

SAMSUNG



Samsung Laundry Toolkit

2016

Our Vision



“There will not be one home of the future. And so each and every home will be different, because it adapts to you and your lifestyle needs...

...it’ll be you who is shaping it.”

BK Yoon
President and CEO
Samsung Consumer Electronics

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What this means for Samsung Laundry

At Samsung, we believe that tomorrow's innovations should be available in today's products; products built for the people who use them and the lives they lead.

That's why we created the world's most intelligent range of washing machines, designed around the very lives of the people who use them.

Customisable and full of clever little details that fit in perfectly with the way you want to live.

Giving you more freedom to make the most of every moment at home.

Samsung Laundry.

Designed for smart living.



Samsung Laundry Toolkit 2016.

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Introducing our range- Coming next week

Samsung Laundry Toolkit 2016.

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Say hello to smarter washing



	F500	WW5500	WW6000	WW6500	WW7500	WW8500	WW9000
Features:	<ul style="list-style-type: none"> - ecobubble™ - Stain Away - Digital Inverter Motor 	<ul style="list-style-type: none"> - ecobubble™ - AddWash™ - Bubble soak 	<ul style="list-style-type: none"> - ecobubble™ - VRT - Super speed 	<ul style="list-style-type: none"> - ecobubble™ - AddWash™ - VRT 	<ul style="list-style-type: none"> - ecobubble™ - AddWash™ - Smart control 	<ul style="list-style-type: none"> - ecobubble™ - AddWash™ - 12kg 	<ul style="list-style-type: none"> - ecobubble™ - Smart control - Auto Optimal Wash
Shout out:	Welcome to optimum washing performance with ecobubble™.	Welcome to optimum washing performance with ecobubble™.	Welcome to a quick, quiet, powerful wash.	Welcome to a quick, quiet, powerful wash.	Welcome to stunning design and performance, available from the palm of your hand.	Welcome to bigger loads and less washing.	Welcome to smarter control and greater freedom.
Reason to Buy:	With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.	With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology. And with the AddWash™ door, you can now add to the wash during the wash.*	Washing a 5kg load in just 59 minutes has never been so quiet. And with our powerful bubble soak feature you can target stubborn stains at a touch of a button.	Washing a 5kg load in just 59 minutes has never been so quiet. And with our powerful bubble soak feature you can target stubborn stains at a touch of a button. And with the AddWash™ door, you can now add to the wash during the wash.*	With superior energy efficiency, minimal noise and long lasting performance – all from a machine you can check on from your phone with Smart Control.** And with the AddWash™ door, you can now add to the wash during the wash.*	With its 12kg total capacity, you can fit piles of laundry in a single load and remotely control your wash from your smartphone. And with the AddWash™ door, you can now add to the wash during the wash.*	With smartphone connectivity and Auto Optimal Wash, doing the laundry is truly effortless.

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

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Introducing our **AddWash™** range- Coming next week

Samsung Laundry Toolkit 2016.

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Open the door to smarter washing

Add to the wash during the wash



WW5500

Features:

- ecobubble™
- **AddWash™**
- Bubble soak

Shout out:

Welcome to optimum washing performance with ecobubble™.

Reason to Buy:

With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.

And with the **AddWash™** door, you can now add to the wash during the wash.*



WW6500

- ecobubble™
- **AddWash™**
- VRT

Welcome to a quick, quiet, powerful wash.

Washing a 5kg load in just 59 minutes has never been so quiet. And with our powerful bubble soak feature you can target stubborn stains at a touch of a button.

And with the **AddWash™** door, you can now add to the wash during the wash.*



WW7500

- ecobubble™
- **AddWash™**
- Smart control

Welcome to stunning design and performance, available from the palm of your hand.

With superior energy efficiency, minimal noise and long lasting performance – all from a machine you can check on from your phone with Smart Control.**

And with the **AddWash™** door, you can now add to the wash during the wash.*



WW8500

- ecobubble™
- **AddWash™**
- 12kg

Welcome to bigger loads and less washing.

With its 12kg total capacity, you can fit piles of laundry in a single load and remotely control your wash from your smartphone.

And with the **AddWash™** door, you can now add to the wash during the wash.*

***AddWash™** door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

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F500

Consumer shout out

Welcome to optimum washing performance with ecobubble™.

Reason to believe

With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.



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F500 - Short USPs



1. ecobubble™

Unique cool wash technology for even greater energy savings.



2. Stain Away

Remove stains easily without ruining fabrics.



3. Digital Inverter Motor*

Quiet, long-lasting performance.



4. Diamond Drum

Unique water-cushioning drum design for extra clothing care.



5. 15 Minute Quick Wash

A quick wash for everyday essentials.



6. Smart Check

Easy troubleshooting from your smartphone.**



7. LED Display

Simple control for superior usability.



8. Delay End Timer

Control when your washing finishes with delay end.



9. Eco Drum Clean

Keep your machine clean and hygienic with one simple cycle.

*Selected models.

**Available on Android and IOS.

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F500 - Long USPs

1. ecobubble™ – Innovative energy saving

Our efficient ecobubble™ technology mixes air, water and detergent to create bubbles that penetrate your clothes faster, helping you wash at cooler temperatures. Better for the environment and your bills.

2. Stain Away – Easy stain removal

From evening dinner red wine spillages to muddy splashes on a rainy day, accidents happen. The Stain Away feature uses ecobubble™ technology to deeply, gently and thoroughly clean clothes. Remove the most common stains, like tomato,

chocolate and grass along with many more.

3. Digital Inverter Motor – Quiet, reliable performance

The quiet Digital Inverter Motor* gives you long-lasting, reliable performance. Less noise, less vibration and less wear and tear – it even has a 10 year warranty.

4. Diamond Drum – Designed to care and protect

With our unique diamond embossed drum design, clothes are prevented from snagging, while a cushioning layer of

water adds an extra level of care to your laundry.

5. 15 Minute Quick Wash – Greater time saving

Going out later but your favourite outfit hasn't been washed? No problem. The 15 minute quick wash programme is particularly convenient when you are short of time and need to quickly wash up to 2kg of your favourite garments.

*Selected models.

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F500 - Long USPs continued

6. Smart Check –

Support at your fingertips

Smart Check is an automatic error-monitoring system. It detects and diagnoses problems at an early stage and provides quick and easy troubleshooting solutions using a Smartphone App*. So it saves you time having to find the manual and avoids the cost and inconvenience of unnecessary engineer callouts – and potentially expensive repair bills.

7. LED Display –

Keeping things simple

With its state-of-the-art display and ice blue LEDs, relax and enjoy how simple it is to control such a sophisticated washing machine.

8. Delay End Timer –

Simple, effective control

Going to work and haven't had time to put the washing on? The delay end timer lets you delay your programme by up to 19 hours, meaning that you can set your washing to finish just as you expect to return from work.

9. Eco Drum Clean –

Efficient self-cleaning

The Eco Drum Clean function keeps the drum, seal and door glass clean and hygienic using hot water and a high-speed spin cycle. So it's eco-friendly and saves you money on detergents.

*Available on Android and IOS.

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WW5500

Consumer shout out

Welcome to optimum washing performance with ecobubble™.

Reason to believe

With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.

And with the AddWash™ door, you can now add to the wash during the wash*.



*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

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WW5500 - Short USPs



1. ecobubble™

Unique cool wash technology for even greater energy savings.



2. AddWash™

Add to the wash during the wash.*



3. Bubble Soak

Intensive stain removal.



4. Digital Inverter Motor

Quiet, long-lasting performance.



5. Diamond Drum

Unique water-cushioning drum design for extra clothing care.



6. 15 Minute Quick Wash

A quick wash for everyday essentials.



7. Smart Check

Easy troubleshooting from your smartphone.**



8. LED Display

Simple control for superior usability.



9. Delay End Timer

Control when your washing finishes with delay end.



10. Eco Drum Clean

Keep your machine clean and hygienic with one simple cycle.

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

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WW5500 - Long USPs

1. ecobubble™ – Innovative energy saving

Our efficient ecobubble™ technology mixes air, water and detergent to create bubbles that penetrate your clothes faster, helping you wash at cooler temperatures. Better for the environment and your bills.

2. AddWash™ – Designed for ultimate convenience

Open the innovative AddWash™ door to quickly drop in anything extra during the wash* – whether that's a stray sock you missed, extra softener, or a hand-washed garment for final rinsing.

3. Bubble Soak – Intensive stain removal

Whether its cotton, synthetics or baby clothes, add a 30 minute bubble soak to any of your preferred programmes at the touch of a button. Then let our unique ecobubbles penetrate deep into the fabrics to loosen tough stains – giving you a thorough and efficient clean after every soak.

4. Digital Inverter Motor – Quiet, reliable performance

The quiet Digital Inverter Motor gives you long-lasting, reliable performance. Less noise, less vibration and less wear and tear – it even has a 10 year warranty.

5. Diamond Drum – Designed to care and protect

With our unique diamond embossed drum design, clothes are prevented from snagging, while a cushioning layer of water adds an extra level of care to your laundry.

6. 15 Minute Quick Wash – Greater time saving

Going out later but your favourite outfit hasn't been washed? No problem. The 15 minute quick wash programme is particularly convenient when you are short of time and need to quickly wash up to 2kg of your favourite garments.

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

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WW5500 - Long USPs continued

7. Smart Check –

Support at your fingertips

Smart Check is an automatic error-monitoring system. It detects and diagnoses problems at an early stage and provides quick and easy troubleshooting solutions using a Smartphone App*. So it saves you time having to find the manual and avoids the cost and inconvenience of unnecessary engineer callouts – and potentially expensive repair bills.

8. LED Display –

Keeping things simple

With its state-of-the-art display and ice blue LEDs, relax and enjoy how simple it is to control such a sophisticated washing machine.

9. Delay End Timer –

Simple, effective control

Going to work and haven't had time to put the washing on? The delay end timer lets you delay your programme by up to 19 hours, meaning that you can set your washing to finish just as you expect to return from work.

10. Eco Drum Clean –

Efficient self-cleaning

The Eco Drum Clean function keeps the drum, seal and door glass clean and hygienic using hot water and a high-speed spin cycle. So it's eco-friendly and saves you money on detergents.

*Available on Android and IOS.

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WW6000

Consumer shout out

Welcome to a quick, quiet, powerful wash.

Reason to believe

Washing a 5kg load in just 59 minutes has never been so quiet. And with our powerful bubble soak feature you can target stubborn stains at a touch of a button.



Samsung Laundry Toolkit 2016.

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WW6000 - Long USPs

1. ecobubble™ – Innovative energy saving

Our efficient ecobubble™ technology mixes air, water and detergent to create bubbles that penetrate your clothes faster, helping you wash at cooler temperatures. Better for the environment and your bills.

2. VRT (1600 rpm model only) – Less noise and vibration

Thanks to our VRT technology, now everyone can enjoy a more peaceful wash thanks to a drum that keeps in perfect balance, even at high spin speeds.

3. Super Speed Wash – Greater time saving

Our Twin Water Supply fills your machine faster and a clever Spin Speed Rinse accelerates your cycle, cutting a standard 5kg wash (that's 25 t-shirts) to just

59 minutes. Meaning less time waiting, more time for you.

4. Bubble Soak – Intensive stain removal

Whether its cotton, synthetics or baby clothes, add a 30 minute bubble soak to any of your preferred programs at the touch of a button. Then let our unique ecobubbles penetrate deep into the fabrics to loosen tough stains – giving you a thorough and efficient clean after every soak.

5. Digital Inverter Motor – Quiet, long lasting performance

The quiet Digital Inverter Motor gives you long-lasting, reliable performance. Less noise, less vibration and less wear and tear – it even has a 10 year warranty.

6. Diamond Drum – Designed to care and protect

With our unique diamond embossed drum design, clothes are prevented from snagging, while a cushioning layer of water adds an extra level of care to your laundry.

7. Five Year Warranty

With a free five year warranty on parts and labour you can feel confident your new machine is built to last*.

*Registration required within 90 days of purchase, terms and conditions apply.

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WW6500

Consumer shout out

Welcome to a quick, quiet, powerful wash.

Reason to believe

Washing a 5kg load in just 59 minutes has never been so quiet. Meanwhile our powerful bubble soak feature can target stubborn stains at a touch of a button.

And with the **AddWash™** door, you can now add to the wash during the wash.*



*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

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WW6500 - Short USPs



1. ecobubble™

Unique cool wash technology for even greater energy savings.



2. AddWash™

Add to the wash during the wash.*



3. VRT (1600 rpm model only)

Peaceful washing anytime, anywhere with less noise and vibration.



4. Super Speed Wash

Wash an average sized load in just 59 minutes.



5. Bubble Soak

Intensive stain removal



6. Digital Inverter Motor

Quiet, long-lasting performance.



7. Diamond Drum

Unique water-cushioning drum design for extra clothing care.



8. Five Year Warranty

Stay worry free with parts and labour covered for 5 years.**

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Registration required within 90 days of purchase, terms and conditions apply.

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WW6500 - Long USPs continued

6. Digital Inverter Motor –

Quiet, reliable performance

The quiet Digital Inverter Motor gives you long-lasting, reliable performance. Less noise, less vibration and less wear and tear – it even has a 10 year warranty.

8. Five Year Warranty

With a free five year warranty on parts and labour you can feel confident your new machine is built to last.**

7. Diamond Drum –

Designed to care and protect

With our unique diamond embossed drum design, clothes are prevented from snagging, while a cushioning layer of water adds an extra level of care to your laundry.

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WW7500

Consumer shout out

Welcome to stunning design and performance, available from the palm of your hand.

Reason to believe

With superior energy efficiency, minimal noise and long lasting performance – all from a machine you can check on from your smartphone with Smart Control.*

And with the **AddWash™** door, you can now add to the wash during the wash.**



*Available on Android and IOS.
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WW7500 - Short USPs



1. ecobubble™

Unique cool wash technology
for even greater energy savings.



2. AddWash™

Add to the wash during the wash.*



3. Smart Control

Why wait? Control your
washing from anywhere.**



4. VRT

Peaceful washing anytime,
anywhere with less noise
and vibration.



5. Super Speed Wash

Wash an average sized load in just 59 minutes.



6. Bubble Soak

Intensive stain removal.



7. Digital Inverter Motor

Quiet, long-lasting performance.



8. Crystal Blue Door

Open wider and easier.



9. Swirl Drum

Fabric care for your favourite clothes.



10. Premium LED Display

Simple controls for superior usability.



11. Five Year Warranty

Stay worry free with parts
and labour covered for
5 years.***

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

***Registration required within 90 days of purchase, terms and conditions apply.

Samsung Laundry Toolkit 2016.

tag: Chel	Filename: 11 1002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 25	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:11 1002726_ DOCUMENT:11 1002726_EU_Laundry_Toolkit_V4.indd						

WW7500 - Long USPs

1. ecobubble™ – Innovative energy saving

Our efficient ecobubble™ technology mixes air, water and detergent to create bubbles that penetrate your clothes faster, helping you wash at cooler temperatures. Better for the environment and your bills.

2. AddWash™ – Designed for ultimate convenience

Open the innovative AddWash™ door to quickly drop in anything extra during the wash* – whether that's a stray sock you missed, extra softener, or a hand-washed garment for final rinsing.

3. Smart Control – Greater freedom

With our mobile app, your smartphone is the remote control for your WW7500

washing machine. You can check the washing from the sofa the office or even when out and about.**

4. VRT – Less noise and vibration

Thanks to our VRT technology, now everyone can enjoy a more peaceful wash thanks to a drum that keeps in perfect balance, even at high spin speeds.

5. Super Speed Wash – Greater time saving

Our Twin Water Supply fills your machine faster and a clever Spin Speed Rinse accelerates your cycle, cutting a standard 5kg wash (that's 25 t-shirts) to just 59 minutes. Meaning less time waiting, more time for you.

6. Bubble Soak – Intensive stain removal

Whether its cotton, synthetics or baby clothes, add a 30 minute bubble soak to any of your preferred programmes at the touch of a button. Then let our unique ecobubbles penetrate deep into the fabrics to loosen tough stains – giving you a thorough and efficient clean after every soak.

7. Digital Inverter Motor – Quiet, reliable performance

The quiet Digital Inverter Motor gives you long-lasting, reliable performance. Less noise, less vibration and less wear and tear – it even has a 10 year warranty.

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

Samsung Laundry Toolkit 2016.

tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4				Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January		Size: 210 x 297mm				
Publication: N/A		Agency N°: GBP3067002	Pg N°: 26	Studio Manager	Copy Writer	Artworker
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File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_01:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd						

WW7500 - Long USPs continued

8. Crystal Blue Door – Ergonomic design

With its extra-large, wider-opening door, loading and unloading your laundry has never been easier – saving you time and effort.

9. Swirl Drum – Innovative fabric care

Samsung's unique Swirl Drum is designed to take greater care of your clothes, with smaller holes and a special swirl imprint to cushion your favourite fabrics and prevent them from bobbling.

10. Premium LED Display – Keeping things simple

With its state-of-the-art stainless steel effect display and ice blue LEDs, relax and enjoy how simple it is to control such a sophisticated washing machine.

11. Five Year Warranty

With a free five year warranty on parts and labour you can feel confident your new machine is built to last.***

***Registration required within 90 days of purchase, terms and conditions apply.

Samsung Laundry Toolkit 2016.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 27	Studio Manager	Copy Writer	Artworker
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	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_0:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

WW8500

Consumer shout out

Welcome to bigger loads and less washing.

Reason to believe

With its 12kg total capacity, you can fit piles of laundry in a single load and remotely control your wash from your smartphone.

And with the **AddWash™** door, you can now add to the wash during the wash.*



*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 28	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
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WW8500 - Long USPs

1. ecobubble™ – Innovative energy saving

Our efficient ecobubble™ technology mixes air, water and detergent to create bubbles that penetrate your clothes faster, helping you wash at cooler temperatures. Better for the environment and your bills.

2. AddWash™ – Designed for ultimate convenience

Open the innovative AddWash™ door to quickly drop in anything extra during the wash* – whether that's a stray sock you missed, extra softener, or a hand-washed garment for final rinsing.

3. 12kg Capacity

The Samsung WW8500 washing machine's huge 12kg capacity lets you

wash piles of laundry in a single load – meaning you can enjoy less time washing and more time for yourself.

4. Smart Control – Greater freedom

With our mobile app, your smartphone is the remote control for your WW8500 washing machine. You can check the washing from the sofa the office or even when out and about.**

5. VRT – Less noise and vibration

Thanks to our VRT technology, now everyone can enjoy a more peaceful wash thanks to a drum that keeps in perfect balance, even at high spin speeds.

6. Super Speed Wash – Greater time saving

Our Twin Water Supply fills your machine faster and a clever Spin Speed Rinse accelerates your cycle, cutting a standard 5kg wash (that's 25 t-shirts) to just 59 minutes. Meaning less time waiting, more time for you.

7. Bubble Soak – Intensive stain removal

Whether its cotton, synthetics or baby clothes, add a 30 minute bubble soak to any of your preferred programmes at the touch of a button. Then let our unique ecobubbles penetrate deep into the fabrics to loosen tough stains – giving you a thorough and efficient clean after every soak.

*AddWash™ door can be opened at any time when the drum temperature is below 50°C.

**Available on Android and IOS.

Samsung Laundry Toolkit 2016.

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	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

WW8500 - Long USPs continued

8. Speciality Cycles – Cleaning made simple

6 Speciality Cycles making it easy to choose the right programme to clean up after those messy little eaters or action-packed days out at the park.

9. Premium LCD Display – Super simple control

With it's state-of-the-art LCD display, selecting your desired wash cycle is simple and quick – load, select, wash and relax.

10. Swirl Drum – Innovative fabric care

Samsung's unique Swirl Drum is designed to take greater care of your clothes, with smaller holes and a special swirl imprint to cushion your favourite fabrics and prevent them from bobbling.

11. Five Year Warranty

With a free five year warranty on parts and labour you can feel confident your new machine is built to last.***

***Registration required within 90 days of purchase, terms and conditions apply.

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	Publication: N/A	Agency N°: GBP3067002	Pg N°: 31	Studio Manager	Copy Writer	Artworker
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WW9000

Consumer shout out

Welcome to smarter control
and greater freedom

Reason to believe

With smartphone connectivity
and Auto Optimal Wash, doing the
laundry is truly effortless.



Samsung Laundry Toolkit 2016.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 32	Studio Manager	Copy Writer	Artworker
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	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

WW9000 - Short USPs



1. ecobubble™

Unique cool wash technology
for even greater energy savings.



4. Super Speed Wash

Wash an average sized load in 59 minutes.



6. Full Touch LCD Display

Intuitive, touch screen display
for smartphone-like control.



2. Smart Control

Why wait? Control your washing from anywhere.*



3. Auto Optimal Wash

Built-in weight, water and wash sensors for a truly automatic and effortless wash.



5. VRT-M

3D Vibration Sensor and
magnetically balanced drum
for quiet performance.



7. Five Year Warranty

Stay worry free with parts
and labour covered for
5 years.**

*Available on Android and IOS.

****Registration required within 90 days of purchase, terms and conditions apply.**

Samsung Laundry Toolkit 2016.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 33	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_0:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Understanding the consumer

We have identified two consumer mind sets to target:

Intelligent living seekers

Those motivated by the idea of a home that works flawlessly for them.

Interior designers

Those motivated by their desire for a beautiful home.

We want to convert browsers to buyers by provoking desire for our products.



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	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Intelligent Living Seekers

“I want my appliances to be intelligent and intuitive – to help me run my home more efficiently, do some of the thinking for me and make my life a little easier”

“Convenience is king for me, I want something easy to control that lightens my workload”

“I want home appliances that are smart enough to know how to save time and money”



Samsung Laundry Toolkit 2016.

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	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Interior Designers

“How my home looks is super-important to me so I want my appliances to look stylish and modern, enhancing my kitchen not detracting from it”

“I want my home appliances to match my decor and my style”

“I really like how stylish a lot of appliances look now”



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	File Location: CHEIL.PRODUCTION:S.SAMSUNG.DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Excitement of buying v Shopping experience



People get excited about buying new appliances as they contribute to their goal of creating their home.

Many have a low knowledge base on home appliances



But that excitement is soon killed by the complexity of the shopping environment.



They default to the familiar to simplify the decision-making process

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File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

The Retail barriers

1 Issue

- The category is complex to shop.
- The washing machine aisle is sterile, uninspiring and difficult to shop.
- There’s an overwhelming array of choice.
- Sales terminology is tech-spec heavy and lacks clear articulation of product benefits.
- Lack of guidance and advice that’s tailored to individual needs.

2 Opportunity

- Create a simpler, more engaging shopping experience.
- Empower staff to speak confidently about Samsung products.



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	Publication: N/A	Agency N°: GBP3067002	Pg N°: 39	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Delivering a more engaging shopping experience

	AWARENESS	INFORM	EDUCATE	EXPERIENCE	BUY
 <p>OUR TARGET</p>	Make shoppers aware that Samsung makes high-end washing machines.	Inform people there are a number of models within the range to choose from.	Help people navigate the range by highlighting the features and benefits. Help people identify the model that best fits their lifestyle.	Provide an easy and enjoyable shopping experience. Help people to intuitively forge a connection between the product and life at home.	Provide reassurance that Crystal Blue meets their needs. Make their choice easy and intuitive.
 <p>WHAT WE WANT PEOPLE TO BELIEVE?</p>	We want them to believe that Samsung is a credible alternative to Miele, driving a sense of desire for what is normally a distress purchase.	We want them to believe that Samsung takes time to design products that adapt to their individual lifestyle needs.	We want them to believe that Samsung takes time to design products that adapt to their individual lifestyle needs.	We want them to believe that Crystal Blue is the best washing machine - nothing else compares.	We want them to believe they are buying the BEST washing machine for them.
 <p>WHAT WE WANT PEOPLE TO THINK AS THEY PROGRESS THROUGH THEIR SHOPPING JOURNEY</p>	Wow! This new Samsung washing machine looks interesting. I want to know more. What's the quickest way to the washing machine department?	It looks different than any other washing machine out there. There's more than one, what makes them different? I should ask a sales assistant for help.	Which one is right for me? Which one would the sales assistant recommend to me? I could really do with X function, it will make my life a lot easier.	How does it work? Is it simple to use? How does it compare to Miele? What does the sales assistant think of it? Would he/she recommend it?	I can't resist any longer, I need to buy it! What are the delivery and installation details? How quickly can I take it home?
<p>CREATIVE OUTPUT</p>	Awareness ATL Close proximity poster Digital banner	Gondola end header Landing page template	In-run product frame and side panels	A4 product topper	Warranty information (on product sticker)

* The CDJ is informed by MASH shopper research and insights.

Samsung Laundry Toolkit 2016.

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Operator: john		Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd						



Awareness Assets

ATL

Samsung Laundry Toolkit 2016.

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	File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Awareness – AddWash™ Key Visual WW8500



Samsung Laundry Toolkit 2016.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
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	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Awareness – National Press 6 Sheet WW9000



OUR TARGET

Make shoppers aware that Samsung makes high-end washing machines.



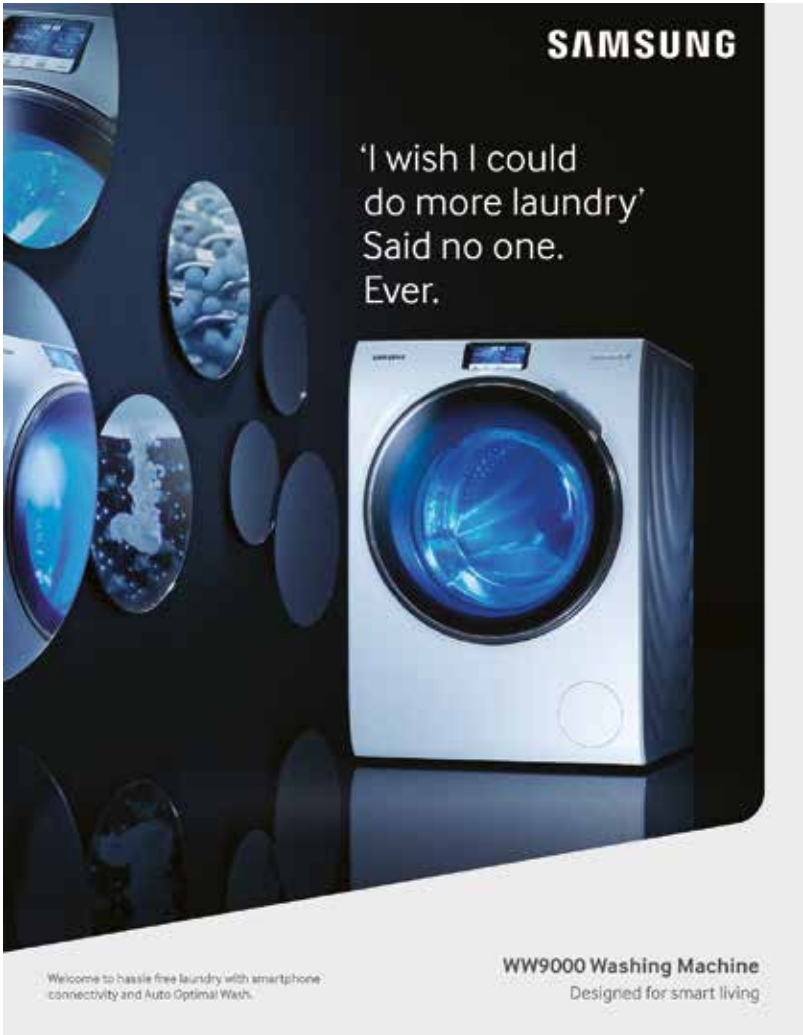
WHAT WE WANT PEOPLE TO BELIEVE?

We want them to believe that Samsung is a credible alternative to Miele, driving a sense of desire for what is normally a distress purchase.



WHAT WE WANT PEOPLE TO THINK AS THEY PROGRESS THROUGH THEIR SHOPPING JOURNEY

Wow! This new Samsung washing machine looks interesting. I want to know more. What's the quickest way to the washing machine department?



Samsung Laundry Toolkit 2016.

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	Publication: N/A	Agency N°: GBP3067002	Pg N°: 43	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
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Awareness – Always on Sponsorship - Pilot

Idents sponsored Prime Time on Food Network, ran on Tasty Entertainment on Watch, Hells Kitchen on ITV2 and sponsored Come Dine with Me on ITV3.*



* Ran in 2014 apart from Tasty Entertainment which ends in May 2015.

tag: Cheil

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Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
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Awareness – Always on Sponsorship - Apprentice

Idents sponsored Prime Time on Food Network, ran on Tasty Entertainment on Watch, Hells Kitchen on ITV2 and sponsored Come Dine with Me on ITV3.*



* Ran in 2014 apart from Tasty Entertainment which ends in May 2015.

Samsung Laundry Toolkit 2016.

tag: Cheil

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Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 45	Studio Manager	Copy Writer	Artworker
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Awareness – Always on Sponsorship - I'm doing it

Idents sponsored Prime Time on Food Network, ran on Tasty Entertainment on Watch, Hells Kitchen on ITV2 and sponsored Come Dine with Me on ITV3.*



* Ran in 2014 apart from Tasty Entertainment which ends in May 2015.

Samsung Laundry Toolkit 2016.

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Awareness – Features and Benefits video

www.youtube.com/watch?v=jK77NZSDCyl
www.youtube.com/watch?v=vtO-8s4HtAo



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	Publication: N/A	Agency N°: GBP3067002	Pg N°: 47	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
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Purchase driving Assets

Samsung Laundry Toolkit 2016.

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Awareness – External Poster WW9000



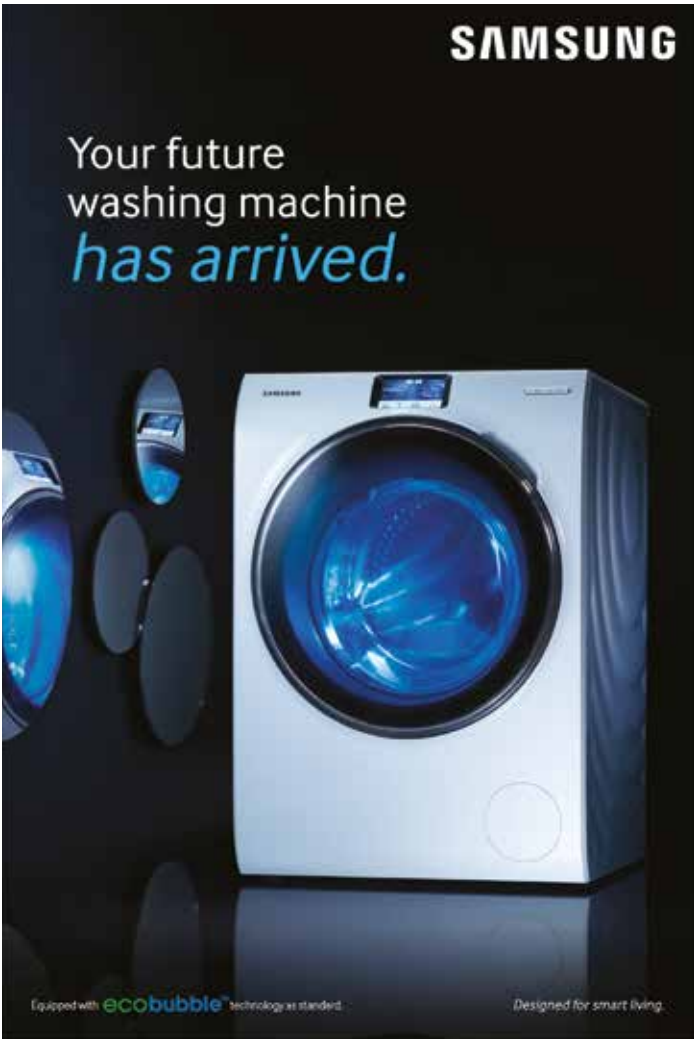
Make shoppers aware that Samsung makes high-end washing machines.



We want them to believe that Samsung is a credible alternative to Miele, driving a sense of desire for what is normally a distress purchase.



Wow! This new Samsung washing machine looks interesting. I want to know more. What's the quickest way to the washing machine department?



Samsung Laundry Toolkit 2016.

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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 49	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
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Awareness – Web banner WW9000



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	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 50	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_01:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Experience – A4 Product Topper WW9000



Provide an easy and enjoyable shopping experience. Help people to intuitively forge a connection between the product and life at home.



We want them to believe that Crystal Blue is the best washing machine – nothing else compares.



Which one is right for me?
Which one would the sales assistant recommend to me?
I could really do with X function, it will make my life a lot easier.

SAMSUNG

Welcome to the future you want.
The Samsung WW9000.

"I want to save more energy"
EcoBubble™ technology
EcoBubble™ technology
EcoBubble™ technology
EcoBubble™ technology
EcoBubble™ technology
EcoBubble™ technology
EcoBubble™ technology

"I want more freedom"
Smart Control™
Smart Control™
Smart Control™
Smart Control™
Smart Control™
Smart Control™
Smart Control™

"I want a simpler life"
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™

"I want to save time"
Speed Sense™
Speed Sense™
Speed Sense™
Speed Sense™
Speed Sense™
Speed Sense™
Speed Sense™

"I want peace and quiet"
QuietDrum™
QuietDrum™
QuietDrum™
QuietDrum™
QuietDrum™
QuietDrum™
QuietDrum™

"I want effortless control"
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™
Smart Care™

Equipped with **ecoBubble™** technology as standard.

Designed for smart living.

*Registration required within 90 days of purchase, terms and conditions apply.

Samsung Laundry Toolkit 2016.

tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4				Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January		Size: 210 x 297mm				
Publication: N/A		Agency N°: GBP3067002	Pg N°: 51	Studio Manager	Copy Writer	Artworker
Operator: john		Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_01:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd						

Buy – Warranty Information WW9000




OUR TARGET

Provide reassurance that Crystal Blue meets their needs. Make their choice easy and intuitive.



WHAT WE WANT PEOPLE TO BELIEVE?

We want them to believe they are buying the BEST washing machine for them.



WHAT WE WANT PEOPLE TO THINK AS THEY PROGRESS THROUGH THEIR SHOPPING JOURNEY

I can't resist any longer, I need to buy it! What are the delivery and installation details? How quickly can I take it home?



*Registration required within 90 days of purchase, terms and conditions apply.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 52	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					



Appendix

Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 53	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - F500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 54	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW5500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 55	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW5500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 56	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW6000



tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 57	Studio Manager	Copy Writer	Artworker
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW6500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 58	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW6500



Samsung Laundry Toolkit 2016.

tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 59	Studio Manager	Copy Writer	Artworker
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW7500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 60	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_..DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW7500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 61	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW8500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 62	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW8500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 63	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW8500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 64	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

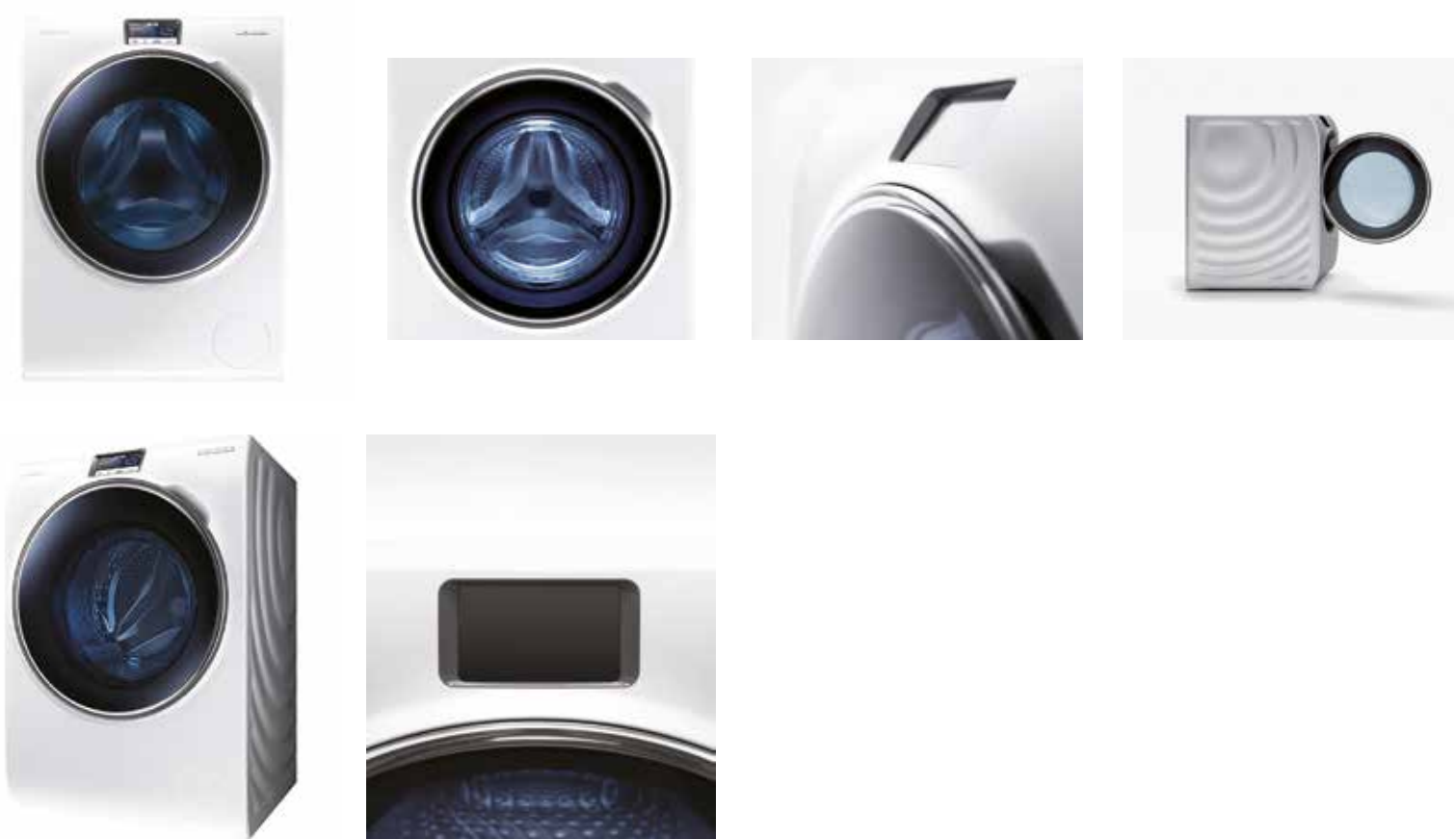
Product images - WW8500



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 65	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL\PRODUCTION\S\SAMSUNG\DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

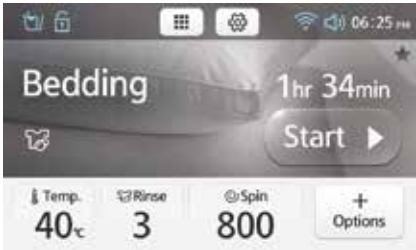
Product images - WW9000



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 66	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product images - WW9000



Samsung Laundry Toolkit 2016.

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 67	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL.PRODUCTION\SAMSUNG.DOMESTIC_APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT_JAN\111002726_DOCUMENT\111002726_EU_Laundry_Toolkit_V4.indd					

Product Specifications - WW6000

GRADE			9kg 1600	8kg 1600	8kg 1400	8kg 1400	9kg 1400	9kg 1400
MODEL			WW90J6610CX/EU	WW80J6610CW/EU	WW80J6410CX/EU	WW80J6410CW/EU	WW90J6410CW/EU	WW90J6410CX/EU
FEATURES	Washing Capacity	kg	9	8	8	8	9	9
	Maximum Spin Speed	rpm	1600	1600	1400	1400	1400	1400
DESIGN	Body Color		Graphite	White	Graphite	White	White	Graphite
	Door		Crystal Blue	Crystal Blue	Crystal Blue	Crystal Blue	Crystal Blue	Crystal Blue
	Panel Display		LED	LED	LED	LED	LED	LED
PERFORMANCE	Energy Efficiency Class		A+++	A+++	A+++	A+++	A+++	A+++
	Energy Consumption (annual) kWh		151	151	116	116	130	130
	Water Consumption (annual) Litres		9400	9400	8100	8100	9400	9400
	Spin Efficiency		A	A	A	A	A	A
	Noise Level (Wash)		52	52	53	53	53	53
FEATURES	Noise Level (Spin)		76	76	74	74	74	74
	Aqua Hose		-	-	-	-	-	-
	Bubble Soak		Yes	Yes	Yes	Yes	Yes	Yes
	Bubble Technology		Yes	Yes	Yes	Yes	Yes	Yes
	Ceramic Heater		-	-	-	-	-	-
	Child Lock		Yes	Yes	Yes	Yes	Yes	Yes
	Delay End		Yes	Yes	Yes	Yes	Yes	Yes
	Drum Type		Diamond	Diamond	Diamond	Diamond	Diamond	Diamond
	Interior Drum Light		-	-	-	-	-	-
	Language Settings		-	-	-	-	-	-
	Leakage Sensor		-	-	-	-	-	-
	Motor		DIT	DIT	DIT	DIT	DIT	DIT
	My Cycle		-	-	-	-	-	-
	Smart Check		Yes	Yes	Yes	Yes	Yes	Yes
	Super Speed		Yes	Yes	Yes	Yes	Yes	Yes
	VRT		VRT Plus	VRT Plus	-	-	-	-
PROGRAMS								
PROGRAM	Baby Care		Yes	Yes	Yes	Yes	-	-
	Bedding		Yes	Yes	Yes	Yes	Yes	Yes
	Cotton		Yes	Yes	Yes	Yes	Yes	Yes
	Dark Garment		Yes	Yes	Yes	Yes	Yes	Yes
	Delicates		Yes	Yes	Yes	Yes	Yes	Yes
	Denim		-	-	-	-	Yes	Yes
	Eco Cotton		Yes	Yes	Yes	Yes	Yes	Yes
	Eco Drum Clean		Yes	Yes	Yes	Yes	Yes	Yes
	Option List		Prewash, Intensive	Prewash, Intensive	Prewash, Intensive	Prewash, Intensive	Prewash, Intensive	Prewash, Intensive
	Outdoor Care		Yes	Yes	Yes	Yes	Yes	Yes
	Rinse + Spin		Yes	Yes	Yes	Yes	Yes	Yes
	Spin		Yes	Yes	Yes	Yes	-	-
	Sports Wear		-	-	-	-	-	-
	Stain Away		-	-	-	-	-	-
	Super Eco Wash		Yes	Yes	Yes	Yes	Yes	Yes
	Synthetics		Yes	Yes	Yes	Yes	Yes	Yes
	Wool		Yes	Yes	Yes	Yes	Yes	Yes
DIMENSIONS & WEIGHT	Net Dimensions (WxHxD) mm		600x850x600	600x850x600	600x850x550	600x850x550	600x850x550	600x850x551
	Net Weight (Kg)		71	71	61	61	61	62

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 68	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product Specifications - WW8500

GRADE		12kg 1400	12kg 1400
MODEL		WW12K8412OW/EU	WW12K8412OX/EU
GENERAL	Washing Capacity (Kg)	12	12
	Maximum Spin Speed (rpm)	1400	1400
DESIGN	Body Color	White	Graphite
	Door	Crystal Blue	Crystal Blue
	Panel Display	LCD	LCD
PERFORMANCE	Energy Efficiency	A+++	A+++
	Washing Performance	A	A
	Spinning Performance	A	A
	Cycle Energy Consumption Washing (kWh)	0.65	0.65
	Annual Energy Consumption (kWh)	141	141
	Annual Water Consumption (L)	11700	11700
	Wash Time 60 degree cotton Full Load	310 mins	310 mins
	Water Remaining After Spin (%)	44	44
	Noise Level (Wash) (dBA)	52	52
SPECIAL FEATURES	Noise Level (Spin) (dBA)	72	72
	AddWash™	Yes	Yes
	Smart Control	Yes	Yes
	ecobubble Technology	Yes	Yes
	Bubble Soak	Yes	Yes
	VRT	Yes	Yes
	Digital Inverter Motor	Yes	Yes
	Fabric Care Drum	Yes	Yes
	Fuzzy Logic Controls	Yes	Yes
OTHER FEATURES	Half Load	Yes	Yes
	No Spin	Yes	Yes
	Variable Temperature	Yes	Yes
	Quick Wash Time	15 mins	15 mins
PROGRAMS			
PROGRAM	Number of Programmes	14	14
	Super Eco Wash	Yes	Yes
	Quick	Yes	Yes
	Dark Garments	Yes	Yes
	Outdoor	Yes	Yes
	Baby Care	Yes	Yes
	Wool	Yes	Yes
	Hand Wash/Delicates	Yes	Yes
	Spin	-	-
	Rinse & Spin	Yes	Yes
	Cotton	Yes	Yes
	Economy Cotton	Yes	Yes
	Denim	-	-
	Synthetics	Yes	Yes
	Bedding	Yes	Yes
	Daily Wash	-	-
	Super Speed Wash	Yes	Yes
	Specialty Cycle	Yes	Yes
	Eco Drum Clean	Yes	Yes

GRADE		12kg 1400	12kg 1400
MODEL		WW12K8412OW/EU	WW12K8412OX/EU
OPTIONS	Quick Wash	Yes	Yes
	Pre Wash	Yes	Yes
	Spin Speed	Yes	Yes
	Temperature	Yes	Yes
	Rinse Hold	Yes	Yes
	Sound Off	Yes	Yes
	Easy Iron	Yes	Yes
	Intensive	Yes	Yes
INFORMATIVE FUNCTIONS	Display Type	LCD	LCD
	Door Lock Display	Yes	Yes
	Wide Opening Door	Yes	Yes
	Progress Indicator	Yes	Yes
	Delay End (19 hours)	Yes	Yes
	Drum Light	Yes	Yes
	Smart Check	Yes	Yes
SAFETY	Child Lock Display	Yes	Yes
	Anti Foam Control	Yes	Yes
	Overheating Control	Yes	Yes
	Self Diagnostic System	Yes	Yes
	Self Cleaning Filter	Yes	Yes
DIMENSIONS & WEIGHT	Net Dimensions (WxHxD) mm	600x850x600	600x850x600
	Net Weight (Kg)	73	73
OTHER INFORMATION	Country of Origin	Korea	Korea
	Lead Time	8 Weeks	8 Weeks
	EAN Code	8806088193519	8806088193540
	Water Supply Type	Cold Water	Cold Water
	Fit Type	Freestanding	Freestanding

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 69	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 5:05 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product Specifications - WW9000

GRADE			10kg 1600	10kg 1600
MODEL			WW10H9600EX/EU	WW10H9600EW/EU
FEATURES	Washing Capacity	kg	10	10
	Maximum Spin Speed	rpm	1600	1600
DESIGN	Body Color		Graphite	White
	Door		Crystal Blue	Crystal Blue
	Panel Display		Full Touch Screen	Full Touch Screen
PERFORMANCE	Energy Efficiency Class		A+++	A+++
	Energy Consumption (annual) kWh		119	119
	Water Consumption (annual) Litres		11500	11500
	Spin Efficiency		A	A
	Noise Level (Wash)		46	46
	Noise Level (Spin)		72	72
FEATURES	Aqua Hose		Yes	Yes
	Auto Dispenser		Yes	Yes
	Bubble Soak		-	-
	Bubble Technology		Yes	Yes
	Ceramic Heater		Yes	Yes
	Child Lock		Yes	Yes
	Delay End		Yes	Yes
	Drum Type		Swirl Drum	Swirl Drum
	Interior Drum Light		Yes	Yes
	Language Setting		Yes	Yes
	Leakage Sensor		Yes	Yes
	Motor		DIT	DIT
	Smart Check		Yes	Yes
	Super Speed		Yes	Yes
	VRT		Yes	Yes
PROGRAMS				
PROGRAM	Auto Optimal Wash		Yes	Yes
	Baby Care		Yes	Yes
	Bedding		Yes	Yes
	Cotton		Yes	Yes
	Dark Garment		Yes	Yes
	Denim		Yes	Yes
	Delicates		Yes	Yes
	Daily Wash		Yes	Yes
	Eco Cotton		Yes	Yes
	Eco Drum Clean		Yes	Yes
	Option List		Quick Wash, Prewash, Intensive Wash, Soak, Easy Iron	Quick Wash, Prewash, Intensive Wash, Soak, Easy Iron
	Outdoor Care		Yes	Yes
	Rinse + Spin		Yes	Yes
	Spin		Yes	Yes
	Stain Away		-	-
	Super Eco Wash		Yes	Yes
	Synthetics		Yes	Yes
	Wool		Yes	Yes
DIMENSIONS & WEIGHT	Net Dimensions (WxHxD) mm		600x850x600	600x850x600
	Net Weight (Kg)		73	73

tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 70	Studio Manager	Copy Writer	Artworker
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product Specifications - Washer Dryer

CATEGORY			WD6000J	WD6000J	WD5000J	
BASIC SPEC	Capacity (Real)		9kg	8kg	8kg	
	Drying cCapacity		6kg	6kg	6kg	
	RPM		1400	1400	1400	
	Motor		DD	DD	DD	
	EcoBubble		Yes	Yes	No	
	Speed Spray		Yes	Yes	No	
DESIGN	Display		Inmold 7key	Inmold 7key	Inmold 7key	
	LED		Ice Blue	Ice Blue	Ice Blue	
	Door		Safety Blue	Safety Blue	Safety Blue	
	Body Color		Inox/Silver/White	Inox/Silver/White	Inox/Silver/White	
	Drum		Diamond	Diamond	Diamond	
PERFORMANCE	Energy Grade		A	A	B	
	Energy Consumption	to wash and dry a full capacity wash load at 60°C	6.12 kWh	5.44 kWh	5.60 kWh	
		Washing (only)	1.17 kWh	1.04 kWh	1.20 kWh	
		Wash	0.13 kWh/kg	0.13 kWh/kg	0.15 kWh/kg	
		Dry	0.55 kWh/kg	0.55 kWh/kg	0.55 kWh/kg	
	Water Consumption	Wash	6 L/kg	6 L/kg	6 L/kg	
		Dry	5 L/kg	5 L/kg	5 L/kg	
	Efficiency	Wash	A	A	A	
		Spin	A	A	A	
	Noise (dB)	Wash	54	54	54	
		Spin	73	73	73	
		Dry	62	62	62	
PROGRAM & S/W						
PROGRAM	Cycle		Number of Cycles	0	0	0
		Dry	Deodorisation	Yes	Yes	Yes
			Sanitisation	Yes	Yes	Yes
			Cotton Dry	Yes	Yes	Yes
			Synthetics Dry	Yes	Yes	Yes
			Super Speed	Yes	Yes	No
		Wash	Daily Wash	No	No	Yes
			Down Jacket	Yes	Yes	Yes
			Super Eco Wash	Yes	Yes	No
			Outdoor Care	Yes	Yes	No
			Cotton	Yes	Yes	Yes
			15' Quick Wash	Yes	Yes	Yes
			Denim	No	No	Yes
			Sports Wear	No	No	Yes
			Synthetics	Yes	Yes	Yes
			Baby Care	Yes	Yes	Yes
			Wool	Yes	Yes	Yes
			Spin	No	No	Yes
			Rinse + Spin	Yes	Yes	Yes
			Eco Drum Clean	Yes	Yes	No

CATEGORY				WD6000J	WD6000J	WD5000J	
PROGRAM	Button key	1 key	Bubble Soak	Yes	Yes	No	
			Delay End	Yes	Yes	Yes	
			Prewash	Yes	Yes	Yes	
			Intensive	Yes	Yes	Yes	
			Dry Level	Yes	Yes	Yes	
		Temp	Yes	Yes	Yes		
		Rinse	Yes	Yes	Yes		
		Spin	Yes	Yes	Yes		
		2 key	Smart Check	Yes	Yes	Yes	
			Child lock	Yes	Yes	Yes	
	Sound Off		Yes	Yes	Yes		
	Dry		Dry	Time Dry	Yes	Yes	Yes
				Iron Dry	No	No	No
		Extra Dry		No	No	No	
Cupboard Dry		Yes		Yes	Yes		
ADDITIONAL FEATURE	Ceramic Heater			Option	Option	Option	
	OverVolt Control			Yes	Yes	Yes	
SAFETY	Anti Foam Control			Yes	Yes	Yes	
	Aqua stop			Option	Option	Option	
DIMENSION	Net (WxHxD) (mm)			600x850x650	600x850x600	600x850x600	
	Gross (WxHxD) (mm)	Shrinkage	666x890x747	666x890x697	666x890x697		
		SW2	675x890x759	675x890x701	-		
		DW2	-	680x890x706	-		
WEIGHT	Net (kg)			70	71	69	
	Gross (kg)	Shrinkage	72	73	71		
		SW2	73	74	-		
		DW2	-	76	-		
LOADING	40ft H/C	Shrinkage	141	153	153		
		SW2	141	153	-		
		DW2	-	144	-		

tag: Cheil

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 71	Studio Manager	Copy Writer	Artworker
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_...DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Product Specifications



WW6000



WW7000



WW8000



WW9000

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 72	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

Samsung Logo

These are the minimum recommended size of the Samsung logo in relation to the size of artwork being created.

A4

SAMSUNG

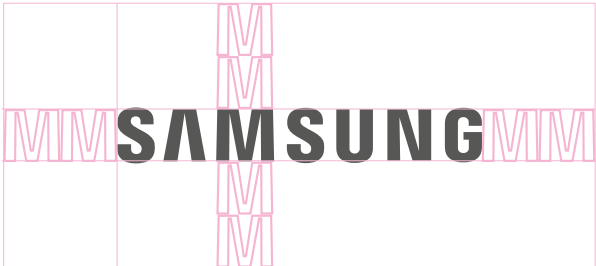
40mm

A3

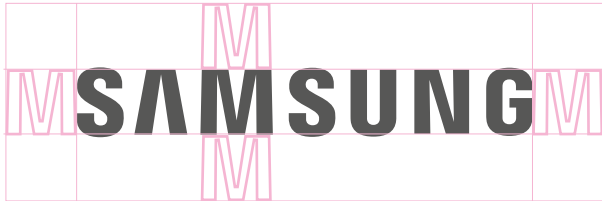
SAMSUNG

82mm

A4 or smaller



A3 or bigger

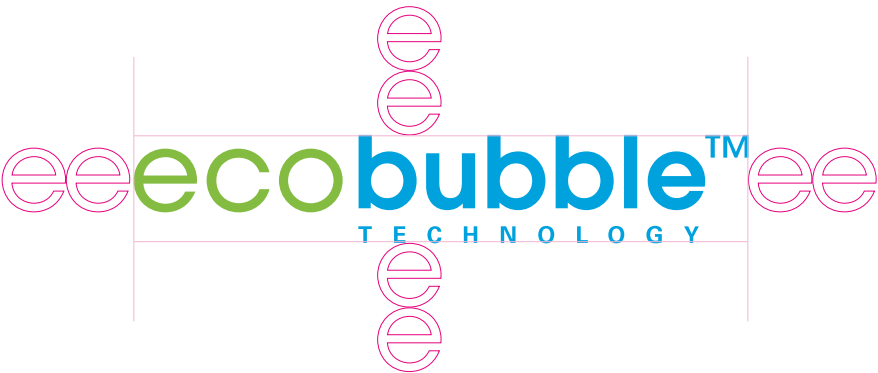


tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 73	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

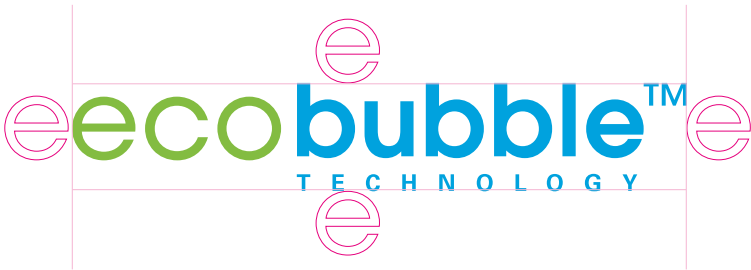
ecobubble™ Logo

These are the minimum recommended clearance for the ecobubble™ logo in relation to the size of artwork being created.

A4 or smaller



A3 or bigger



tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 74	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

AddWash™ Logo

When appearing in copy, **AddWash™** should always be written with an uppercase A and uppercase W. **Add** should always appear one weight heavier than Wash and should always include the trademark symbol. Below are the minimum recommended clearances for the **AddWash™** logo in relation to the size of artwork being created.

A4 or smaller



A3 or bigger



tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 75	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

AddWash™ Headline

There are two ways to show the **AddWash™** headline. In graphic representation, 'Add' and 'Wash' appear larger and in Samsung Sharp Sans Medium. In a straight forward headline again, 'Add' and 'Wash' appear in Sharp Sans Medium but can be in the same headline colour.

Graphic Representation

Add
to the wash
during the
Wash

Headline and Copy Representation

Add to the wash during the Wash

tag: Cheil	Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm				
	Publication: N/A	Agency N°: GBP3067002	Pg N°: 76	Studio Manager	Copy Writer	Artworker
	Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1			
	File Location: CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_ DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

SAMSUNG



End of
document