

THE RETAIL **observer**

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AN EYE ON THE INDUSTRY SINCE 1970



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- refined and optimized for your specific stain needs
- More Efficient Cleaning than High-Efficiency Top Load: On average, consumers save 40 gallons of water per week with the Electrolux Front Load, compared with a leading high-efficiency top load washer^{3,4}
- Perfect Steam™ option vents steam from the bottom to effectively remove stains
- Perfect Balance® System balances loads for smooth, quiet operation – so quiet you can run it whenever, and wherever, you want without disrupting your household
- Extended Refresh adds a rinse and spin after the wash cycle to keep garments fresh until you can switch them to the dryer
- Fresh Water Rinse uses fresh water in the final rinse to ensure residual detergent is removed, for fabrics that are gentler on sensitive skin
- Available for purchase in April, 2016; \$1,099 MSRP

PERFECT STEAM™ DRYER WITH INSTANT REFRESH™ AND 9 CYCLES (NEW)

- Instant Refresh™ Cycle gently removes wrinkles and revives fabrics in 10 minutes
- 15-Minute Fast Dry Cycle quickly dries the items you need most¹
- Perfect Steam™ option gently releases wrinkles and reduces static to keep clothes looking their best
- Sanitize option is certified to kill 99.9% of harmful bacteria and reduce viruses²
- Extended Tumble option gently tumbles your clothes without heat to keep them tangle-free. Perfect for when you cannot remove clothes right after the cycle ends
- Largest Capacity Dryer dries the most in one load with 8.0 cu. ft. capacity⁵
- Moisture Sensors for Gentle Drying: clothes are gently tumbled while large moisture sensors detect when clothes are dry so the dryer can turn off and prevent over-drying
- Available for purchase in April, 2016; \$1,099 MSRP

To learn more about the Electrolux Group and its full range of innovative home appliances, rooted in a deep European design heritage, professional expertise and breakthrough technology please visit www.electroluxappliances.com.

¹ Fast time based on 3lb DOE load

² Our product meets the NSF® testing standards

³ Based on the current December 2015 IMEF and IWF Declarations based on cee1.org website, Samsung WA52J806*A*

⁴ Based on average of 5.7 loads washed per week, Electrolux Global Category Lens Report

⁵ Based on manufacturers specifications among common 27" platforms



ICERA
CONVENIENTLY CLEAN

Icera unveils the iWash bidet seat: Euro-style personal hygiene designed to fit almost any elongated toilet

Americans are catching onto what Europeans and Asians have always known—bidets provide soothing and hygienic cleaning. And now ICERA brings the bidet concept to the American bathroom without sacrificing valuable floor space. Introducing the iWash S-10 Bidet Seat designed to convert your existing toilet into a bidet and take it a step further by including a heated seat with adjustable water temperature, a warm air dryer and an LED nightlight.

The elegant design of the iWash is notable enough, but what truly sets this innovative bidet seat apart is the instant water heating system. iWash offers a limitless warm water supply in the price-range of competitor's tanked models, which offer only 45 seconds of warm water.

This tankless model also features two power-saving modes and a seat sensor to ensure the unit will only operate when occupied avoiding unnecessary electricity usage. The new iWash has a durable polypropylene body created to fit most standard elongated toilets and features a curved, soft-close lid and a compact design (only 5 3/4" high) for a sleeker look. The iWash combines quiet operation with powerful functions that include rear and front aerated wash capabilities, an oscillating wash

option and adjustable water temperature, pressure and nozzle position. A convenient, wall-mounted remote control allows users to create their own personalized, automated wash-and-dry cycle initiated with just one touch.

Available at premium bath showrooms nationwide, the iWash Bidet Seat is available in white, retails for \$699, and includes a limited three-year warranty.

For 20 years the American-owned and operated ICERA Group has been dedicated to the innovation and manufacture of premium bath fixtures. Specializing in high-performance water closets and the most technically-challenging of ceramic products, ICERA surpasses industry standards and consumer expectations. With collections ranging from the contemporary to the classic, ICERA products combine uniqueness and elegance in design, best-in-class performance and lasting quality.

For more information visit: www.icerausa.com.



**GE PUTS THEIR JETS WHERE THE DIRT IS:
OVER 140 DISHWASHER JETS ENSURE
THOROUGH CLEANING**

New GE Profile™ and Café™ dishwashers feature over 40 deep clean silverware jets for table-ready silverware

When dirty, sticky utensils are placed in the dishwasher, it's expected that they'll come out spotless. However, that's not

always the case, which is why GE Appliances is introducing new dishwashers with uniquely designed, dedicated deep clean silverware jets.

“Silverware is one of the hardest things to get clean. Consumers want a dishwasher that can provide table-ready silverware in one wash cycle, along with more loading and cleaning options,” said Mike Nerdig, marketing manager, dishwasher products, at GE Appliances.

New GE Appliances dishwashers feature 40 silverware jets for the ultimate in clean silverware.

In June, all new GE Profile™ and Café™ dishwashers will come standard with over 40 dedicated deep clean silverware jets. Their new design powers water up from below the silverware basket to attack caked-on food remnants like peanut butter, cheese and oatmeal. Additionally, the red jets stand out on the showroom floor and highlight exactly where to place the silverware basket to ensure silverware that sparkles with each load.

From spray arms to silverware jets, these new dishwashers feature over 140 jets in total to provide the ultimate clean. Additional features include:

- Third rack for loading flexibility and to free up space on other racks
- Red bottle jets located on the top rack tackle the inside of hard-to-clean containers like baby bottles, sports bottles and travel mugs
- Fully integrated controls for Profile, adding front controls for a sleek appearance in 2016

GE Profile and Café models will be available in June in stainless steel and slate, and range from \$899-\$1,599. For more information visit www.geappliances.com.

