

Get An Extra-Large Load Of Laundry's Latest Spin

(NAPS)—Washing machine manufacturers are coming clean about what consumers really want in fabric care technology—and they're creating machines to meet those expectations.

Cleaning larger loads is high on many priority lists. Busy consumers would prefer to have a huge washing machine that can clean enough soccer uniforms for a whole team, a family's weekly collection of jeans, and the larger items that may need to be taken down to the Laundromat.

Some of the new models with the latest laundry technology, such as the Kenmore Elite with Calypso Wash Motion, have the capacity for items that often do not fit into most traditional washing machines such as rugs, curtains, stuffed animals and comforters.

One of the machine's most unusual features is one that is missing. It has no agitator. No agitator means there's more room to get clothes cleaner. In addition to increased capacity, the new machine also shares many of the benefits of European front loading machines for energy efficiency and fabric care.

The unique top loading machine was developed by Whirlpool in response to consumer demands where 8 out of 10 Americans said they preferred a top-loading machine.

While washing more laundry than most other machines on the market—two baskets in one load—this machine also delivers a gentler wash, so fabrics last longer. The Calypso Wash Motion technology cares for delicate fabrics like silk and cashmere by gently bouncing the garments around



Take out the agitator and some washing machines have more room to get clothes cleaner.

the basket rather than wringing or twisting them as in the hand wash process. With this gentle method of cleaning, hand-washables and even some clothes that might previously have been sent to the dry cleaners can now be tossed into the washing machine.

The machine earned the Department of Energy's ENERGY STAR rating for its substantial savings in energy. The new machine saved 65 percent on energy costs and 45 percent on water compared to an average conventional washer.

Throughout the wash cycle, rather than filling the wash tub to capacity with water, a safe concentration of detergent and water is repeatedly showered to clean clothes and help remove stains. With this new technology, clothes don't swim in dirty water, since a filter traps dirt and particles, flushing them away from the wash tub. With the water saved by doing fewer washes, there's plenty of warm water left for a luxurious, scented bathtub soak.