

Kleenmaid introduces first washing machine in 10 years

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Adds a unique incentive.

To coincide with the launch of its new Eco Sensitive washing machine (LW8014), Kleenmaid is letting consumers try the machine for a 14 day free trial (T&Cs apply). If they are not satisfied with the results, the company will pick it up, no questions asked.

The Kleenmaid washing machine has been specially designed with an Allergy Safe program due to growing demand for home appliances that help to remove allergens. Allergy and immune diseases affect approximately one in five Australians, and they are increasing in prevalence.



Eco Sensitive Washing Machine



The Eco Sensitive washing machine incorporates a number of features designed to assist people suffering from asthma and allergy. To remove dust mites, a significant irritant for asthmatics, clothes and bedding must be washed at greater than 55 degrees. The Kleenmaid Eco Sensitive Washing Machine washes at temperatures up to 90 degrees, ensuring that dust mites are eliminated. Its high spin speeds and ability to provide four rinse options, helps in the removal of irritating residual detergent.

Kleenmaid CEO, Danny Hamilton told Appliance Retailer: “We have spent several years developing this new washing machine to ensure it meets consumer needs with the latest innovation and technology. Before launching this product, we had Australian Mums test the product to ensure it met their needs and they rated it 4.8 stars out of 5”.

The machine also has rapid wash programs from 12 minutes, intensive wash from 30 minutes, an add-and-remove-garment pause function, and a three-year warranty.