

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

Samsung Laundry Toolkit 2016.

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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"> <li>- ecobubble™</li> <li>- Stain Away</li> <li>- Digital Inverter Motor</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- AddWash™</li> <li>- Bubble soak</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- VRT</li> <li>- Super speed</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- AddWash™</li> <li>- VRT</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- AddWash™</li> <li>- Smart control</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- AddWash™</li> <li>- 12kg</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- Smart control</li> <li>- Auto Optimal Wash</li> </ul>
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:	<p>With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.</p> <p>And with the AddWash™ door, you can now add to the wash during the wash.*</p>	<p>With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.</p> <p>And with the AddWash™ door, you can now add to the wash during the wash.*</p>	<p>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.</p>	<p>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.</p> <p>And with the AddWash™ door, you can now add to the wash during the wash.*</p>	<p>With superior energy efficiency, minimal noise and long lasting performance – all from a machine you can check on from your phone with Smart Control.**</p> <p>And with the AddWash™ door, you can now add to the wash during the wash.*</p>	<p>With its 12kg total capacity, you can fit piles of laundry in a single load and remotely control your wash from your smartphone.</p> <p>And with the AddWash™ door, you can now add to the wash during the wash.*</p>	<p>With smartphone connectivity and Auto Optimal Wash, doing the laundry is truly effortless.</p>

\*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.

# AddWash™ Manifesto

It's our commitment to making today's products respond to people's genuine needs that has led us to our latest innovation.

Introducing AddWash™ a whole new approach to home laundry.

The unique AddWash™ door lets you quickly add items to your wash, whether that's a stray sock, extra softener or a hand-washed garment for final rinsing.

## AddWash™

Welcome to smarter washing.

### Short USPs

**Add to the wash during the wash.**

### Long USPs

#### 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.

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

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# Introducing our AddWash™ range- Coming next week

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# Open the door to smarter washing

Add to the wash during the wash



	WW5500	WW6500	WW7500	WW8500
Features:	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- <b>AddWash™</b></li> <li>- Bubble soak</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- <b>AddWash™</b></li> <li>- VRT</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- <b>AddWash™</b></li> <li>- Smart control</li> </ul>	<ul style="list-style-type: none"> <li>- ecobubble™</li> <li>- <b>AddWash™</b></li> <li>- 12kg</li> </ul>
Shout out:	Welcome to optimum washing performance with ecobubble™.	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.
Reason to Buy:	<p>With great stain elimination, thanks to powerful bubble soak and ecobubble™ technology.</p> <p>And with the <b>AddWash™</b> door, you can now add to the wash during the wash.*</p>	<p>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.</p> <p>And with the <b>AddWash™</b> door, you can now add to the wash during the wash.*</p>	<p>With superior energy efficiency, minimal noise and long lasting performance – all from a machine you can check on from your phone with Smart Control.**</p> <p>And with the <b>AddWash™</b> door, you can now add to the wash during the wash.*</p>	<p>With its 12kg total capacity, you can fit piles of laundry in a single load and remotely control your wash from your smartphone.</p> <p>And with the <b>AddWash™</b> door, you can now add to the wash during the wash.*</p>

\***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.

Samsung Laundry Toolkit 2016

 <b>CHEIL</b> <b>Tag: CHEIL</b>	Filename: 11002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
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## WW5500 - Short USPs

 <b>1. ecobubble™</b> Unique cool wash technology for even greater energy savings.	 <b>5. Diamond Drum</b> Unique water-cushioning drum design for extra clothing care.	 <b>8. LED Display</b> Simple control for superior usability.
 <b>2. AddWash™</b> Add to the wash during the wash.*	 <b>6. 15 Minute Quick Wash</b> A quick wash for everyday essentials.	 <b>9. Delay End Timer</b> Control when your washing finishes with delay end.
 <b>3. Bubble Soak</b> Intensive stain removal.	 <b>7. Smart Check</b> Easy troubleshooting from your smartphone.**	 <b>10. Eco Drum Clean</b> Keep your machine clean and hygienic with one simple cycle.
 <b>4. Digital Inverter Motor</b> Quiet, long-lasting performance.		

\*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.

<b>Filename:</b> 111002726_EU_Laundry_Toolkit_V4	<b>Account Handler</b>	<b>Creative Director</b>	<b>Project Manager</b>
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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.

Samsung Laundry Toolkit 2016.

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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.



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# WW6000 - Short USPs



## 1. ecobubble™

Unique cool wash technology for even greater energy savings.



## 2. VRT (1600 rpm model only)

Vibration Reduction Technology for peaceful washing at anytime.



## 3. Super Speed Wash

Wash an average sized load in just 59 minutes.



## 4. Bubble Soak

Intensive stain removal.



## 5. Digital Inverter Motor

Quiet, long-lasting performance.



## 6. Diamond Drum

Unique water-cushioning drum design for extra clothing care.



## 7. Five Year Warranty

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

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

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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.

Samsung Laundry Toolkit 2016.

Filename: 111002726_EU_Laundry_Toolkit_V4	Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210x 297mm		
Publication: N/A	Agency N°: GBP3067002	Pg N°: 21	Studio Manager
Operator: John	Date: 28 January 2016 4:59 PM	Proof: 1	Copy Writer
File Location: CHELLPRODUCTION:SAMSUNGHOME:ITC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_2DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd			Artworker

# WW6500 - 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. 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.

## 4. 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.

## 5. 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.

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

Samsung Laundry Toolkit 2016.

Filename: 11100272B_EU_Laundry_Toolkit_V4	Account Handler:	Creative Director:	Project Manager:
Job Title: EU Laundry Toolkit January	Size: 210x 297mm		
Publication: N/A	Agency N°: GBP3067002	Pg N°: 22	Studio Manager:
Operator: John	Date: 26 January 2016 4:39 PM	Proof: 1	Copy Writer:
File Location: CHEIL PRODUCTION: SAMSUNG DOMESTIC APPLIANCES\TOOLKITS_2016\EU_LAUNDRY_TOOLKIT\IN\11100272B_DOCUMENT\11100272B_EU_Laundry_Toolkit_V4.indd			

# 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.

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

Samsung Laundry Toolkit 2016.

Filename: 111002728_EU_Laundry_Toolkit_V4	Account Handler:	Creative Director:	Project Manager:
Job Title: EU Laundry Toolkit January	Size: 210x 297mm		
Publication: N/A	Agency #: GBP3067002	Pg #: 23	Studio Manager
Operator: John	Date: 28 January 2016 4:39 PM	Proof: 1	Copy Writer
File Locations: CHEIL\PRODUCTION\2016\2016_SAMSUNG\DOMESTIC_APPLIANCES\TOOLKIT\2016\EU_LAUNDRY_TOOLKIT_AN\111002728_DOCUMENT\111002728_EU_Laundry_Toolkit_V4.indd			Artworker

# 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.

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

Samsung Laundry Toolkit 2016.

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°: 24	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					



# 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.

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

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°: 27	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					

# 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.

Samsung Laundry Toolkit 2016.

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°: 28	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# WW8500 - Short USPs



## 1. ecobubble™

Unique cool wash technology for even greater energy savings.



## 2. AddWash™

Add to the wash during the wash.\*



## 3. 12kg Capacity

Huge capacity to wash even more in one load.



## 4. Smart Control

Why wait? Control your washing from anywhere.\*\*

## VRT™

## 5. VRT (1600 rpm model only)

Peaceful washing anytime, anywhere with less noise and vibration.



## 6. Super Speed Wash

Wash an average sized load in just 59 minutes.



## 7. Bubble Soak

Intensive stain removal.



## 8. Speciality Cycles

Expert cleaning for all kinds of dirt and stains.



## 9. LCD Display

State-of-the-art LCD display for simple control.



## 10. Swirl Drum

Fabric care for your favourite clothes.



## 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.

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°: 29	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					

# 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.

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°: 30	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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.

Samsung Laundry Toolkit 2016.

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°: 31	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					

# 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.

Filename: 111002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 32	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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.



## 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.



## 6. Full Touch LCD Display

Intuitive, touch screen display for smartphone-like control.



## 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.

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°: 33	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					

# WW9000 - 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. Smart Control – Greater freedom

With our mobile app, your smartphone is the remote control for your WW9000 washing machine. You can check the washing from the sofa the office or even when out and about.\*

## 3. Auto Optimal Wash – Automated washing

Let WW9000 do the thinking. Sensors detect the load size, amount of water, as well as the right wash programme. It even adds the right amount of detergent for you.

## 4. Super Speed Wash – Greater time saving

Twin Water Supply fills your machine faster and Speed Spray means a quicker rinse cycle, cutting a standard 5kg (that's 25 t-shirts) to just 59 minutes. Meaning less time waiting, more time for you.

## 5. VRT-M – Greater peace and quiet

Thanks to our VRT-M technology's 3D Vibration Sensor and magnetically-balanced drum, there's much less noise and vibration, so it won't disturb you when you're watching your favourite TV show.

## 6. Full Touch LCD Display – Effortless control

With our 5-inch colour Full Touch Display, you can configure settings like water temperature, detergent type and spin speed with a simple touch of your finger. Just like using a tablet or smartphone.

## 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.\*\*

\*Available on Android and IOS.

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

Samsung Laundry Toolkit 2016.

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°: 34	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_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.



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°: 35	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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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Job Title: EU Laundry Toolkit January	Size: 210 x 297mm		Creative Director	Project Manager
Publication: N/A	Agency N°: GBP3067002	Pg N°: 36	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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”



Samsung Laundry Toolkit 2016.

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Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 37	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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**

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°: 38	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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.



Samsung Laundry Toolkit 2016.

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Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 39	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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
 OUR TARGET	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.
 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.	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.
 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?	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?
CREATIVE OUTPUT	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.

Filename: 111002726_EU_Laundry_Toolkit_V4	Job Title: EU Laundry Toolkit January	Size: 210 x 297mm	Account Handler	Creative Director	Project Manager
Publication: N/A	Agency N°: GBP3067002	Pg N°: 40	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					

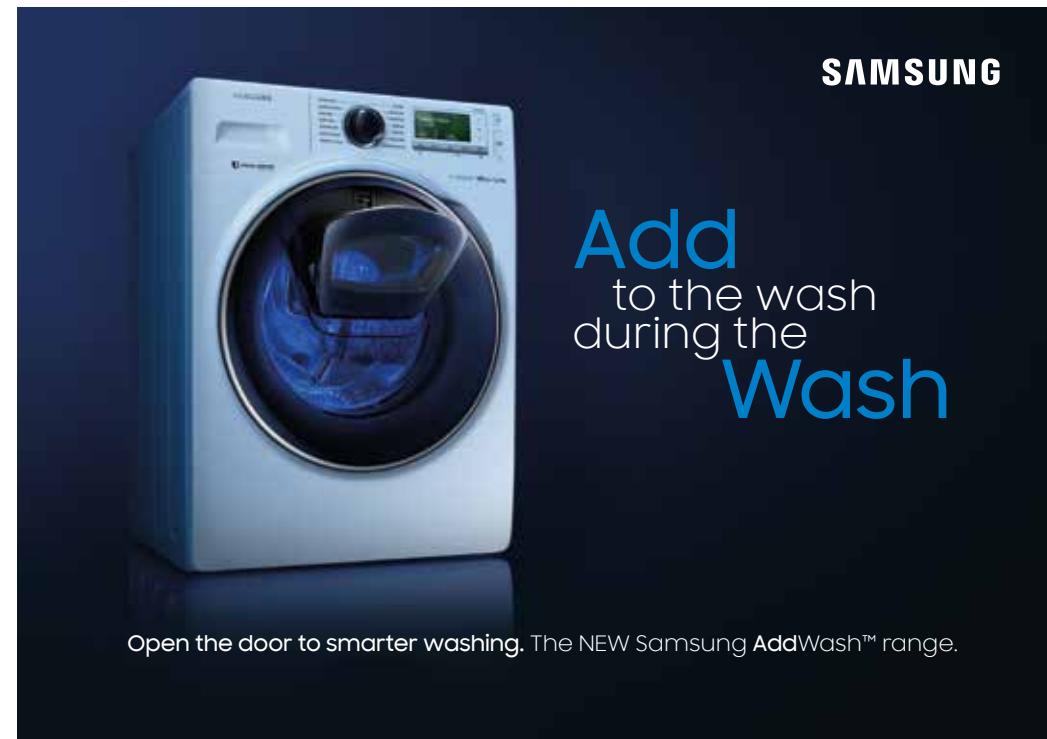
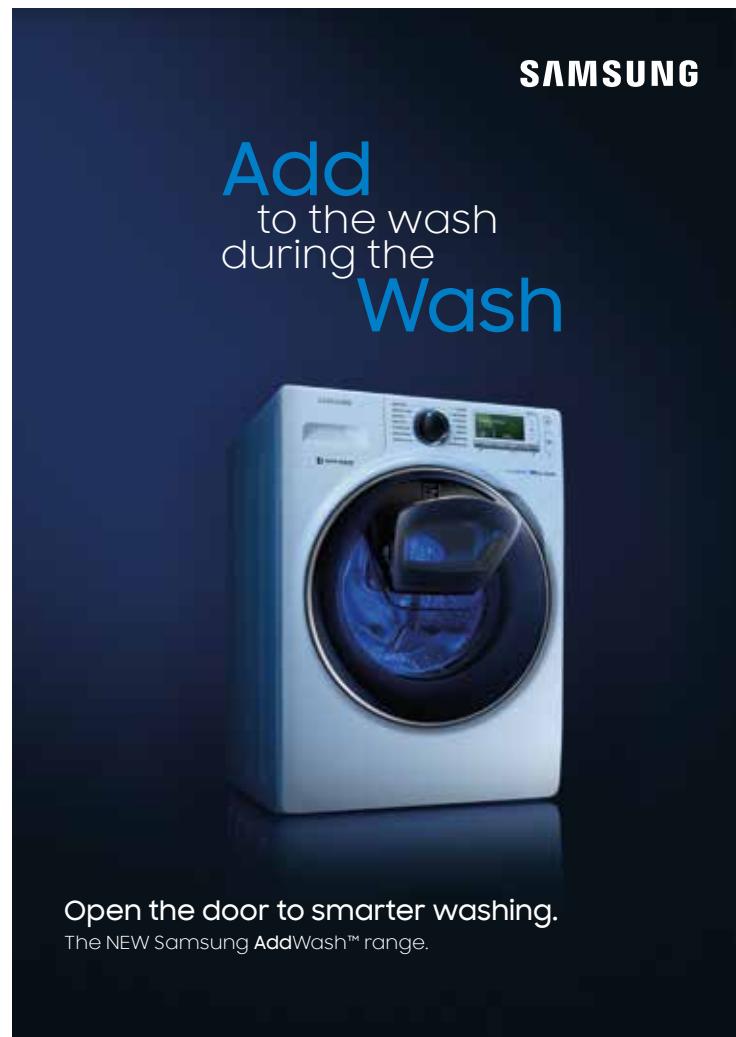
# Awareness Assets ATL



Samsung Laundry Toolkit 2016.

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January	Size: 210 x 297mm	Pg N°: 41			
Publication: N/A	Agency N°: GBP3067002	Pg N°: 41	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					

# Awareness – AddWash™ Key Visual WW8500



Samsung Laundry Toolkit 2016.

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Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION: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.



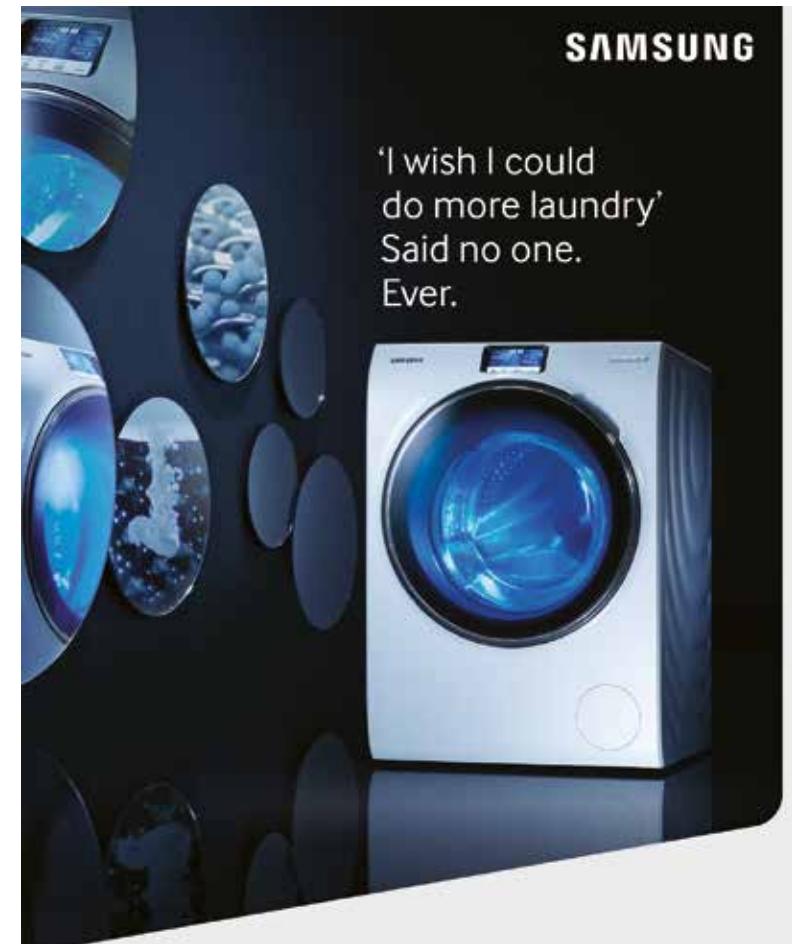
WHAT WE WANT  
PEOPLE TO BELIEVE?

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?



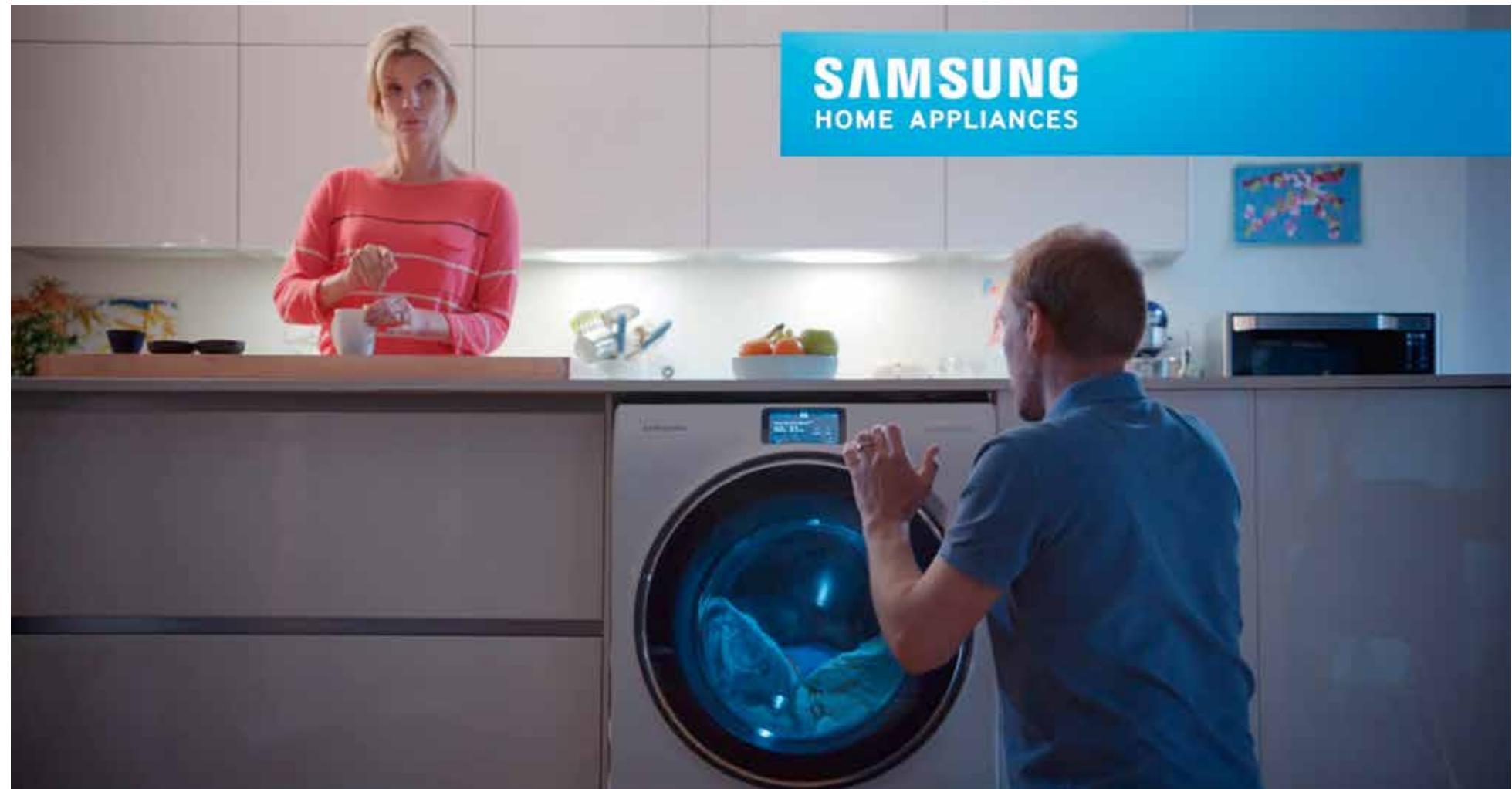
WW9000 Washing Machine  
Designed for smart living

Samsung Laundry Toolkit 2016.

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°: 43	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_.DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Awareness – Always on Sponsorship - Pilot

Idents sponsored Prime Time on Food Network, ran on Tasty Entertainment on Watch, Hell's 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.

Filename: 111002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 44	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL-PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Awareness – Always on Sponsorship - Apprentice

Ident 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

<b>Filename:</b> 111002726_EU_Laundry_Toolkit_V4	Account Handler	Creative Director	Project Manager
<b>Job Title:</b> EU Laundry Toolkit January	<b>Size:</b> 210 x 297mm		
<b>Publication:</b> N/A	<b>Agency N°:</b> GBP3067002	<b>Pg N°:</b> 45	Studio Manager
<b>Operator:</b> john	<b>Date:</b> 28 January 2016 4:39 PM	<b>Proof:</b> 1	Copy Writer
<b>File Location:</b> CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_.:DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd			

# Awareness – Always on Sponsorship - I'm doing it

Ident 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

<b>Filename:</b> 111002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
<b>Job Title:</b> EU Laundry Toolkit January		<b>Size:</b> 210 x 297mm		
<b>Publication:</b> N/A		<b>Agency N°:</b> GBP3067002	<b>Pg N°:</b> 46	Studio Manager
<b>Operator:</b> john		<b>Date:</b> 28 January 2016 4:39 PM	<b>Proof:</b> 1	Copy Writer
<b>File Location:</b> CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_.DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Awareness – Features and Benefits video

[www.youtube.com/watch?v=jK77NZSDCyI](http://www.youtube.com/watch?v=jK77NZSDCyI)  
[www.youtube.com/watch?v=vtO-8s4HtAo](http://www.youtube.com/watch?v=vtO-8s4HtAo)



Samsung Laundry Toolkit 2016.

<b>Filename:</b> 111002726_EU_Laundry_Toolkit_V4	<b>Account Handler</b>	<b>Creative Director</b>	<b>Project Manager</b>
<b>Job Title:</b> EU Laundry Toolkit January	<b>Size:</b> 210 x 297mm		
<b>Publication:</b> N/A	<b>Agency N°:</b> GBP3067002	<b>Pg N°:</b> 47	<b>Studio Manager</b>
<b>Operator:</b> john	<b>Date:</b> 28 January 2016 4:39 PM	<b>Proof:</b> 1	<b>Copy Writer</b>
<b>File Location:</b> CHEIL:PRODUCTION:S:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_.DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd			

# Purchase driving Assets



Samsung Laundry Toolkit 2016.

Filename: 111002726_EU_Laundry_Toolkit_V4			Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January					
Publication: N/A	Agency N°: GBP3067002	Pg N°: 48	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					

# Awareness – External Poster WW9000



OUR TARGET

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



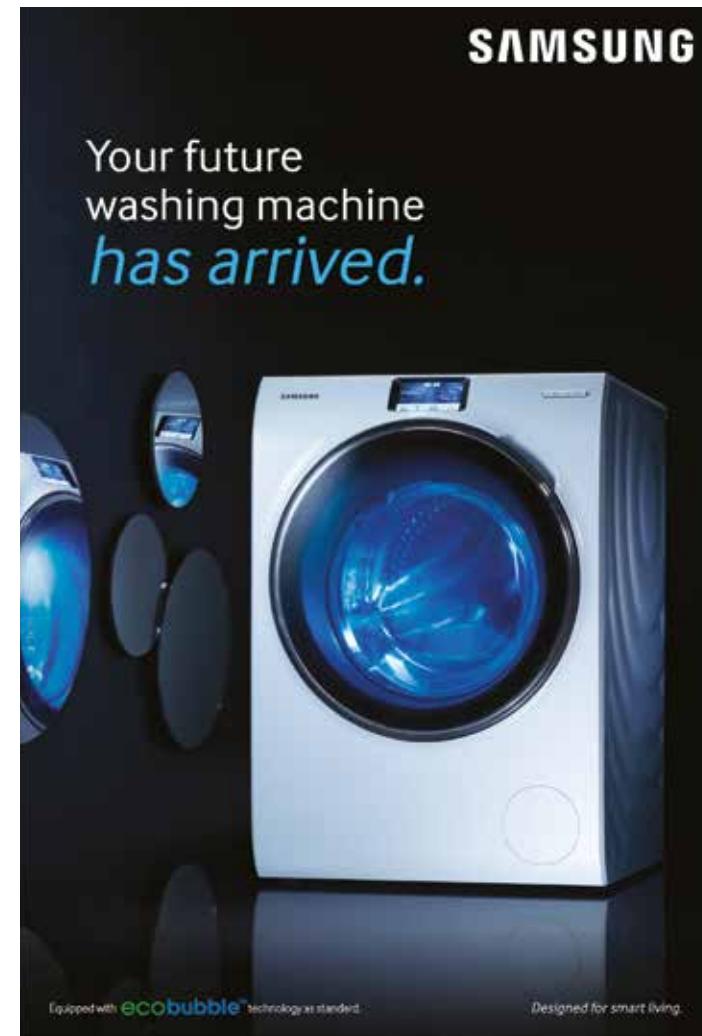
WHAT WE WANT  
PEOPLE TO BELIEVE?

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.

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°: 49	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_.DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Awareness – Web banner 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.

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°: 50	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL:PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Experience – A4 Product Topper WW9000



## OUR TARGET

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



## WHAT WE WANT PEOPLE TO BELIEVE?

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



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

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.



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

Samsung Laundry Toolkit 2016.

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

# Buy – Warranty Information WW9000



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

Samsung Laundry Toolkit 2016.

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

# Appendix



Samsung Laundry Toolkit 2016.

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.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW5500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW5500



Samsung Laundry Toolkit 2016.

Filename: 111002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency Nº: GBP3067002	Pg Nº: 56	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
File Location: CHEIL-PRODUCTION:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd				

# Product images - WW6000



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW6500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW6500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW7500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW7500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW8500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW8500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW8500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW8500



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

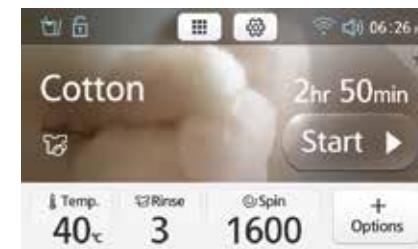
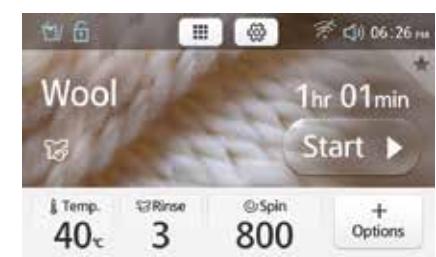
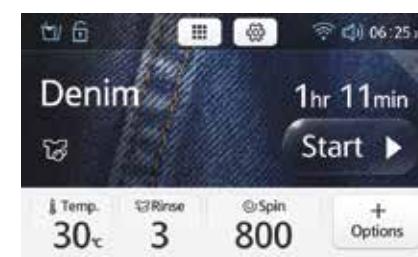
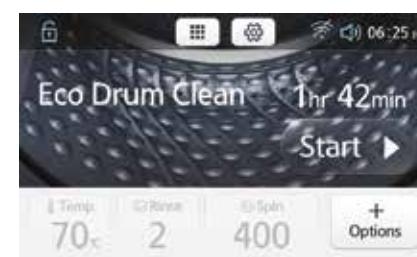
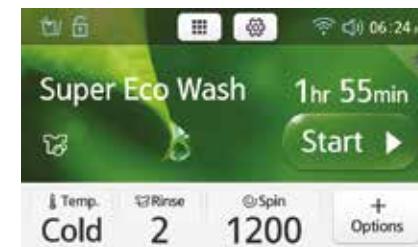
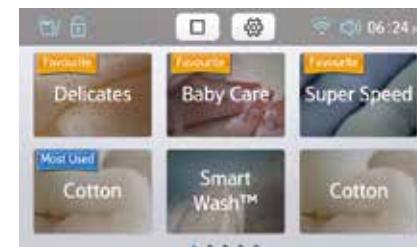
# Product images - WW9000



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

# Product images - WW9000



Samsung Laundry Toolkit 2016.

Filename: 111002726_EU_Laundry_Toolkit_V4		Account Handler	Creative Director	Project Manager
Job Title: EU Laundry Toolkit January				
Publication: N/A	Agency N°: GBP3067002	Pg N°: 67	Studio Manager	Copy Writer
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1		Artworker
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
<b>FEATURES</b>	Washing Capacity	kg	9	8	8	9	9
	Maximum Spin Speed	rpm	1600	1600	1400	1400	1400
<b>DESIGN</b>	Body Color		Graphite	White	Graphite	White	Graphite
	Door		Crystal Blue				
	Panel Display		LED	LED	LED	LED	LED
<b>PERFORMANCE</b>	Energy Efficiency Class		A+++	A+++	A+++	A+++	A+++
	Energy Consumption (annual) kWh		151	151	116	116	130
	Water Consumption (annual) Litres		9400	9400	8100	8100	9400
	Spin Efficiency		A	A	A	A	A
	Noise Level (Wash)		52	52	53	53	53
	Noise Level (Spin)		76	76	74	74	74
<b>FEATURES</b>	Aqua Hose		-	-	-	-	-
	Bubble Soak		Yes	Yes	Yes	Yes	Yes
	Bubble Technology		Yes	Yes	Yes	Yes	Yes
	Ceramic Heater		-	-	-	-	-
	Child Lock		Yes	Yes	Yes	Yes	Yes
	Delay End		Yes	Yes	Yes	Yes	Yes
	Drum Type		Diamond	Diamond	Diamond	Diamond	Diamond
	Interior Drum Light		-	-	-	-	-
	Language Settings		-	-	-	-	-
	Leakage Sensor		-	-	-	-	-
	Motor		DIT	DIT	DIT	DIT	DIT
	My Cycle		-	-	-	-	-
	Smart Check		Yes	Yes	Yes	Yes	Yes
	Super Speed		Yes	Yes	Yes	Yes	Yes
	VRT		VRT Plus	VRT Plus	-	-	-
<b>PROGRAMS</b>							
<b>PROGRAM</b>	Baby Care		Yes	Yes	Yes	-	-
	Bedding		Yes	Yes	Yes	Yes	Yes
	Cotton		Yes	Yes	Yes	Yes	Yes
	Dark Garment		Yes	Yes	Yes	Yes	Yes
	Delicates		Yes	Yes	Yes	Yes	Yes
	Denim		-	-	-	Yes	Yes
	Eco Cotton		Yes	Yes	Yes	Yes	Yes
	Eco Drum Clean		Yes	Yes	Yes	Yes	Yes
	Option List		Prewash, Intensive				
	Outdoor Care		Yes	Yes	Yes	Yes	Yes
	Rinse + Spin		Yes	Yes	Yes	Yes	Yes
	Spin		Yes	Yes	Yes	-	-
	Sports Wear		-	-	-	-	-
	Stain Away		-	-	-	-	-
	Super Eco Wash		Yes	Yes	Yes	Yes	Yes
	Synthetics		Yes	Yes	Yes	Yes	Yes
	Wool		Yes	Yes	Yes	Yes	Yes
<b>DIMENSIONS &amp; WEIGHT</b>	Net Dimensions (WxHxD) mm	600x850x600	600x850x600	600x850x550	600x850x550	600x850x550	600x850x551
	Net Weight (Kg)	71	71	61	61	61	62

Samsung Laundry Toolkit 2016.

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
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1	Copy Writer
File Location: CHEIL:PRODUCTION: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		WW12K84120W/EU	WW12K84120X/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
	Noise Level (Spin) (dBA)	72	72
SPECIAL FEATURES	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
OTHER FEATURES	Fuzzy Logic Controls	Yes	Yes
	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		WW12K84120W/EU	WW12K84120X/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

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
Operator: john	Date: 28 January 2016 5:05 PM	Proof: 1	Copy Writer
File Location: CHEIL:PRODUCTION: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
	Maximum Spin Speed	rpm	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
	Aqua Hose	Yes	Yes
FEATURES	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		
	Auto Optimal Wash	Yes	Yes
PROGRAM	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

Samsung Laundry Toolkit 2016.

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
Operator: john	Date: 28 January 2016 4:39 PM	Proof: 1	Copy Writer
File Location: CHEIL:PRODUCTION: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 Capacity	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
	to wash and dry a full capacity wash load at 60°C	6.12 kWh	5.44 kWh	5.60 kWh
	Energy Consumption	1.17 kWh	1.04 kWh	1.20 kWh
	Washing (only)	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	6 L/kg	6 L/kg	6 L/kg
	Dry	5 L/kg	5 L/kg	5 L/kg
	Efficiency	A	A	A
	Wash	54	54	54
	Spin	73	73	73
PROGRAM & S/W	Noise (dB)	Dry	62	62
	Number of Cycles	0	0	0
	Deodorisation	Yes	Yes	Yes
	Dry	Sanitisation	Yes	Yes
	Wash	Cotton Dry	Yes	Yes
PROGRAM	Wash	Synthetics Dry	Yes	Yes
	Cycle	Super Speed	Yes	Yes
	Wash	Daily Wash	No	No
		Down Jacket	Yes	Yes
		Super Eco Wash	Yes	Yes
		Outdoor Care	Yes	Yes
		Cotton	Yes	Yes
		15' Quick Wash	Yes	Yes
		Denim	No	No
		Sports Wear	No	No
		Synthetics	Yes	Yes
		Baby Care	Yes	Yes
		Wool	Yes	Yes
		Spin	No	No
		Rinse + Spin	Yes	Yes
		Eco Drum Clean	Yes	No

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

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

# Product Specifications



WW6000



WW7000



WW8000



WW9000

Samsung Laundry Toolkit 2016.

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: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



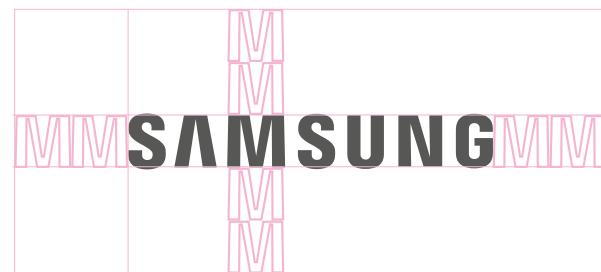
40mm

A3

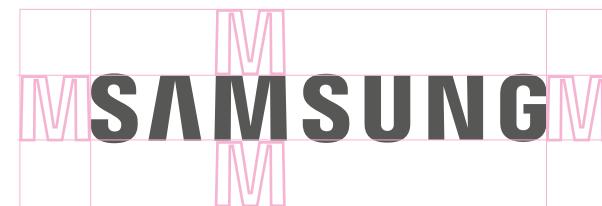


82mm

A4 or smaller



A3 or bigger



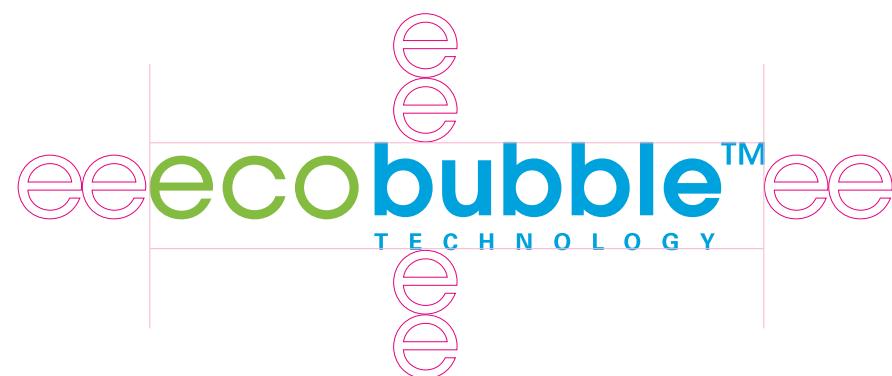
Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

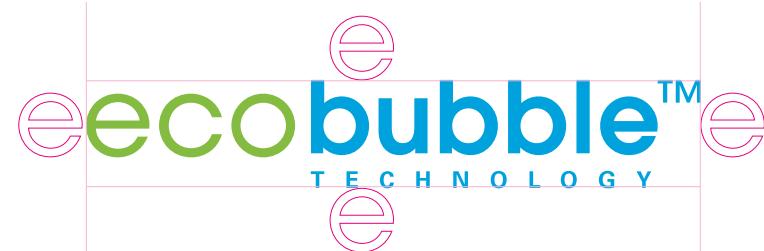
# ecobubble™ Logo

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



Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

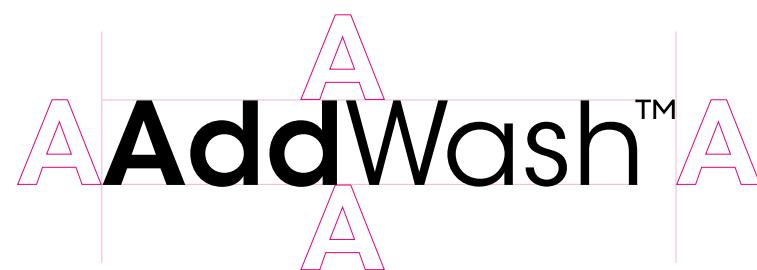
# AddWash™ Logo

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



Samsung Laundry Toolkit 2016.

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: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

Samsung Laundry Toolkit 2016.

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:SAMSUNG:DOMESTIC_APPLIANCES:TOOLKITS_2016:EU_LAUNDRY_TOOLKIT_JAN:111002726_DOCUMENT:111002726_EU_Laundry_Toolkit_V4.indd					

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