



You can rely on Defy. To simplify.



**SM720**

**INSTRUCTION MANUAL**  
**BLENDER**

## Read this manual before operation of the appliance!

Dear Customer,

Congratulations on the purchase of your new Defy appliance!

Please read this manual carefully before using your appliance for the first time and then store it within easy reach for future reference. We trust you will enjoy years of trouble free use.

### The user manual:

- This manual will provide you with information on how to safely operate and care for your appliance in order that you gain the maximum benefit from it.
- Pay particular attention to any safety instructions.

### Controls and parts



**A** Cap/Measuring cup

**B** Lid opening

**C** Lid

**D** Glass jug

**E** Jug handle

**F** Blade unit

**G** Sealing ring

**H** Motor housing

**I** Control dial

**J** Non-slip feet

**K** Cable storage coil

### Special features:

The Defy Blender is equipped with:

- Powerful 600- watt motor
- 1.5 l high quality glass jug
- Robust stainless steel blades
- Precise speed regulation and pulse function
- Dishwasher-safe glass jug for easy and convenient cleaning
- Adjustable speed setting of 5 levels
- Anti slip rubber feet

# 1 Safety and set-up

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Please read this instruction manual thoroughly prior to using this appliance! Follow all safety instructions in order to avoid damages due to improper use!



Keep the instruction manual for future reference. Should this appliance be given to a third party, then this instruction manual must also be handed over.

- This appliance is intended for private domestic use only and is not suitable for professional-catering purposes. It should not be used for commercial use.
- Do not use the appliance in the bathroom.
- Check if the mains voltage on the rating label corresponds to your local mains supply. The only way to disconnect the appliance from the mains is to pull the plug from the wall socket.
- For additional protection, this appliance should be connected to a household current fault protection circuit breaker of no more than 30 mA. Consult an electrician for advice.
- Do not immerse the motor housing, power cord, or power plug in water or any other liquids. Do not hold it under running water. Only the lid and the glass jug can be cleaned safely with water and washing-up liquid in the dishwasher.
- Disconnect the power plug after using the appliance, before cleaning the appliance or leaving the room and if a fault occurs. Do not disconnect the plug by pulling on the cord.
- Do not squeeze or bend the power cord and do not rub it on sharp edges in order to prevent any damage.
- Keep the power cord away from hot surfaces and open flame.
- Do not use an extension cord with the appliance.
- Never use the appliance if the power cord or the appliance is damaged.
- Our Household Appliances meet applicable safety standards, thus if the appliance or power cord is damaged, it must be repaired or replaced by an authorised service centre to avoid any dangers. Faulty or unqualified repair work may cause danger and risks to the user.
- Do not dismantle the appliance under any circumstances. No warranty claims are accepted for damage caused by improper handling.
- Always keep the appliance out of the reach of children.
- **This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities or lack of experience and knowledge, unless they have been given supervision or instruction concerning the use of the appliance by a person responsible for their safety.**
- **Children should be supervised to ensure that they do not play with the appliance.**
- Do not leave the appliance unattended while it is in use. Extreme caution is advised when the appliance is being used near children and people with limited physical, sensory or mental capabilities.
- Before using the appliance for the first time, clean all parts which come into contact with food carefully. Please see details in the “Cleaning and Care” section.
- Never operate or place any part of this appliance on or near hot surfaces such as a gas burner, hotplate or heated oven.
- Do not use the appliance for anything other than its intended use.
- Never use the appliance in or near to combustible or inflammable places and materials.
- Operate the appliance only with the delivered parts.

## Safety and set-up

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- Do not use the appliance with damp or wet hands.
- Always use the appliance on a stable, flat, clean, dry, and non-slip surface.
- Make sure that there is no danger that the power cord could be accidentally pulled or that someone could trip over it when the appliance is in use.
- Position the appliance in such a way that the plug is always accessible.
- The blade unit is very sharp! Handle the blade unit with utmost care, especially during cleaning, in order to avoid injuries.
- Do not use the appliance if the blade unit is damaged or shows signs of wear.
- Never clean the appliance with your bare hands.
- Never try to use the appliance without the lid.
- Do not attempt to remove the lid until the blades have completely stopped.
- A spatula may be used to remove the ingredients from the glass jug. The appliance must be switched off before doing this.
- Never operate the appliance for longer than necessary for processing the food.
- Remove bones and stones from food to prevent the blade unit and the appliance from being damaged.
- This appliance is only intended for short periods of use and should only be in continuous use for maximum 1 minute. After use, let the appliance cool down sufficiently.
- Do not crush big pieces of ice cubes with the appliance, crush only small ice cubes.
- Switch off the appliance and disconnect from supply before changing accessories or approaching parts that move in use.

	The manufacturer strives for continuous improvement. For this reason, the text and illustrations in this manual are subject to change without notice.
	If the appliance is damaged in any way do not use it. Report the damage to your dealer who will take the necessary corrective action.

## 2 Operation

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### Preparation

#### Caution

Switch off the appliance and disconnect from the power supply before changing accessories or approaching parts that move in use.

- 1 Remove all packaging and stickers materials and dispose of them according to the applicable legal regulations.
- 2 Take the entire unit of the motor housing **H** and place it on a level surface, e.g. on the kitchen counter.
- 3 Now set the glass jug **D** with the opening facing down on a level surface.
- 4 Remove the blade unit **F** carefully by turning it counter clockwise and lifting it by holding it from the sides of the unit.

#### Caution

**Do not remove the blade unit by lifting it from the blades.**

**The blade unit is very sharp! Handle the blade unit with utmost care, especially during cleaning, in order to avoid injuries.**

- 5 Clean all parts, with the exception of the motor housing as described in "Cleaning and Care".
- 6 Then re-assemble the table blender in the reverse order.
- 7 Put the glass jug **D** on the motor housing **H**.

#### Note

Make sure that the notches on the bottom of the glass jug fit those in the motor housing.

- 8 Cut the food into small pieces before using the appliance.

## Operation

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### Blending

**1** Place the device on an even and dry surface. The non-slip feet **J** ensure the stability of the appliance.

**2** Make sure that the power cord is disconnected from the power supply and the control dial **I** is on “**0**” before putting food into the glass jug **D**.

**3** Take the glass jug **D** from the motor housing **H** by lifting the glass jug **D** upwards and open the lid.

**4** Now put the ingredients to be blended in the glass jug **D**. The ingredients should only be about 2-5 cm long.

### Notes

Add water to ensure the blender functions smoothly.

Mix 3 units of hard food and 2 units of water in order to have a smooth table blender experience. (i.e: 60 gr hard food 40 ml water).

### Caution

Do not put or blend hot foods or liquids in the glass jug. If you process soup, make sure that the liquid temperature does not exceed 40°C.

To process crushed ice, we suggest you to start with three quarters of ice in the jug and add 15 ml of cold potable water.

Don't try to crush ice without adding water to the jug.

Never let the table blender operate while empty (without food).

Never let the jug blender operate without the glass jug on the motor housing.

**5** Close the lid **C**. Make sure that the cap/measuring cup **A** is inside the lid opening and is secured.

**6** Place the glass jug **D** upright onto the motor housing **H**.

### Caution

• Never move or turn the glass jug after it is properly seated in the place.

**7** Connect the power plug to a suitable power outlet.

**8** The cutting speed can be variably adjusted with the control dial **I**.

### Notes

• To operate the blender at the low speed, turn the control dial **I** to “**1**”.

• If you want to blend with a higher speed, turn the control dial **I** to the desired speed level (2-4).

• For short pulses of blending with a high speed, turn the control dial **I** to “**P**”. When you release the control dial **I**, the blender will stop and return to “**0**” automatically.

• If ingredients are to be added during the blending process, then add them through the opening in the lid **B**. To do this, take out the cap/measuring cup **A**.

**9** After the desired consistency of the blended food has been reached, turn the control dial **I** to **0** to switch off the blender.

### Caution

• Never run the blender for longer than 1 minute, otherwise it would overheat.

• After running the appliance for 1 minute, let it cool down before using it again.

• Be sure the motor is switched off and has completely stopped before removing glass jug **D** from the motor housing **H**.

• Do not place any utensil (scraper, fork, etc.) in the glass jug while blender is operating.

**10** Pull the power plug out of the power outlet.

**11** Take the glass jug **D** off from the motor housing **H** by lifting the glass jug upwards (do not try to rotate it) and open the lid **C**.

**12** Take off the lid and pour the mixture into glasses or other containers.

### 3 Information

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#### Tips for blending

- To add ice cubes to mixtures while the blender is operating, add one cube at a time through cap **A**. Wait a few seconds before adding the next ice cube so that the blender can properly blend the ice.
- To add food while the blender is operating, remove the cap **A** and drop the ingredients through the opening. Be sure to cut the food into about 2-5 cm pieces to fit through the opening. Replace the cap **A** when you have finished adding ingredients.
- When blending solid foods, such as raw vegetables, cooked or uncooked meats and fruits always cut them into no larger than 2-5 cm pieces before placing them into the glass jug. Blend no more than 2 cups of these foods at a time. This will speed the blending process and reduce wear on the blending blades.
- Always place liquid ingredients in the glass jug first, unless a recipe specifically states otherwise.
- To blend beverages, place all ingredients in the glass jug at the same time.
- Avoid overblending. Usually, you will need to blend for a few seconds.
- Overblending may cause food to become mushy.

## Information

### Cleaning and care

#### Caution

Never use petrol, solvents, abrasive cleaners, or metal objects and hard brushes to clean the appliance.

The blades of cutter unit are very sharp! Handle the blades with utmost care in order to avoid injuries.

Never clean the appliance with your bare hands.

Clean the blender after each use. Do not let any food remnants harden on and inside the blender. This will make it more difficult to clean it later.

**Do not use boiling water. The blade assembly bearings have been designed with a lifetime lubricant; exposure to boiling water may damage these bearings and shorten the life of the blender.**

**1** Turn the appliance off and disconnect it from the wall socket.

**2** Allow the appliance to cool down.

**3** Remove the glass jug **D** from the motor housing **H**. Rinse with water to remove any large food particles that may have accumulated in the glass jug.

**4** Replace the glass jug **D** on motor housing **H**.

**5** Place 1 to 1 ½ cups warm water with some drops of mild cleanser into the glass jug **D** and switch to speed "4" for a few seconds. Remove the glass jug from motor housing and rinse with water. Repeat as necessary.

#### Note

Do not immerse the motorized base or blade unit in liquid, or place them in the dishwasher. Only the lid and the glass jug may be immersed and placed in the dishwasher.

**6** Use a damp soft cloth and some mild cleanser to clean the exterior of the appliance.

**7** Wipe the blender base, cutter unit **F** and lid with a lint free cloth before the next usage.

#### Environmental note

This appliance has been made from high quality materials and parts which can be reused and are suitable for recycling.

Do not dispose of the appliance with normal household waste at the end of its service life. Consult your local authorities for disposal information and facilities available.

**Help protect the environment by recycling used appliances.**

#### Technical data



This appliance conforms to the European directives 2004/108/EC, 2006/95/EC, 2009/125/EC and 2011/65/EU.

**Power supply:** 220-240 V~, 50/60 Hz

**Power:** 600 W

Technical and design modifications reserved.



**Warning:** Repairs must be carried out by authorised persons only. Repairs carried out by incompetent persons create a user risk.



**DANGER!** Always disconnect the plug from the wall socket before any maintenance or cleaning.

Record in the space below the listed information for future reference.

SERIAL NUMBER.....

DATE OF PURCHASE.....

PURCHASED FROM.....

.....

Please register your product at

**www.defy.co.za**

DEFY APPLIANCES (PTY) LTD

P.O.BOX 12004

JACOBS

DURBAN

4026

SOUTH AFRICA



## Service Centres

If you have followed the instructions and still have a problem, contact the nearest Defy Service Centre. They will be able to advise you on any aspect of the appliance.

### South African Service Agents:

#### **BLOEMFONTEIN**

160 Long Street, Hilton, Bloemfontein 9301  
Tel: 051 400 3900  
[Bloemfontein.Service@defy.co.za](mailto:Bloemfontein.Service@defy.co.za)

#### **CAPE TOWN**

5A Marconi Rd. Montague Gardens, 7441  
Tel: 021 526 3000  
[CapeTown.Service@defy.co.za](mailto:CapeTown.Service@defy.co.za)

#### **DURBAN**

35 Intersite Avenue, Umgeni Business Park,  
Durban, 4051  
Tel: 031 268 3300  
[Durban.Service@defy.co.za](mailto:Durban.Service@defy.co.za)

#### **EAST LONDON**

16 Bowls Rd. Arcadia, East London, 5201  
Tel: 043 743 7100  
[EastLondon.Service@defy.co.za](mailto:EastLondon.Service@defy.co.za)

#### **JOHANNESBURG**

Cnr. Mimetes & Kruger Sts. Denver ext.12  
Johannesburg, 2094  
Tel: 011 621 0200 or 011 621 0300  
[Gauteng.Service@defy.co.za](mailto:Gauteng.Service@defy.co.za)

#### **POLOKWANE**

87 Nelson Mandela Drive, Superbia 0699  
Tel: 0152 92 1166 / 7 / 8 / 9  
[Polokwane.Service@defy.co.za](mailto:Polokwane.Service@defy.co.za)

#### **PORT ELIZABETH**

112 Patterson Road, North End, Port Elizabeth  
6001  
Tel: 041 401 6400  
[PortElizabeth.Service@defy.co.za](mailto:PortElizabeth.Service@defy.co.za)

#### **PRETORIA**

Block A1 Old Mutual Industrial Park,  
Cnr. D.F.Malan Drive & Moot Str. Hermanstad,  
0082  
Tel: 012 377 8300  
[Pretoria.Service@defy.co.za](mailto:Pretoria.Service@defy.co.za)

### Sub-Saharan Africa Service Agents:

#### **ZAMBIA: SOUTHGATE INVESTMENTS LTD**

Plot 1606, Sheki Sheki Road  
P.O. Box 33681  
Lusaka, 10101, Zambia  
Tel: +260 0211 242332/3  
Fax: +260 0211 242933  
[sgiservicecentre@microlink.zm](mailto:sgiservicecentre@microlink.zm)

#### **NAMIBIA: ATLANTIC DISTRIBUTORS (PTY) LTD**

10 Tienie Louw Street, Northern Industrial Area  
P.O. Box 21158, Windhoek, Namibia  
Tel: (061) 216162  
Fax: (061) 216134  
[atlantic@mweb.com.na](mailto:atlantic@mweb.com.na)

#### **ZIMBABWE: TRADECOMAFRICA**

Trade Com Africa, 183 Loreley Crescent  
Msasa, Harare, Zimbabwe  
Tel: +263 4 486165/6  
Cell: +263 772 469010  
Cell: +263 772 469011

#### **BOTSWANA: RAY MORGAN AGENCIES**

RMA Service Centre, Plot 48, East Gate  
Gaborone International Commerce Park  
Kgale View, Gaborone  
Botswana  
Tel: +267 390 3996 / 390 3912  
Fax: +267 318 7376  
Cell: +267 7134 6539  
[service@rma.co.bw](mailto:service@rma.co.bw); [raja@rma.co.bw](mailto:raja@rma.co.bw)

#### **SWAZILAND: LYNDS DISTRIBUTORS**

P.O Box 716, Mbabane, Swaziland, H100  
Tel: (00268) 2515 4310/8  
Fax: (00268) 2518 4318

#### **MOZAMBIQUE: COOL WORLD. LDA**

Rua da Resistencia No. 97B R/C  
Cell: +258 84 44 61 234  
[coolworldlda@hotmail.com](mailto:coolworldlda@hotmail.com)  
Nosso Show Room  
Av: da Industrias, Parcela No.735 \* 735A  
Machava, Maputo

**OTHER AREAS ARE SERVICED BY OVER 200 AUTHORISED SERVICE AGENTS.  
PLEASE CONSULT THE NEAREST REGIONAL DEFY SERVICE CENTRE FOR DETAILS.**

## 5 Warranty

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This certificate is issued by DEFY APPLIANCES (PTY) LIMITED manufacturers of Defy and Ocean products, hereinafter the Company, to the original purchaser only, of the appliance described on the certificate and shall constitute the only warranty given in respect of this appliance.

The Company warrants to the original purchaser that for a period of ONE YEAR from date of purchase the appliance is free from defect under normal domestic use, both in workmanship and material, subject to the following conditions.

1. Repair or replacement of any part of this appliance, found by the Company to be defective, shall be at the election of the Company. The Company reserves the right to effect such service through any of its Service Divisions or Authorised Service Dealers. The cost of such service shall be borne by the Company in full, provided that the appliance is located no further than 50km from a Company Service Centre or an Authorised Service Dealer. Where the appliance is located beyond the 50km radius, the purchaser shall be liable for the standard travelling charges, as determined by the Company.
2. Vitreous enamelware, fuses and lamps are specifically excluded from these warranties. It is an express condition of these warranties that the purchaser takes due care and attention in the use and maintenance of the appliance. Abuse, misuse in conflict with operating instructions, connection to incorrect voltages and subjection to commercial use shall release the Company from its obligations.
3. This warranty shall become void and cease to operate if the appliance is dismantled by, or any repairs to the appliance are effected by any persons not duly authorised by the Company, or if substitute parts not approved by the Company are used in the appliance, or if the serial number of the appliance is removed.
4. The Company shall not be responsible for damages resulting from fire, flood, civil disturbances or any Act of God. The Company shall not, in terms of these warranties be responsible nor held liable for any consequential loss or damage of any kind caused by or due to the failure or malfunction of the appliance.
5. The Company shall not be responsible for transportation or other costs other than those incurred within the provisions of Point 1 of this Certificate.
6. **For warranties in the Republic of South Africa and Sub-Saharan Africa, please contact your nearest Defy office. Please refer to page 9 for respective South African service agents and Sub-Saharan Africa service agents.**
7. Where service is requested under warranty and no fault or defect can be found by the Company, all costs incurred will be for the purchaser's account.
8. This Certificate as well as your invoice will serve as proof of purchase. For the purpose of warranty, it will be essential to produce this Certificate and invoice. Failure to do so, will render the purchaser liable for service costs.

**KEEP THIS CERTIFICATE AND SALES INVOICE AS PROOF OF  
PURCHASE FOR WARRANTY PURPOSES.**