



HOOVER PRESENTS A NEW WASHING LINE AT IFA 2019

The new models H-WASH 500 and H-DRY 500 combine high performance with exclusive care functions designed for wellbeing and for the family comfort

Hoover takes another step in its **more than 100-year** history of success, built on its **ability to deliver products** that have revolutionized the household appliance industry.

Hence the ability to offer products that **combine top-of-the-market results and performance** with a high level of **efficiency**, aimed to satisfy the needs of those seeking a healthy lifestyle, centered on the **family wellbeing**.

Starting from this premise, **H-WASH 500** and **H-DRY 500** will be the two washing hero products at IFA, ready to embody and testify Hoover brand values and insights to a wide public of visitors, media and customers.

Performing and trusted: the newly designed **Eco-Power Inverter Motor** of **H-WASH 500** can accelerate the washing, ensuring maximum efficiency on the market in terms of performance. Moreover, Hoover issued for H-WASH 500 a **10-years guarantee**, to ensure customers on the level of reliability offered by this new range of products.

With a **color-conserving system** which can impeccably clean clothes, a **Caredose system** able to improve the efficiency of washing and **the more complete set of caring programs**, H-WASH 500 offers an unprecedented and satisfying washing experience.

The same principles – performance, care for the environment and wellbeing of the family – are the starting points for the new **H-DRY 500 dryer**, that aims to be **the most ecological model of the market** thanks to a level of gas emissions close to zero and the possibility of selecting **several ECO-Programs**, coupled with a very low level of noise emissions thanks to the **Silent Drum** system. H-DRY 500 can count on an **optimized thermodynamic flow**, thanks to the design of a platform that can improve air circulation and ensure the **Best energy class** of the product, whose eco-features are completed with **Aquavision**, a system that allows to easily re-employ the water collected at the end of the cycle in an apposite tank.

Connected to user and inter-connected: via the **Hoover Wizard App** it's possible to fully control H-WASH 500 and H-DRY 500, and also to use the automatic functions to pre-set the Tumble Dryer to the most suitable cycle according to the **washing program selected and the type of fabric**.

With H-WASH 500 and H-DRY 500 Hoover reaffirms and relaunches **its proposal and its ambition** to think and propose solutions that **meet the expectations of quality, experience and performance** expected from a brand that for over 100 years has been offering products that can improve people's standard of living and ensure the well-being of families.



Hoover, international brand with a strong innovative character, has been a market trend-setter for over a hundred years, introducing high-performance products to take care of people's wellbeing. It offers a full range of small and large free-standing and in-built household appliances the high end of the market. Hoover is at the innovation frontier also for ecological values: all products are in the excellence classes for energy savings and silence. Hoover is one of the international market leaders in floor care.

<http://www.hoover.it/it> **IT**