

# Whirlpool

DESIGNED TO DELIGHT



FreshCare<sup>+</sup>

# The Whirlpool Brand Lifestyle

Since its founding on November 11, 1911, Whirlpool Corporation has pursued excellence for generations, helping people care for their homes with perfect efficiency so that they can focus on what really matters – their families and lives. As the flagship brand of the company, Whirlpool is the most accessible brand, providing products with purposeful, easy-to-use technology to help keep consumers' homes running smoothly

1911-1929	1940s	1950s	1960s-70s	1980s-90s	1990s	2010	NOW
 <p><b>1911:</b> Upton Machine Co. founded in St. Joseph, Michigan, to produce motor-driven wringer washers.</p> <p><b>1916:</b> First order of washers sold to Sears, Roebuck and Co.</p> <p><b>1929:</b> Upton Machine Co. merges with Nineteen Hundred Washer Co. to form Nineteen Hundred Corporation.</p>	 <p><b>1948:</b> Sale of first auto-washer through Sears, Roebuck and Co.</p> <p><b>1950:</b> The Nineteen Hundred Corporation was renamed the Whirlpool Corporation and added automatic dryers to the company's product line.</p>	 <p>Whirlpool expanded manufacturing locations in U.S., producing spare parts, refrigerators, dryers and washers.</p> <p>Entered partnership with Brazil's Brasmotor S.A., parent of appliance maker Multibras S.A. Eletrodomesticos.</p>	 <p>Whirlpool regularly introduced a new full range of products and features for the home.</p>	 <p>Expanded into India with a joint venture.</p> <p>Joint venture with N.V. Philips to enter Europe.</p> <p>Purchased KitchenAid.</p> <p>Global presence expanded throughout Europe, Latin America, Asia and parts of Africa.</p> <p>Opened small appliance plant and range plant in US.</p>	 <p>Whirlpool has been reducing water and energy usage, lowering greenhouse gas emissions and collaborating on the WEEE Directive.</p> <p>Today, Whirlpool has earned an astounding 22 ENERGY STAR® awards from the U.S. EPA.</p>	 <p>Whirlpool Corporation announces a \$20 million investment in building a new LEED-certified manufacturing facility in Cleveland, Tennessee - the single largest investment Whirlpool Corporation has made anywhere in the world-which "reinforces our commitment to the competitiveness of U.S. manufacturing."</p>	 <p>Whirlpool Corporation celebrates over 100 years of innovation and continues its groundbreaking R&amp;D efforts every day.</p>



## NOW

Whirlpool Corporation celebrates over 100 years of its pursuit to understand the needs and wants of every home. Each of the brands under our portfolio is more than just a legendary name; every brand has been thoughtfully designed for a specific customer and home-type based on consumer insight and over 100 years of experience in the appliance industry. In everything we do, we will continue our commitment to make each experience an extraordinary one, for generations to come. We are proud to be a part of your home.

*Thank you for making us just like family.*

# FreshCare<sup>+</sup>

Keep your garments fresh  
after the cycle is over\*



Washing garments in an advanced and smart way is now possible, thanks to 6<sup>TH</sup> SENSE, the intuitive technology by Whirlpool. 6<sup>TH</sup> SENSE automatically senses, adapts and controls temperature, water and motor performances to deliver tailored treatments to garments during the washing cycle. Furthermore, the 6<sup>TH</sup> SENSE sensors automatically detect the amount of laundry and, according to the fabric type, choose the best washing cycle. This intuitive technology always guarantees optimal performance as well as conserves time, energy and water.



**FreshCare<sup>+</sup>**  
A new dimension  
of freshness



**SoftMove**  
Tailored care for any  
fabric



**SENSE Inverter**  
Advanced quiet motor  
with long lasting  
performance

\* Not compatible with programmes designed for delicate garments and duvets.





## FreshCare<sup>+</sup>

### STEAM JETS WHICH GUARANTEE FRESHNESS FOR YOUR GARMENTS FOR UP TO 6 HOURS

Delicate steam and tumbling action take care of your laundry inside the washing machine. FreshCare<sup>+</sup> uses a series of precise and variable drum movements, alternating with steam jets at regular intervals to circulate the air in the drum, to create the perfect level of humidity to keep your garments fresh.

The new FreshCare<sup>+</sup> system keeps the garments fresh once the cycle ends. FreshCare<sup>+</sup> inhibits the proliferation of main odour sources even when the laundry is left inside the drum for several hours.

When you haven't got time to unload your clothes or plan to stay out, this system is the ideal solution to ensure that laundry stays soft and fresh inside the machine, even for up to six hours after the cycle has completed.



Awarded the Allergy UK seal of approval, FreshCare<sup>+</sup> is proven to alleviate 99.9% of major allergens including dust mites, pollen and pet dander.



## SoftMove

### TAILORED CARE FOR ANY FABRIC

Thanks to the new SoftMove System, the drum performs an exclusive set of specific movements that have the ability to adapt to every fabric type. Different drum movements for each phase of the wash cycle, from the initial water intake to the final spinning, ensure impeccable results and perfect care of garments, no matter the colour or shape.

Thanks to the action of the advanced motor, the SoftMove system sets up to six tailored drum movements and durations for each washing phase, ensuring the best laundry care and washing performance.

It's possible to choose between 14 different programmes, all perfectly designed to meet daily or occasional washing needs – from the most resistant garments such as jeans and cottons to delicate ones like wool and silk.

### FRESHCARE<sup>+</sup> FRONTLOAD WASHER



#### 1. Steam Massage

Massages in a gentle bi-directional movement, with few and slow oscillations and added steam.



#### 2. Energetic Wash

Dynamic motion reduces stain tension on the fibers, allowing the detergent to settle on stain substrates, even at low temperatures.



#### 3. Wave Motion

Short and intensive bi-directional movement with fabric rubbing, while ensuring that the load falls on water.



#### 4. Slow Motion

Massages in a gentle bi-directional movement, with few and slow oscillations, and water refill (no water in FreshCare<sup>+</sup>).



#### 5. Shower Tumble

Gentle rotation of the clothes in the water, so that the detergent that has penetrated in the fibers has time to act.



#### 6. Color Bath

The perfect balance between results and care for your colored clothing. This long-soaking mode minimizes stress to fabrics caused by drum movements.



#### 7. Cradle Motion

Gentle and slow wash movements, created especially for delicate fabrics like wool.

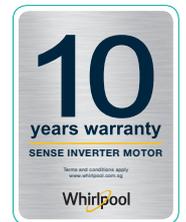
# More programmes for any kind of wash



## SENSE Inverter

**ADVANCED MOTOR FOR A LONG LASTING<sup>2</sup>,  
QUIET PERFORMANCE.**

The washing machine is powered by SENSE Inverter, an advanced motor that will offer consumers the best performance. For complete peace of mind, it is important to count on the reliability of a long-lasting motor that defies all expectations.



## Clean<sup>+</sup>

**ADAPTS CLEANING EFFICACY ACCORDING TO ANY NEED**

The Clean<sup>+</sup> option is a new technology that allows the machine's cleaning power to be customized according to the soil level and consumer's day-to-day laundry load. Thanks to the power of Clean<sup>+</sup>, it is now possible to use an in-wash additive to remove stains and get even better results. This technology acts on three different levels (Intensive, Daily, Fast), which sets the right washing action depending on the consumer's cleaning needs. It always guarantees the desired result with minimum effort.



## Best Energy Efficiency

**ENERGY EFFICIENCY IN A+++ CLASS**

For those who believe in a cleaner environment as well as a perfect wash, Whirlpool's new front-loading washers are rated A+++ on the European energy class scale. Its capacity has been increased by up to 9 KG, allowing consumers to wash more garments at once.

<sup>2</sup> In comparison with a brush-type motor.

# Designed to ensure Comfort with an eye-catching appeal



The new **FreshCare+** combines the simple elegance of a smooth design with a smart interface: the entire machine is completely ergonomic and intuitive.

The wide door guarantees easy loading and unloading.

The upper control panel and a clear, multi-function display allow consumers to interact easily with the washing machine.

Moreover, the machines have different load capacities according to their drum: 9, 8, 7 kilograms.

Each fabric and load is treated with care and precision to guarantee that consumers always get the best results.



# Specifications



## FWG91284W

Product Dimension WxDxH (mm):  
595 x 630 x 845  
EAN Code: 8003437729409

- Maximum Capacity: 9 KG
- Maximum Spin Speed: 1200 rpm
- SENSE Inverter Motor
- Energy efficiency class (European): A+++
- Water Efficiency Rating (Singapore WELS): 3 Ticks
- Made in Europe

### Features

- 6<sup>TH</sup> SENSE Technology
- FreshCare<sup>+</sup> with Steam (Up to 6 hours)
- Colours 15°

### Functions

- Clean<sup>+</sup> Soil Option
- Intensive Rinse option
- Rapid 30' Quick Wash
- Spin speed: No Spin / 400 to 1200rpm
- Water Temperature Selection: Cold Water -90°C
- Start Delay up to 24hrs
- Child Lock

## FWG81284W

Product Dimension WxDxH (mm):  
595 x 630 x 845  
EAN Code: 8003437729348

- Maximum Capacity: 8 KG
- Maximum Spin Speed: 1200 rpm
- SENSE Inverter Motor
- Energy efficiency class (European): A+++
- Water Efficiency Rating (Singapore WELS): 3 Ticks
- Made in Europe

### Features

- 6<sup>TH</sup> SENSE Technology
- FreshCare<sup>+</sup> with Steam (Up to 6 hours)
- Colours 15°

### Functions

- Clean<sup>+</sup> Soil Option
- Intensive Rinse option
- Rapid 30' Quick Wash
- Spin speed: No Spin / 400 to 1200rpm
- Water Temperature Selection: Cold Water -90°C
- Start Delay up to 24hrs
- Child Lock

## FWG71283W

Product Dimension WxDxH (mm):  
595 x 575 x 845  
EAN Code: 8003437729393

- Maximum Capacity: 7 KG
- Maximum Spin Speed: 1200 rpm
- SENSE Inverter Motor
- Energy efficiency class (European): A+++
- Water Efficiency Rating (Singapore WELS): 3 Ticks
- Made in Europe

### Features

- 6<sup>TH</sup> SENSE Technology
- FreshCare<sup>+</sup> with Steam (Up to 6 hours)
- Colours 15°

### Functions

- Clean<sup>+</sup> Soil Option
- Intensive Rinse option
- Rapid 30' Quick Wash
- Spin speed: No Spin / 400 to 1200rpm
- Water Temperature Selection: Cold Water -90°C
- Start Delay up to 24hrs
- Child Lock

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[www.whirlpool.com.sg](http://www.whirlpool.com.sg)

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 **Whirlpool Singapore**

