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HAIER AND NUNCAS PRESENT WASHPASS TECHNOLOGICAL INNOVATION MAKING, STRESS FREE, PROFESSIONAL LAUNDRY AT HOME A REALITY

With a monthly subscription you will have an ultra-technological smart washing machine for professional results and a high level of freedom. Thanks to the Artificial Intelligence, Washpass selects the most appropriate program, the unique mix of Nuncas detergents that exploit the possibilities of unbundled chemistry, places the order for the parts that are running low and calls the technician.

Berlin, 1st September 2022 - **Haier** – world's no. 1 brand in large household appliances* - and **Nuncas** – leader company in Italy for home care products -, present **Washpass: not a simple washing machine, but a totally new professional washing experience** accessible to everybody and with amazing levels of freedom.

People's habits are changing, personal time management has become a priority, as is making use of high-performance and zero impact products. Relying on effective, stress free, allies to whom we can mindlessly delegate the execution of the daily management of houseworks is now crucial. Haier, a forerunner in the industry of a new approach that gives centrality to the consumer by setting up connected and customizable ecosystems, is reshaping the concept of innovation. Together with Nuncas, it is launching a service that is going to disrupt the way we think about a household appliance.

Washpass is premiering in November in Italy: a subscription including an initial fee and a monthly fee based on the number of wash cycles chosen, that will allow entry to a new dimension of the “zero stress” philosophy. Washpass was created to meet the desires of every type of client possible, who will be obtaining **professional results for garment care** without having to worry about choosing the most appropriate program, the doses and the type of detergents to be used- already built-in into the washing machine- or having to buy them once exhausted.

A *tailor-made* solution designed to offer an unprecedented system, with the warranty of two leading brands, that have always been synonym with the highest quality. A subscription to Washpass will allow you to have a unique washing experience, other from anything now on the market. **A premium design machine, high tech and connected, designed to offer washing performance and protection of garments - even the most delicate and valuable ones – that exceeds those available to date by up to 70%.**

The **connection to the hOn App** gives you access to endless tips and to the activation of additional functions, to **the detergents specifically studied by Nuncas and contained in 4 tanks inside the machine**, and to the guiding principle of the entire project: no other feature is worth the freedom to achieve perfect results without stress!

Washpass represents for Haier the next level of our “Zero Distance” philosophy- explains Carmine Infante - Consumables & Accessories Director for Haier Europe –. By listening to the needs of our customers, we have embarked on a new path of transformation that has led us to become no longer producers of goods, but providers of services. Our number one priority is offering connected ecosystems that are increasingly designed around the needs of people. Washpass gives us the chance to offer an outstanding and truly innovative service. Nothing else is more relevant than the freedom given by the ability to delegate a sometimes complicated process: which is why we are committed to offering solutions for smart and increasingly automated household management solutions.”

*“Nuncas has always been innovation-oriented, since we believe it represents the future and the success of our products” affirms **Luca Manzoni, President and CEO of Nuncas**. “The company has long been involved, with its own research and development, in the search for the best chemical formulation for these products to be used in this new prototype of appliance, set to revolutionize this market segment. We are truly pleased to be the first ones to provide such a solution for people passionate of home textile care and a truly innovative market solution. We have more than 90 programs available, based on different doses of machine-embedded detergents. Truly proud of being the first ones together with Haier to offer such a revolutionary machine”.*

It's basically **4 purpose-created ingredients that take advantage of the possibilities offered by unbundled chemistry**. What does it mean? Nuncas has reallocated all raw materials in the detergent industry into four main ingredients, in order to help obtaining professional performances and to take care of our garments, even for very little laundry experts or informed people. These elements are mixed at every wash cycle based on the type of fibers, the selected temperature and the type of dirt.

The 4 ingredients are contained in tanks that can be replaced automatically once exhausted via Artificial Intelligence; the right doses are mixed automatically, thus using lower quantities than those recommended on average on the market. WashPass efficiency is given by a set of premium features that help avoiding wastes, ensuring the highest care for any type of fiber and reducing the consumption of water and energy.

That's not all with the “zero-stress” philosophy: once one of the ingredients is about to exhaust, WashPass system is able to recognize this status and **automatically send out an order for new bottles** to be delivered directly to user's home. Not enough yet? WashPass can rely on a dedicated support service in case of necessary maintenance. **Freedom has a new name!**

Haier is the home appliances brand, perfect for those who demand premium experiences. Advanced technology, superior design and tailor-made experiences are the three souls of Haier, offering a wide range of connected products and solutions for the segments of cleaning, cooling, cooking and conditioning. The brand Haier belongs to the Group Haier Smart Home, leader in the world for large home appliances (*Source: Euromonitor International Limited; Consumer Appliances 2022, % share of units, volume sales data 2021) www.haier-europe.com

Nuncas: *“Since 1920, 100 years of love for the house”. The Milanese company with a 100 year expertise which evolved over the time to become an excellence brand and a reference for housekeeping lovers. Active in the field of home care products since 1920 -conceived as true beauty treatments- it has been guided over the years by 4 generations of the same family. The headquarters in Settimo Milanese were inaugurated in 2008 and represent the first building in Lombardy and among the first ones in Italy to be totally energy-efficient and carbon-neutral. Nuncas mission is to simplify the household lifestyle with innovative and top quality products, designed to safeguard environment and their users. Nuncas can rely on an e-commerce channel and a boutique in the heart of Milan. It looks at the market with a broad and diversified offer (more than 250 trade references) that put quality excellence at the service of home and personal care. www.nuncas.it*

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