

**Panasonic**  
ideas for life

SPRING 2009



ENERGY SAVING WASHING MACHINES

***INVERTER***





**MINIMUM WATER CONSUMPTION, MAXIMUM WASHING PERFORMANCE –** WATER IS THE EARTH'S MOST PRECIOUS RESOURCE. PANASONIC'S NEW WASHING MACHINE **ONLY CONSUMES 44 LITRES OF WATER** FOR THE STANDARD WASHING CYCLE COMPARED TO AN AVERAGE FIFTEEN YEAR-OLD MACHINE THAT USES ON AVERAGE 100 LITRES PER WASH. ADD THOSE SAVINGS UP (56 LITRES WITH EVERY WASH) AND THE TOTAL IS UP TO **10,000 LITRES OF WATER SAVED PER YEAR!**\*

This washing machine is an economic powerhouse in cleaning. The tilted drum, wide-angle water sprayer and revolutionary 3D Sensor Wash guarantee exceptionally clean loads, using less energy and water, time after time.



eco ideas

## OUR COMMITMENT TO THE ENVIRONMENT

When it comes to being environmentally friendly, at Panasonic we approach the challenge differently by examining it in every aspect of our business. Unlike other companies, Panasonic controls every aspect of its product manufacture, from the design process to production. So not only can we design eco-friendly products, but produce them in a more environmentally friendly manner as well.

## PANASONIC'S SPONSORSHIP OF THE WWF'S INTERNATIONAL ARCTIC PROGRAMME

The Arctic is affected first and worst by climate change; the effects of warming are already being felt. The Arctic is also a global temperature regulator, with many delicately balanced relationships that have the potential to seriously amplify the impact of climate change around the world.

It is one of the world's largest, most valuable and pristine natural regions, but it faces challenges from both climate change and increased human use. Panasonic's support will enable The WWF to scale up activities at a time when the Arctic faces unprecedented change. Those activities include devising and promoting governance and management regimes to help protect Arctic ecosystems, eliminating illegal fishing activities, and researching, monitoring and supporting the continued well-being of key arctic species such as polar bears.

Supporting these initiatives is an important part of Panasonic's global 'eco ideas' strategy. Part of our aim is to improve the efficiency of products, reduce the environmental impact of manufacturing and encourage people to get involved in environmental issues – through local communities, across Europe.

\* Based on 3.6 washes per week utilising the Cotton – Eco 60 °C + Intensive washing cycle



# SAVING ENERGY MATTERS

GREEN MACHINE – PANASONIC WASHING MACHINES HAVE A TOP ENERGY RATING OF A-20%\*. THEY CONSUME 20% LESS ENERGY THAN AN A-RATED WASHING MACHINE. INVERTER TECHNOLOGY NOT ONLY PROVIDES OPTIMAL CLEANING PERFORMANCE, BUT IT ENSURES THE MOST EFFICIENT ENERGY CONSUMPTION.

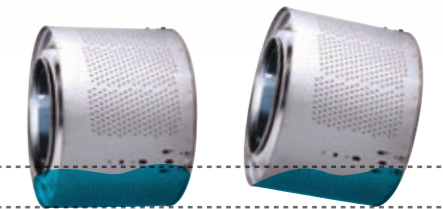


\* Based on the Cotton-Eco 60°C + Intensive washing cycle

A Panasonic core technology

## INVERTER TECHNOLOGY

Panasonic's own Inverter technology is the key to our industry-leading cleaning performance, energy savings and quiet operation. The Inverter changes the motor's rotation and output based on sensors in the machine to achieve the best possible results.



Conventional drum

Tilted drum

## WATER SAVING

Reducing water consumption without compromising washing performance is a difficult task. By tilting the drum 10° Panasonic has reduced the water levels in the drum. Now together with the 3D Sensor Wash and Inverter technology, we can perfectly control the movement of the drum and the clothes for the best washing results. While it uses less water, clothes are still fully rinsed, free of all detergents.

## AUTO POWER OFF

Panasonic washing machines save energy even when you have finished washing, turning off the power automatically once the washing programme has completed.





# PERFORMANCE MATTERS

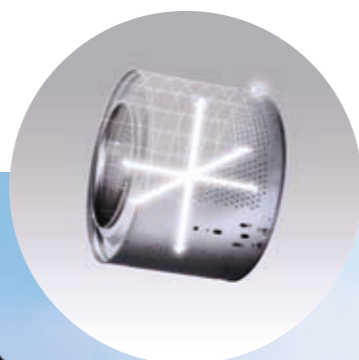
THE NEXT GENERATION IN LAUNDRY PERFORMANCE – THE 3D SENSOR WASH'S STATE-OF-THE-ART SENSOR AND INVERTER CONTROL TECHNOLOGIES ACHIEVE GROUNDBREAKING WASHING PERFORMANCE. PANASONIC'S WASHING MACHINE CLEANS EFFECTIVELY WITH ONLY A SMALL AMOUNT OF WATER, REMOVING EVEN TOUGH DIRT AND STAINS QUICKLY AND COMPLETELY, GIVING YOU THE ABSOLUTE CLEANEST LAUNDRY EVERY TIME YOU WASH.

## 3D SENSOR WASH

The all-new 3D sensor analyses the movement of the drum in its 3 dimensions, detecting the movement of the laundry in the machine and making adjustments to enable the laundry to tumble from the optimal position. The result is the best possible washing performance - whatever the wash.

## SPEED CONTROL

Standard washing machines rotate at a fixed speed and cannot adjust to the changing needs of each load. The Panasonic advanced 3D sensor detects how the drum moves according to the load, and a variable speed control system uses that information to finely adjust motor operation. This eliminates unbalanced loads and prevents items from tangling, creating an ideal three-dimensional washing effect. This also means less stretching, tangling and fewer wrinkles, protecting your valuable clothes.



\*Simulated image, during actual use door must be closed

A Panasonic core technology

## 3D SENSOR WASH

## AUTO LOAD SENSOR/FOAM SENSOR

Save energy and water even with half or partial loads. The auto load sensor can detect how large the load of laundry is, reducing the water and energy consumption to the necessary levels. In case of overdosing of detergent, too much foam is produced hindering performance. The foam sensor can detect too much foam and reduce it by adding water and so ensuring the best washing result.

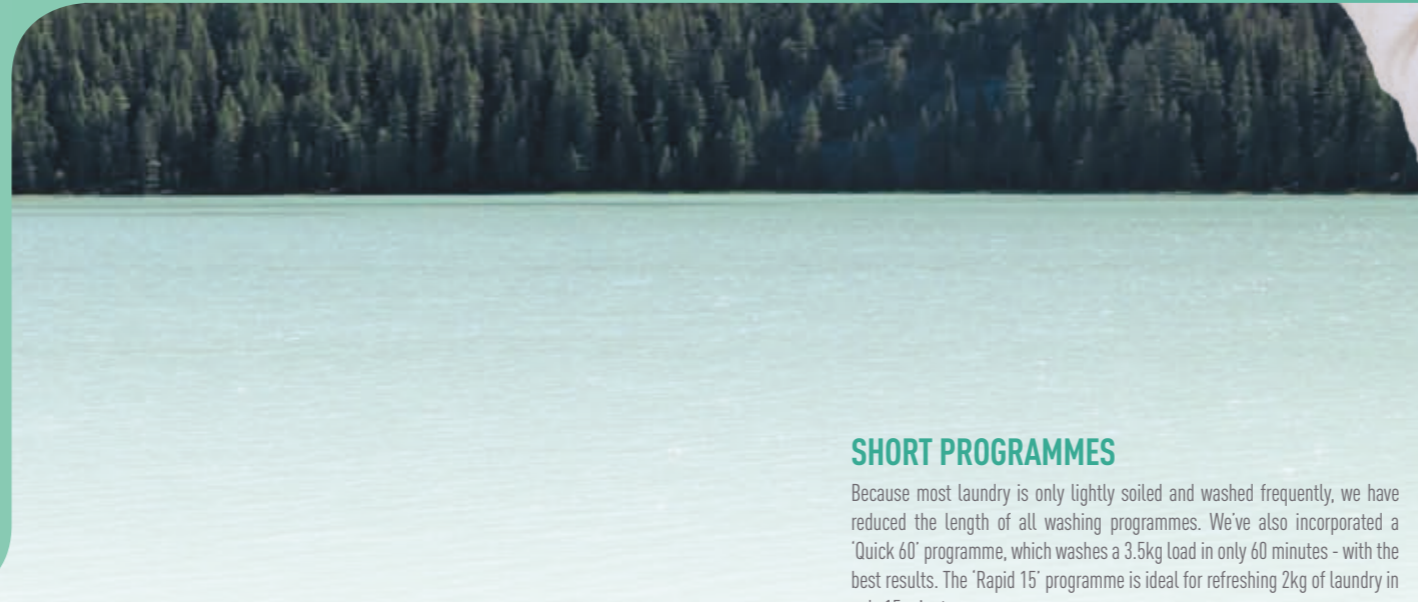
## WIDE ANGLE SHOWER

One factor in better washing performance is soaking the clothes properly before the first cycle. Most washing machines do this by filling from the bottom up. The wide angle shower at the top of the Panasonic machine helps to soak the laundry more thoroughly at the beginning of the wash cycle, bringing the detergent into the fabric quicker, for better results. The same is true for rinsing: the wide angle shower totally rinses your clothes free of all detergents.





# YOUR CONVENIENCE MATTERS



A MACHINE THAT'S FUNCTIONAL, INTUITIVE AND EASY TO USE – THE SIMPLE, INTUITIVE DESIGN OF OUR WASHING MACHINE UTILISES **EASY TO USE CONTROLS**, ALLOWS YOU TO ADD CLOTHES YOU'VE FORGOTTEN AFTER THE CYCLE HAS BEGUN, AND HAS AN EASY TO READ **LCD SCREEN** ON THE PREMIUM MODEL.

The result is a machine that combines top performance with intuitive operation. Easy access through the large door and tilted drum makes it easy to load and remove clothes, so there's no more awkward bending or even reaching inside to remove all your clothes.

## SHORT PROGRAMMES

Because most laundry is only lightly soiled and washed frequently, we have reduced the length of all washing programmes. We've also incorporated a 'Quick 60' programme, which washes a 3.5kg load in only 60 minutes - with the best results. The 'Rapid 15' programme is ideal for refreshing 2kg of laundry in only 15 minutes.

## QUIET OPERATION

Panasonic's unique design, combined with programmes that lower the sounds of water flowing and spinning, mean quiet operation. By using a brushless motor with inverter control and a low-vibration design, we have reduced noise significantly. Additionally we offer a special night wash program and start delay function so you can wash at any time or even do your laundry at night.

## FABRIC CARE

Use the 'Delicates' and 'Wool/Silk' programmes for wool, lace, and other delicate garments. The cradle-like rotation ensures gentle washing, while the reduced spin speed minimises any chance of damage caused by stretching or knotting. Your clothes will come out with fewer wrinkles, making them easier to iron, keeping them looking better and lasting longer.

## SAFETY AND PEACE OF MIND FOR THE WHOLE FAMILY

A child lock keeps the door locked so a child can't accidentally open it while the machine is running, and prevents them from changing programmes by locking the buttons.

'Aqua Protection System' is Panasonic's original safety system that ensures water-tight, safe operation. When water is filling the drum and draining out, sensors detect if there is any leakage, and respond by shutting off the water supply at the source.





# EASY OPERATION MATTERS



THE SIMPLE INTUITIVE DESIGN OF OUR WASHING MACHINE MEANS TOP PERFORMANCE WITH SAFE, EASY OPERATION.

## INTENSIVE

A slightly longer wash cycle provides a more thorough wash – ideal for clothes or sportswear with tough stains.

## EXTRA RINSE

Adds an extra rinse cycle to ensure complete removal of detergent – ideal for babies, or people with sensitive skin or allergies.

## PREWASH

Adds a pre-wash cycle to the normal programme – ideal for clothes with heavy soiling.

## EASY IRONING

Gently spins items to reduce wrinkling. After the spin cycle is complete – the drum intermittently rotates to loosen garments and reduce wrinkles caused by tangling.

## TIME DELAY

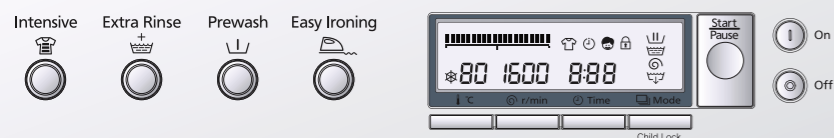
Delay the wash start time by setting the time for the wash cycle to finish. You can set the time up to 24 hours in advance.

## WASH TEMPERATURE

Choose the temperature of the wash, from cold all the way up to 90°C. Low temperature washes are recommended for saving energy.



- QUIET**  
An ultra quiet washing programme.
- QUICK60**  
A 60 minute programme for lightly soiled items.
- COLOURS**  
For coloured items.
- RAPID15**  
A 15 minute programme for small loads of lightly soiled items.
- DUVET**  
For large items like duvets, blankets or curtains.
- TUB CLEAN**  
For cleaning the tub of detergent and soil residues.
- COTTON**  
For everyday clothes such as T-shirts and underwear.
- COTTON-ECO**  
Uses the least amount of water possible, and less energy. Washing time increases.
- EASY-CARE**  
For easy-care fabrics such as cotton, linen and polyesters.
- WOOL/SILK**  
For hand-washable items and machine-washable woollens and silks.
- DELICATES**  
For satin, lace and other delicates.
- SHIRTS**  
For shirts, blouses and other everyday garments.







AT PANASONIC, WE BELIEVE THAT TO PRODUCE SOMETHING **TRULY DIFFERENT**, YOU NEED TO APPROACH IT DIFFERENTLY FROM THE START.

So our designers and engineers work closely together through each stage of product development, encouraging continuous improvement with **fresh ideas and new concepts**.

That's exactly how this washing machine was created. With its ingenious tilted drum for example, we were able to build a compact and efficient washing machine that actually saves water.

## FUNCTIONALITY

As well as developing ways to produce appliances that use less energy, we also consider how you use your washing machine every day, and how we can make it easier to use.

### UNIQUE TILTED DRUM AND LARGE WINDOW

The tilted drum and window makes getting laundry in and out of the machine much easier. It's also easier to see into the drum.

### EASY-TO-USE CONTROL PANEL

The use of Universal Design principles means that the control panel is easy to read, use and understand – ensuring correct usage from day one.

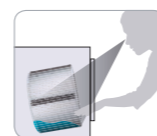
### LARGE DIGITAL LCD PANEL

With a white backlight\* (NA-16VX1 only) for easy viewing, the large LCD panel displays important mode status, settings and temperature readings clearly.

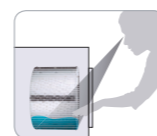
### ONE-PUSH OPEN BUTTON

Just a light touch of the open button releases the door – the door can even be opened when the power is off.

Tilted drum



Conventional drum



A 10° tilted drum makes it easier to insert and remove laundry.







## PRODUCT SPECIFICATIONS

MODEL	NA-16VX1WGB	NA-16VG1WGB	NA-14VA1WGB
<b>GENERAL INFORMATION</b>			
Body Colour	White	White	White
Door Ring Colour	Titanium Silver	Silver	White
Load Capacity	7 kg	7 kg	7 kg
Spin Speed	1600 rpm	1600 rpm	1400 rpm
<b>ENERGY EFFICIENCY</b>			
Energy Efficiency*	A -20%	A -20%	A -20%
Energy Consumption*	1.04 kwh	1.04 kwh	1.04 kwh
Auto Power Off	yes	yes	yes
<b>WATER CONSUMPTION</b>			
Water Consumption*	44 l	44 l	44 l
<b>SPECIAL FEATURES</b>			
Wash Technology	3D Sensor Wash	3D Sensor Wash	3D Sensor Wash
Tilted Drum	yes, 10 degrees	yes, 10 degrees	yes, 10 degrees
Inverter Control	yes	yes	yes
Foam Sensor	yes	yes	yes
Balance Sensor	yes	yes	yes
Auto Load Sensor	yes	yes	yes
3D Acceleration Sensor	yes	yes	yes
Wide-Angle Water Supply Shower	yes	yes	yes
Time Delay	yes	yes	yes
Remaining Time Indicator	yes	no	no
Display	White LCD	LED	LED
<b>PROGRAMMES</b>			
Standard Programmes	12	12	12
Special Programmes	4	4	4
Spin Speed Options	9 (400-1600 rpm)	4 (500-1600 rpm)	4 (500-1400 rpm)
Temperature Options	8	5	5
<b>PROGRAMME OPTIONS</b>			
Intensive	yes	yes	yes
Extra Rinse	yes	yes	yes
PreWash	yes	yes	yes
EasyIroning	yes	yes	yes
<b>SECURITY</b>			
Water Leak Protection	Aqua Protection System	yes	yes
Water Hose Valve	yes	no	no
Child Lock	yes	yes	yes
Alarm	yes	yes	yes
<b>ENERGY LABEL PERFORMANCE*</b>			
Energy Efficiency	A**	A**	A**
Washing Performance	A	A	A
Spin Performance	A	A	B
<b>TECHNICAL DATA</b>			
Packed			
Height	975mm	975mm	975mm
Width	710mm	710mm	710mm
Depth	680mm	680mm	680mm
Weight	92kg	92kg	92kg
Product			
Height	845mm	845mm	845mm
Width	596mm	596mm	596mm
Depth	625mm	625mm	625mm
Weight	85 kg	85 kg	85 kg
Motor	Brushless	Brushless	Brushless
Drum Capacity	55 l	55 l	55 l
EAN Code	5025232500765	5025232500772	5025232500789

\*Cotton-Eco 60° + Intensive  
\*\*20% more efficient than A standard (0.19kWh/kg)



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