



# FRONT LOAD LAUNDRY 101:

## WHAT YOU NEED TO KNOW BEFORE YOU BUY A WASHER

### IN THE MARKET FOR A NEW WASHING MACHINE?

The first decision is determining which type of washer will best fit you and your family's needs. Learn about the innovative features and benefits of front load washers and why LG has been the leader in front load laundry for 4 years running.\*



### SUPERIOR ENERGY EFFICIENCY

Rack up the savings and play your part in contributing to a cleaner, safer, and stronger environment with a high-efficiency front load washer. As the most efficient washers available on the market today, front loaders have higher spin speeds than top loaders, which helps reduce the drying time and energy consumption. In fact, front load washers can help you save up to \$900 on energy and water bills.<sup>1</sup> That's even more than the highest efficiency top load washers.



### BETTER CLEANING PERFORMANCE

Front load washers have generally been shown to provide better cleaning performance when compared to conventional top load machines. With a variety of cycles and other innovative options such as steam cleaning and sanitary cycles, front load washers provide more options for getting your clothes clean while being gentle on even your most delicate fabrics.



LG's TrueSteam™ Technology penetrates fabrics with powerful real steam, eliminating dirt, odors and wrinkles with lower water consumption than conventional washers. It's so effective, that with the unique Allergiene™ cycle, you can remove over 95% of common household allergens.



### MYTH

Front load washers' high spin speeds make the machines vibrate too much

### FACT

While the spin speeds are higher (up to 1400RPM), front loaders in general tend to be very quiet. Features like LG's TrueBalance™ anti-vibration system are designed to reduce washer noise and vibration for smooth, quiet performance in any room of the house, giving you added peace of mind.



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### STYLISH DESIGN

Picking the perfect laundry pair is a big decision, which is why so many LG front load models come in different styles and colors to suit your needs. With colors from Wild Cherry Red to Graphite Steel, color LED display panels, stylish dials with intuitive controls, and beautifully-designed chrome doors, you'll have no problem showing your style.



### FIT ANY SPACE

Front load washers and dryers provide the ultimate in versatility for your home. With most front load pairs, you have the option of placing them side-by-side in the same footprint as traditional top-load models. If space is at a premium, you can stack the washer and dryer with an optional stacking kit.



### LOAD WITH EASE

Pedestals for front-load models provide much more than an elegant and stylish complement to your washer and dryer. They not only elevate the washer and dryer to minimize bending and make loading and unloading a breeze, but they can also double as convenient storage drawers.



## WHAT ABOUT HIGH EFFICIENCY TOP LOAD?

LG offers High Efficiency Top Load washers also. With ultra large capacities reaching up to 4.5 cubic feet, these are among the largest capacity washers available, and can save you time by doing more laundry in fewer loads. High efficiency top loaders can save you up to \$700 on energy and water bills<sup>†</sup>, and with innovative features like LG's Coldwash Option, you can save even more energy per load.<sup>‡</sup> So now you can enjoy many of the same great LG innovations in the more traditional top load format as well.

\*LG is the market share leader in front load laundry in the U.S. for four years (17 quarters) running (2011 Stevenson TraQline data).

<sup>†</sup>As compared to a conventional non-Energy Star washer on normal/cotton cycle. The savings are calculated off of \$0.113/kWh and \$4.529 / 1000 gallons

<sup>‡</sup>When compared to the LG Cotton / Normal cycle using warm water.

## MYTH

Front load washers are hard to maintain and keep fresh

## FACT

Like all household appliances, washers require regular cleaning and maintenance, and with more technology than ever to keep your washer fresh, maintaining your front load washer should be a breeze. Options such as LG's TubFresh System, help you to easily maintain and keep your washer clean and fresh.

