b>Auto Fast</b>	Yes
<b>Auto Intensive</b>	Yes
<b>Auto Normal</b>	Yes
<b>Packaging HxWxD (cm)</b>	91 X 62,5 X 67,5
<b>Product HxWxD (cm)</b>	85 X 60 X 60
<b>Max niche HxWxD (cm)</b>	90 X 60 X 57
<b>Min niche HxWxD (cm)</b>	82 X 60 X 57
<b>Gross Weight (kg)</b>	49
<b>Net Weight (kg)</b>	47
<b>Approval certificates</b>	CE; IMQ; SASO



**ARISTON**

The way you care