

No Washing Left Behind, Thanks to the SAMSUNG WW8500 AddWash

Experience the flexibility, ease and added value of opening the washing machine door mid-cycle with Samsung's new intuitive front load AddWash machine

Lisbon, Portugal – February 20, 2016 – Samsung Electronics Co., Ltd. today announced the launch of the Samsung WW8500 AddWash, a new front loader washing machine that makes it easy to add any items such as a piece of forgotten laundry or additional detergent or fabric softener to the wash in mid-cycle as well as during the wash.

We've all been there: having just turned on the washing machine, only to discover that the uniform for tomorrow's football practice requires a wash. Perhaps, you turned the machine on, just to find one sock and a couple of towels on the bathroom floor, or you simply want to add fabric softener or refresh a favorite piece of clothing.

According to research conducted by Samsung, around 95% of consumers in the U.S. (around 90% of consumers in Europe) say that they wanted to add more clothing to the washing machine after a wash cycle was already underway. With front-loading washing machines, this is not the easiest thing to do as the door has can only be opened when the water level inside the drum is low enough, and most people are unsure how to go about it. Indeed, more than half of the consumers surveyed were concerned that opening the washer door might cause a water spill or even cause the washing machine to break down.

Samsung has pioneered a unique and painless solution that innovatively addresses this concern: the innovative Samsung WW8500 AddWash. The Samsung AddWash has an extra door located on the upper part of the main door that makes it possible to add any additional items of clothing – or even extra detergent or fabric softener - at any point during the wash cycle. It's just another example of Samsung's innovation that makes people's lives easier.

Adding laundry made super easy

"At Samsung, our aim is to address the needs of our customers through simple, thoughtful innovation that really improve their lives. Our pioneering AddWash feature does just that. The extra door on this front load washer improves laundry in the home, making it a stress free experience. This is the perfect time-saving and convenient solution for busy families," said Georges Barakat, Regional Head of Digital Appliances at Samsung Electronics Middle East & North Africa.

In the new Samsung machine, all it takes is a push of the Pause button, and in a second the extra door can be opened, and it's big enough to add a sweater or even a pair of jeans. Users can also put in hand-wash items or add extra amount of fabric softener at the start of the rinse cycle.

The sleekly designed AddWash door is also equipped with essential safety features such as a 'child lock', which prevents young children from accidentally opening the AddWash door.

A smart washing machine

The Samsung WW8500 AddWash comes with an array of smart functions, which work with both Android and iOS smartphones. That not only makes it easy to monitor the progress of the laundry program, but also offers the option to alert users on their smartphone just before the start of a new washing cycle, for example if they want to add a few delicate or hand-wash items towards the end of the wash cycle.

Samsung's core technologies applied

The new AddWash model features Samsung's many thoughtful innovations to deliver superior time saving and washing performance and additional value. Samsung's SuperSpeed feature makes it possible to complete a normal wash in less than an hour without compromising washing performance. The SuperSpeed cycle is enabled by the SpeedSpray technology, which shoots out jet sprays of water, so detergent gets rinsed quickly and cleans clothes faster. The water sprays then shower the laundry with clean water, which is drained away simultaneously. The SuperSpeed cycle enables consumers to do a normal cycle in just 59 minutes without losing any washing performance.



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Samsung's patented ecobubble™ technology pre-mixes detergent with air and water, and then fills every inch of the drum with bubbles that penetrate the fabric 40 times faster than the normal mix of water and soap to deliver outstanding cleaning performance. The ecobubble™ offers both gentler fabric care and outstanding wash results even in cold water, while delivering energy savings as well.

Samsung's AddWash also has the Digital Inverter Technology (DIT), which delivers superior energy efficiency, minimal noise and longer-lasting performance.

Samsung WW8500 AddWash gives consumers added flexibility and efficiency in their laundry routines. Samsung continues to bring new innovations to modern homes to make lives better and easier for everyone.

Samsung's AddWash front load washer will be available in the Middle East and North Africa from Q2, 2016.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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