

# What is high-efficiency laundry?

If you are in the market for a new laundry pair, chances are you've heard a lot of new terms as you walk the floor of your local appliance retailer: high-efficiency, top-load, front-load. Without a lot of information, it can be hard to navigate and even harder to be sure that you're making the right laundry choice for your family.



What is high-efficiency (or HE) laundry and what can my family expect?

• In the past, if you were looking for a high-efficiency laundry pair, a front-loading machine was the only option. A number of Canadians prefer top-loading laundry but have had to choose between high-efficiency or the easy-to-load ergonomic format of a top-load washer- manufacturers have listened. You can now have a high-efficiency laundry pair in the style that suits you best- top-load or front-load.

• A high-efficiency washer uses a lot less water, energy and detergent to clean clothes. With a high efficiency laundry pair like the Maytag Performance Series Front-Load Washer, there is 70% less water to heat, compared to conventional washers, so costs are cut right from the start.

• High-efficiency washers do not have an agitator to move clothes through the washing cycle. Instead of an agitator, clothes are tumbled through a much smaller amount of water. Because of this tumbling motion, the water level

doesn't need to cover the entire load, so your clothes get completely clean while using less water.

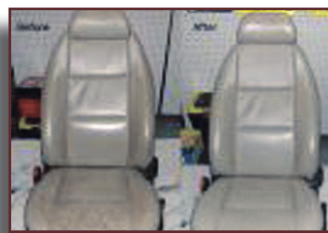
• High-efficiency washers and their matching dryers have larger capacities, so you can get more clothes into a load. New models from Maytag like the Bravos High Efficiency Top-Load can hold up to 5.0 cubic feet of clothes in the washer and 7.3 cubic feet of clothes in the dryer so you can clean all your laundry in less loads each week, saving you time and money.

HE laundry pairs are the new standard when it comes to laundry choice, whether you're a front-load laundry fan or prefer a more traditional top-load team. Choosing an HE laundry pair, you can be sure you are making the right choice for your family, your wallet, and the environment.

—www.newscanada.com

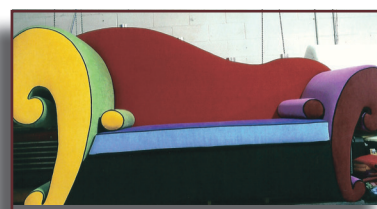
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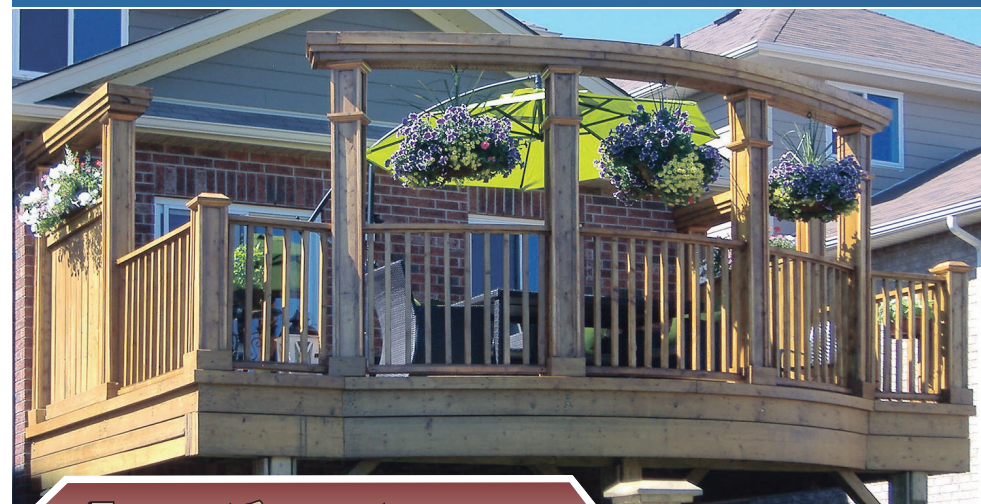
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