

# KitchenAid®

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## NEW KITCHENAID® DISHWASHER DESIGNED TO CLEAN FASTER WITH LESS WATER

BENTON HARBOR, Mich (June 17, 2014) – KitchenAid is unveiling a new dishwasher designed with a groundbreaking wash system that uses a unique ultra-fine filter to more efficiently filter wash water. In addition to cleaning 18% faster, this precise filtration system results in 35% less water use and 13% less energy use on the heaviest loads\*.

“One of the biggest complaints about dishwashers is how long they take to clean dishes, especially when cooking or entertaining for a crowd,” notes Beth Robinson, senior manager of brand experience for KitchenAid. “Our engineers have addressed this by designing a system that incorporates a highly efficient filter that significantly reduces cleaning time and allows more time for enjoying friends and family.”

The new wash system features a stainless steel, ultra-fine grate filter located at the bottom of the dishwasher. The filter removes the majority of food particles from the wash water as it is cycled through the dishwasher, with fewer particles re-entering the water stream in the next cycle. Fewer rinses are needed to clean dishes, resulting in a shorter overall wash cycle with less water usage.

In addition to streamlining the dishwashing process, the filter is maintenance-free for the user.

“Most dishwasher filters require cleaning or replacing every few months to a year, but our new filter is self-cleaning and never needs to be replaced,” adds Robinson.

Additional features found on the new dishwasher include the optional ProScrub® cycle that helps eliminate the need to soak or pre-scrub, with 40 targeted spray jets that concentrate cleaning power on more stubborn messes like baked-on foods. A selectable ProWash™ feature automatically customizes the wash cycle based on load size and the soil level of dishes, and the brand’s optional ProDry™ cycle uses a specially designed fan and recessed heating element to further optimize drying.

The upper rack of the dishwasher features the SatinGlide® Max System, designed with dual channels and dual ball bearings that allow the rack to move smoothly in and out, even when at full capacity.

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Fold down shelves on either side of the upper rack protect stemware and provide extra room to hold additional cups or longer shaped items, like spatulas. One row of tines in the lower rack and two in the upper rack can be adjusted to ensure that large or oddly-sized dishes, pots and pans are properly cleaned. Both the inner tub and lower wash arms are made of stainless steel to help withstand the test of time by resisting streaks, stains, and odors.

ENERGY STAR® Qualified, the new KitchenAid® Architect® Series II Dishwasher is available in stainless steel at a suggested retail price of \$1,099.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Today, the KitchenAid brand offers virtually every essential for the well-equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. Cook for the Cure®, the brand's partnership with Susan G. Komen for the Cure®, is now in its twelfth year and has raised over \$9.5 million to help find a cure for breast cancer. To learn why chefs choose KitchenAid for their homes more than any other brand\*\*, visit [www.KitchenAid.com](http://www.KitchenAid.com) or join us at <http://facebook.com/KitchenAid> and <http://twitter.com/KitchenAidUSA>.

\*Compared to KitchenAid models without this filter.

\*\* Based on a 2012 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals.

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