

# THE KNOWLEDGE

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The SE55M577GB semi-integrated dishwasher features a stainless steel panel that co-ordinates perfectly with other appliances in Siemens' ranges

Do consumers really understand the benefits a dishwasher will bring them? The chances are that they do not. To most, a dishwasher saves the hassle of washing up. What an opportunity this provides retailers.

The dishwasher must carry one of the best sales stories of all major domestic appliances. And if you allow your customer to make a choice without "selling the tale", you may deprive them of the additional benefits offered by premier products and forfeit margin at the same time.

Yes, when consumers purchase a dishwasher they immediately save the hassle of washing up. But they will also save time, household energy and water; they will use less detergent; have cleaner dishes; a cleaner and tidier-looking kitchen, and, they will save money. And there's more – as premium appliance manufacturer Siemens explains in this edition of its long-running series of *The Knowledge*.

## There is a story to be told...

**T**he common myth that dishwashers are water- and energy-guzzling appliances is fading, but it remains a fact that consumers do need explanation, and qualification, of how a dishwasher can help save them money, time and effort, and promote hygiene in the home. While those buying replacement products may be aware of these factors, they may not realise that technology has moved on since their last purchase and that today's appliances provide new performance and safety benefits and greater convenience too. In contrast, first-time buyers will need education on the primary, and secondary, benefits, so retailers should assume no prior knowledge exists.

### WHAT TO ESTABLISH FIRST

#### Fitting the appliance to the kitchen size and décor

- Full size or slim-line appliance?
- Freestanding, integrated, semi-integrated or built-in?
- Contemporary or traditional-style kitchen?
- What colour/finish are existing appliances?

#### Establishing the programme requirements and convenience factors

- How many people in the household?
- Do you entertain frequently?
- Do you eat or entertain in the kitchen?
- What would constitute a "typical" everyday wash load?



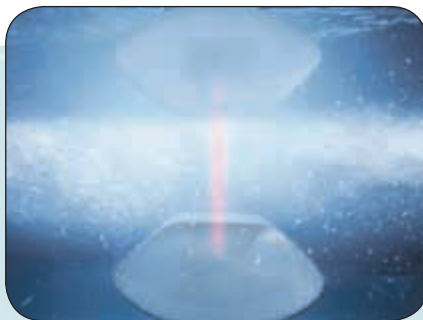
The SF24T558GB slim-line dishwasher in stainless steel finish

## MONEY SAVINGS

Siemens dishwashers are A-rated for energy, wash and drying performance and offer an array of additional benefits that will help build the sales story and your customers' confidence too.

### Reducing household water consumption:

Siemens' hydroSensor (shown right) determines the level of soiling in the wash-load so extra water is used only when required. It may come as a surprise to your customers to know how little water dishwashers consume. Siemens machines use as little as 9–12 litres of water, yet still maintain an A-rated wash performance. How many people realise that washing up by hand can use around 63 litres of water?



### Reducing electricity bills:

Siemens' "Eco" option automatically adjusts water temperature and the length of the wash cycle to maximise efficiency, thereby reducing the amount of electricity used by up to 25%. It is worthwhile pointing out that reducing electricity usage will help lower your customer's carbon footprint too.

## QUALITY ASSURANCE

Consumers purchasing Siemens appliances do so with the assurance of quality in build and performance.

### Testing and life expectancy:

All Siemens machines are subject to a rigorous 20-minute test for safety, function and noise before leaving the factory. A percentage of products undergo continuous test – 24 hours a day on a 50°C programme – for up to 2,200 washes, which is the equivalent of 10 years' usage. Your customers can be assured that Siemens dishwashers are not only built to last, but will continue to do their job perfectly for many years to come.

## PROMOTING HYGIENE AND SAFETY

Very hot water temperatures are required to kill bacteria, so washing dishes in hand-hot or lukewarm water does not promote hygiene. And hand-washing dishes at temperatures above 45°C does not promote safety either as it increases the risk of scalding.

### Temperature settings:

Whether hot water is required for heavily soiled pots, or cool water for delicate glassware, Siemens' "hi-precision" sensor guarantees precise temperature control. A combination of rotating spray arms that direct water and detergent onto the load, the use of temperatures of up to 70°C, where required, and a sensor-controlled rinse-aid system produces clean, "safe", sparkling dishes.

### 99.9% cleaner, fresher and "safer" dishes:

Siemens dishwashers are completely enclosed units so do not draw on air from within the kitchen to dry the wash-load, thus promoting the hygienic drying of items.



Users may also find that the reassuring benefits outlined above are delivered in half the time taken by other dishwashers on the market: no matter how soiled the load, the wash-cycle duration is automatically reduced by up to 50% by Siemens' intelligent sensor – so all wash loads are faster by design.



### 100% leak-proof; 100% flood resistant:

Should a leak occur, Siemens' hydroSafe sensor device will automatically and immediately shut down the machine. Siemens guarantees your customers' floors will never flood.

### "Seen but not heard":

If your customers entertain in the kitchen, they will appreciate the low noise levels of Siemens dishwashers. Some operate at just 44dB, so are almost silent in use.

## EASE OF USE AND CONVENIENCE

The dishwasher purchaser, whether veteran or novice, will want to familiarise their self quickly with their new appliance, so inbuilt convenience features do require explanation at the point of sale.

► Getting the right programme from the outset: All Siemens' freestanding dishwashers have a "quick reference" guide conveniently placed on the top edge of the door. So whatever the load, users can rest assured that the correct programme is easily selected.

► Accommodating awkward loads: Siemens' varioFlex baskets have fold-down and adjustable racks for greater flexibility, so various combinations of pots and pans can



be placed in the appliance with ease. The varioFlex system also supports delicate items such as wine glasses, ensuring they remain protected from breakage throughout the washing and drying process.



► And what about the larger items that most consumers believe still need to be washed by hand? Siemens provides a "large item spray head"

which accommodates the washing of items such as baking trays, fridge or oven shelves – simply remove the upper basket and attach it.

► No need to do a full load: Siemens' "half load" feature washes smaller loads quickly and efficiently. There is no restriction on where pots and pans are placed either – users simply "load and go".



The sensational-looking SE26T652GB dishwasher is part of a new line of black appliances new to the Siemens collection