



HOOVER PRESENTS ITS NEW WASHING RANGE AT IFA GPC 2020

H-WASH 500 and H-DRY 500 combine high performance with exclusive care functions designed for the wellbeing of the family. hOn, the new digital platform of the Group, adds innovative features: the “Scan to Care” function starts the optimal program just scanning the washing label

Hoover chooses IFA Global Press Conference 2020 to take 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: 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**.

H-WASH 500 washing machine and **H-DRY 500** tumble dryer represent the new frontier for washing according to Hoover, that introduces two products able to pair **long-lasting performance** with maximum efficiency **in a perfectly matching design**, both in **Standard and Slim formats**.

The heart and the core of Hoover’s new washing range is **the Eco-Power Inverter motor**, which guarantees an incomparable reliability paired with excellent washing results and the maximum level of efficiency.

Power that pairs with **Full Care**, granted by 9 different washing cycles other than the **“Auto Care” cycle** - that through a sophisticated algorithm is able to calculate the most suitable program adapting detergent, water and time according to fibers and load – and **Specific Hygiene and Sanitization cycles**, able to adapt to every needs.

Perfectly reflecting **Hoover’s attention to wellbeing and sustainability** H-Wash 500 and H-DRY 500 allow “no waste”, in virtue of the capability to calculate the exact consumption of water and detergent requested by every load, that in the washing range is completed by the **Care Dose system**, that automatically adds the exact amount of detergent and softener, based on water hardness and the cycle selected.

Key and additional features of **H-DRY 500** - that aims to be **the most ecological model of the market with the minimum level of water and energy waste** - are the **Aquavision** system, that allows to easily re-employ the water collected at the end of the cycle in an apposite tank, and the **Active Dry**, a new option specifically designed for sanitization needs: in only 20 minutes, it’s able to remove bad smells, germs and spores in a natural way, for a gently experience of refreshment.

Exclusive capabilities combined with extraordinary benefits coming from the connectivity: H-WASH 500 and H-DRY 500 are the **first appliances of Haier Group** connected to **hOn app**, the new digital platform that allows every user to enter a world full of exclusive functions.

In detail, through hOn it would be possible to **remotely control** the state of the appliances, **track the health status** helping to maintain their reliability over time and **optimize the washing and drying results**, providing real-time consumption data and monitoring usage habits to improve the efficiency.



Another distinctive feature made possible by the connectivity is the **Scan to Care** function: the app is able to decode the symbols of the washing label, and the algorithm suggest the correct washing program, allowing to start it directly from the smartphone. After that, it's also possible to save and store the garments in a **Virtual Wardrobe**: sorting the ones to wash or dry, the algorithm is able to suggest the correct combinations and the best cycle to ensure maximum care of the fabrics.

But that's not all. Thanks to the **Sync** function, H-WASH 500 and H-DRY 500 are able to **communicate with each other** via Wi-Fi: the app will recognize the washing cycle, spin and amount of the laundry, choosing the right cycle and setting correctly the drying duration, for maximum efficiency and energy saving.

All the smart experiences granted by hOn are enriched by the opportunity to **manage products with voice** via the in-app chat bot, or by connecting to the Google and Amazon Smart Home devices.

The new washing range entirely **reflects and delivers the promises of the Hoover brand**: high performance, sustainable consumption, attention to the needs of consumers and **maximum reliability**: the Eco-Power Inverter Motor is four times more durable than a standard motor and it extends the machine lifespan – granted by a **10 years product warranty** – in virtue of to the reduction of vibrations and frictions.

Moreover, the range covers all the consumers demanding needs, thanks to a multitude of configurations and options in both Slim and Standard formats: washing machines reach up to 14KG in capacity while washer dryers and tumble dryers reach 11KG.

With the launch of 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 trust, efficiency 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