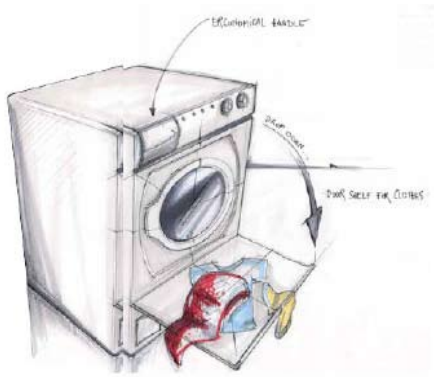




Longer lifespan for less environmental damage



Home Laundry Products

What makes ISE different?

Low cost domestic appliances & high cost parts are shortening the lifespan of electrical products to the point where they are becoming throw away commodities.

Apart from costing you more in the longer term, this has a catastrophic impact on the environment not only in terms of the consumption of natural resources but also in carbon emissions from production, packaging, transportation and disposal or recycling of old machines.

Much of this environmental damage stems from factories in the East making products for consumption in the West. The simplest way to ease this problem is for manufacturers to make their products last longer.

ISE is a unique venture to break this cycle of waste by making domestic appliances that last as long as possible. We do this through a combination of durability and reparability.

Durability

With ISE the cost of the each machine is in line with the durability of the components it contains, a fact reflected in their varying lengths of guarantee which come included when you buy an ISE appliance.

We understand that not everyone can afford a top of the range machine; therefore we chose partner factories from across Europe to work with our panel of engineers to produce a range of domestic products which are built to the highest standards possible within their respective price bracket.

Reparability

ISE machines are designed to be easy to repair by skilled local repairers who are trained and equipped with spare parts supplied to them with no mark up; thus making all repairs great value for money when the guarantee runs out. This means if your ISE appliance breaks down out of guarantee it will never be cheaper to buy a new one than repair the one you have got.

You won't see ISE in the shops

We do not merely pay lip service to environmental issues, we are actively trying to do something about them whilst still offering the programmes and performance you expect from modern appliances.

Our aim is to reduce the quantity of domestic appliances sold in the UK each year. To achieve this we needed retailers who also have a vested interest in durability and reparability rather than volume sales. Therefore ISE is only sold by retailers who would rather repair your old machine than merely sell you another one or specialist retailers of environmentally friendly products who we link to a local repairer to install and service the products sold.

End of life responsibility

Even recycling produces carbon so it is the last not first resort for us at the end of a product's life. Due to the simplicity of the design and the affordability of spare parts our machines are perfect for reconditioning, so even at the end of your machines life we encourage and support our agents to re-work and re-sell rather than simply scrap old machines.

That said in 2008 ISE sold 211 tonnes of appliances onto the market but recycled 224 tonnes (of other brands of machines) meaning we are the only domestic appliance manufacturer trading in the UK that recycles more than they sell.



Local support & service

At ISE we believe strongly in local service from the people that live in community they work. Local businesses have to go to great lengths to help their customers as they rely on them for their future. They have to offer the highest quality of service because their business depends on recommendations to survive.

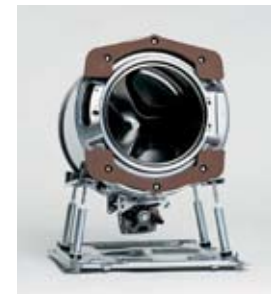
They will help to resolve any problem using common sense and without the need for call centres or 'jobs worth' company policy's We support these local businesses with full access to technical information, training and parts held in stock in the UK. When you purchase an ISE appliance you are linked with a local engineer who is always your first port of call if there is a problem. This means no waiting on the phone trying to get through to a call centre and no waiting for parts to be shipped from abroad.



No parts markup

Unlike any other appliance manufacturer we do not seek to make a profit from the sale of spare parts.

We therefore do not put any mark up on spare parts for our appliances once the guarantee has expired. The reason for this is to make post guarantee repairs a cost effective alternative to an ecologically damaging replacement. This helps to maximise the life of our machines not only in your home but also encourages reconditioning as a final option prior to recycling.



Class leading guarantees

ISE is dedicated to breaking the destructive cycle of shortening lifespans by making domestic appliances which last as long as possible. With that in mind we have class leading guarantees on our appliances, with 10, 5 and 2 year parts and labour cover included in the retail price.

Unlike other manufacturers when you buy an ISE appliance our guarantees are underwritten by AXA which we link to the serial number of your machine. This means no matter what happens to us in the future your guarantee is valid and protected.



Our insurance backed guarantees

The aftermath of the financial crisis of 2008 has made people very wary of the implications of companies going out of business.

In the appliance industry, the demise of companies like MFI, Sovereign and notably Servis among many others has left consumers with nowhere to go if their appliances broke down under guarantee as the manufacturer no longer exists.

When we established ISE we were very conscious of people would not trust our long guarantees. To reassure people we set up a system so that when an ISE machine is sold, the installing agent registers the serial number and other details with us. We then purchase a guarantee from AXA via an FSA registered broker to cover that appliance. No other manufacturer operates this way.

This means that if the unthinkable were to happen, although incredibly unlikely and, we ceased trading the insurer nominates an alternative parts distributor to deal with the factories who make our machines. The local service agent continues to do any required repair work and continues to be paid under the terms of the guarantee.

And, unlike many other schemes, our warranty is valid should the original retailer go out of business as all our machines are covered by insurance.

Rare in the appliance industry, where many extended warranties are not underwritten by insurers at all and manufacturers guarantees are only valid if the manufacturer keeps trading.

Don't be fooled by the fact the brand on the machine is a long established household name. When Servis UK got into financial difficulties in 2008 the bail out put together by the Italian government to save the factories did not filter through to Servis UK, who folded leaving their customers with no point of recompense.

With ISE that cannot happen.



Recycling record

ISE is the only manufacturer to embrace the spirit as well as the letter of the WEEE directive which became law in the UK in 2007.

The objective of the Directive is to make manufacturers pay for the cost of re-cycling the appliances that their newly sold products replace.

While other manufacturers have 'ducked and dived' to keep their costs down ISE have welcomed our responsibility as a moral obligation and set up a network of trade skips where our agents and environmentally conscious retailers can drop off redundant product.

Through these locations we ensure that old machines go through government license Authorise Treatment Facilities thus ensuring the optimum amount of material is re-cycling from every item.

Through this process in 2008 ISE put 211 tonnes of appliances on the market but recycled 224 tonnes meaning we are the only domestic appliance manufacturer trading in the UK to re-cycle more products than we sell.

Our efforts cast a dark shadow on the record of the large manufacturers and retailers who in 2008 only managed to re-cycle 45% of class one WEEE (washing machines, dishwashers, tumble dryers etc.) and a 69% of cooling (fridges, freezers etc.).

These gaps highlight the continued practise of exporting our waste to under developed countries where disposal is cheaper. Not something that we as a nation should be proud of.



ISE 10 washing machine

ISE1606W

Products carrying the ISE10 brand are the best engineered most durable domestic appliances on the market. Each component tested to last at least 8000 cycles and using the same bearings as Volvo trucks, ISE 10s carry a ten year guarantee. This means that if you did one wash per day 365 days per year it would take over twenty years before they started to wear out.



Armour coating

Most washing machines are painted with an enamel coating which can discolour, crack or peel through time. ISE10 is powder coated and bonded to the steel outer casing giving an exceptionally durable, long lasting finish that won't fade, rust, peel or crack, with no harmful emissions or waste generated at the factory.

More steel, less plastic

On ISE10 where steel or metal can be used instead of plastic it is. This is simply to aid durability and longevity of the machine as well as to increase the reliability as metal components are far less liable to failure. We are so confident in the build quality of the ISE10 range that it has a full ten years parts and labour guarantee included by AXA Insurance.

Advanced Performance

It is usual to expect a compromise on performance, especially in the wash time, on an ecologically friendly machine, but not so with ISE10. Under most conditions an ISE10 washing machine will complete a 40°C wash more than 40 minutes faster than any other washing machine without compromise on the cleaning results.



Tub unit

Stainless steel inner and outer drums for longevity.

The whole tub unit is uniquely suspended on the shock absorbers leading to outstanding stability and a reduction of noise



Iron weights

Cast iron weights are efficient, less prone to failure and unlike concrete ones can be recycled and that's why we use them even although this is a higher cost.



Quattro

The ISE10 washing machines are built on a solid metal chassis with a unique four point suspension system which offers greater reliability and stability.

Along with an inverter controlled DC motor this makes the ISE10 quiet and very stable.

SmartSeal

The door also seals directly onto the drum front so that there is no door seal to leak or that clothing can catch on causing damage



Specifications

Performance

Energy, class: A
Wash result, class A
Spinning, class A

Programs

Heavy wash, 95°C, 170 min
Heavy white wash, 60°C, 155 min
White/Colour wash, 40°C, 75 min
Synthetic wash, 40°C, 80 min
Quick wash, 40°C, 40 min
Wool/hand wash, 30°C, 45 min
Rinse, 20 min
Spin, 15 min
Drain, 1 min

Options

Temperature choice: cold or 30/40/50/60/95°C
Spin speed: 0/800/1600 rpm
Delayed start 1-24 h

Capacity

50-litre drum/6 kg wash

Comfort

Drop-down door
Remaining time on display
Automatic water level detection
Auto door opening after program end
Balance control
Capacity cotton (Kg) 6 kg
Cold wash option

Start delay time max. (h) 1-24 h

Energy Use/Environmental

Energy consumption (kWh) 1.02 kWh*

Noise level spinning (dB(A) re 1 pW): 74dB(A) re 1 pW

Noise level washing (dB(A) re 1 pW): 54 (A) re 1 pW

Water consumption (l) 54l *

Marked for recycling

ISO 14001 certified production

Dimensions (mm)

Height: 850

Width: 595

Depth: with drop-down door open:

1080 without door open: 585

Simple ergonomics

We believe that appliances should be simple to operate and ISE10 is our simplest ever to use as you would expect from Swedish design.

Simply select the clothing type you want to wash and press "Start". It's that easy.

Environmental benefits of a longer lifespan

When people consider their carbon footprint the issue of quantity on products they replace is often overlooked. Every year in UK we throw away enough electrical product to fill the new Wembley Stadium to the roof six times over.

The energy used in production, transportation, packaging and disposal every time you replace your appliance is contributing to global warming on a massive scale. To help combat this problem we design our appliances to be not only durable but also to be repairable so that the machines can remain in service for as long as possible. Coupled with our policy of not profiting from spares we feel that we can have our machines in service for much longer than most. Combined with our use of local service to install as well as provide maintenance and support, we help to minimise the emissions throughout the entire life of our appliances, not just on the consumption of water and electricity every time you use it.

All ISE products are 'A' rated for electricity and water consumption but we believe that's where a manufacturer's environmental obligation begins not ends. We are the only manufacturer asking people to buy our products only as a last resort when your existing machine is beyond repair

* Figures based on average use on test - Times, where given, can vary dependent on local conditions.

ISE 10 condenser tumble dryer

ISE CD60W & vented DV06W



Smart Dryer

The ISE10 dryer is a sensor dryer which has sensors that detect when your clothes are dry. Not only does this remove guesswork from having to determine how long your clothes may take to dry but it is also kinder to the environment as it ensures that the dryer is not running longer than it needs to be.

Of course this system also saves you money as you are no longer needlessly burning electricity any longer than required to get your clothes dry

More steel, less plastic

As with the ISE10 washing machine, the same design philosophies are carried through on the build and quality where we use steel or metal instead of plastic components wherever possible. This is simply to ensure long term reliability and to ensure that the appliance lasts for decades.

Also just like the ISE10 washing machine, every component is also tested to endure a minimum of 8000 uses which is equivalent to over 21 years of daily use and this tumble dryer also has a full ten year guarantee.

Drum unit

A stainless steel drum for is used for longevity along with high use bearings that are designed to exceed 20 years use in normal domestic use

Butterfly drying

Laundry is dried in a figure of eight and kept constantly in motion whilst the dryer is running. This is more efficient, produces better drying results and is more reliable

Simple control

Just as with the washing machine using the ISE10 dryer is simple; select the fabric type to dry and press start



Stackable

The ISE10 tumble dryer can be easily stacked onto the ISE10 washing machine using the included stacking kit which comes with every ISE10 tumble dryer

Condenser unit

The condenser unit is easily accessible allowing easy user maintenance thus saving the need for servicing by an engineer

Cleanable fan

Like the condenser unit the dryer fan is also user accessible and easily cleanable

Specifications

Performance

EU labeling energy, class C

Programs

4 automatic programs:

Extra dry
Dry
Normal dry
Iron dry

2 timed programs:

Timed drying 60 min
Air fluff program 60 min Options

Capacity

111 liter drum/6 kg laundry

Construction

Butterfly™; non-stop tumbling
Drum in stainless steel
Ball bearing suspension
Double lint filter
Cleanable fan
ISO 9001 certified production

Options

Temperatures: low/normal
Anti-crease: 120 min
Delayed start: 1-24 h
Buzzer

Features

Remaining time indication

Program memory
KidSafe™; Child-safe control panel.
KidSafe™; Door can be opened from inside
Anti-crease function
Digital countdown indicator
Door hinge Reversible (can open left or right)
Drying time selector
Start delay options One time fixed
Start delay time max. (h) 1-24 h

Energy Use/Environmental

Dryer type Condensing with Sensor Drying
Current (A) 10/16 A
Noise level (dB(A) re 1 pW) 69 dB(A) re 1 pW

Energy consumption: 0,73 kWh/kg*
Noise level: 69 dB(A)
Marked for recycling
ISO 14001 certified production

Dimensions (mm)

Height: 850
Width: 595
Depth: with / without door open:
1170 / 595

* Figures based on average use on test - Times, where given, can vary dependent on local conditions.

Using your dryer

While we would like you to own an ISE dryer we also have to balance that with our outlook on the environment and using a tumble dryer of any type is not the ecologically friendly way to dry clothes. So while we appreciate that most people do have a need to own a tumble dryer you can do your pocket some good and help conserve valuable resources by limiting the use of your dryer to when you really need to use it.

We will always advise that it is better to line dry your clothes as it is simply the most environmentally efficient and also the cheapest way to get your clothes dry.



AW23 washing machine

At half the price of the ISE 10 the ISE washing is designed to give you an affordable balance between durability and reparability. With components tested to last at least 2-3000, cycles more than two and a half times more than most other machines, it offers all the features of other high specification machines and the flexibility of you being able to choose between a 2 or 5 year parts and labour guarantee allows people on a budget to own an ISE.



Simple efficiency

Our AW23 washing machine is simple to operate, with programs clearly marked in plain English making the machine a breeze to operate with the most commonly used programs being the default settings to make the machine very easy to use every day.

You can clearly see the estimated time remaining as well as the progress of the program on the easy to read backlit LCD display.

The machine also features an auto half load function, which automatically selects the correct amount of water to use dependent on the load size and fabric type saving you from having to work it out.

The extra rinse feature adds extra water on each wash to help people that have sensitive skin with three different rinse options whilst our Eco program saves time, power and water for lighter loads.

Yet with all this and much more besides, including extra large hard wearing bearings, air shock absorbers and extra noise insulation. We have also maintained an "A+AB" wash rating allowing us to protect the environment both through using the product and, with our view to longevity, by making the machine last longer and be more cost effective in the home

Flexible warranty

The AW23 is available with either a 2 or 5 inclusive parts and labour warranty making sure you have a full peace of mind from the date of purchase as well as providing great value for money



3 Dimension wash

The AW23 features a 3 Dimension wash action as the drum is inclined at 5° to give a front to back as well as side to side wash action so as to get your clothes cleaner whilst still taking care of them..

A+AB performance

The A+AB rating ensures that you are saving water, electricity, maximising the use of detergent and helping to protect our environment



Automatic water level

The AW23 features a smart fill which ensures that the correct amount of water is used for each load you wash and the machine doesn't use too much or too little to get your clothes clean

Wash speed

The AW23 was designed to ensure that wash times were mimised so much so that a 40°C cottons wash is faster than previous models and many others. Plus there is the option of a super short wash for lightly soiled garments.

Specifications

Performance

Energy, class: A+
Wash result, class A
Spinning, class B

Example Programs

Heavy wash, 95°C, 128min
Heavy white wash, 60°C, 87 min
White/Colour wash, 40°C, 74 min
Synthetic wash, 40°C, 67 min
Quick wash, 30°C, 26 min
Wool, 30°C, 54 min
Delicate, 30°C, 44 min
Rinse, 26 min
Spin, 10min

Options

Wash Intensity: Standard, Eco, Intensive
Rinsing: Standard, Extra, Anit-Allergic
Easy Iron
Spin speed: 0-1400 rpm variable
Delayed start 1-24 h

Capacity

43-litre drum/6 kg wash

Construction

31 cm, 180° opening door
Easy access filter with drain down function
Stainless steel in inner drum
Air dampers
Heavy gauge damper springs
Re-enforced concrete counterweights

Comfort

Countdown Timer & Wash Indicator
Backlit LCD Display
Super Short Wash
Rinse Hold Option
Automatic water level detection

Energy Use/Environmental

Energy consumption (kWh) 1,02 kWh*
Noise level spinning (dB(A) re 1 pW): 78dB(A)
Noise level washing (dB(A) re 1 pW): 60dB(A)
Water consumption (l) 49l*
Marked for recycling

Dimensions (mm)

Height: 850
Width: 595
Depth: 560

* Figures based on average use on test - Times, where given, can vary dependent on local conditions.



Amount of use

We are often asked how long our machines are expected to last and we will happily discuss this topic.

When we talk to factories about making machines for ISE we talk about durability in number of cycles. Yet there is no legal obligation for manufacturers to label their machines with the average number of cycles their machines will run for before they wear out, even though they all know this figure. This makes differentiating on grounds of durability very tricky for the general public if not impossible in most cases.

There is a simple rule of thumb when it comes to durability. The higher the quality of components you use the more expensive they are, a fact reflected in the brand ultimate retail price. In other words you get what you pay for.

Most 'value' band machines you see in big retailers are built for 600 – 800 cycles. The next level are around 2000 with ISE and Meile the only people making domestic machines built for 8000 cycles or more. Our ISE10 is built for a minimum of 8000 wash cycles.

This means if you have a large family and are washing ten times a week a value machine will begin to wear out between 12 and 18 months. On this level of usage our AW23 would perhaps require one or, maybe even maybe even two brush changes within the life of the five year guarantee.

If you live alone and wash twice a week do you need a machine that is built for 8000 cycles which would last you more than 70 years not considering corrosion?

An average UK family would expect to wash 3-400 loads per year.

So the answer is dependent on the quality of the machine, how often you use it and how well you look after your appliance.



Look after your washing machine

When machines are tested in the factory it is done under laboratory conditions, this is not the case when they are run in your home. The majority of the problems machines have are caused by the way the machine is used.

Faults caused by customer error or misuse are not covered under any manufacturer's guarantee, regardless of who's machine you buy. You can save yourself a lot of time and money by following the simple rules below.

- Read the instruction manual so you understand the programmes and features of the machine before you use it
- Check all items for coins and sharp objects prior to loading
- Don't wash items which are likely to disintegrate blocking up your machine
- Don't over load your machine there needs to be a gap big enough to get your hand in so your cloths can move around and be washed properly
- Don't under load your machines. Most model machines including our own are fitted with out of balance sensors which stop the machine from spinning if there are too few items in the drum to disperse the weight evenly
- Don't use too much or incorrect detergent as this will clog or damage the machine
- Every 30 or so cycles run your machine on a boil wash or use a washing machine cleaner; this will kill bacteria and prevent the build up of lime scale

Following these simple points will help keep your machine working at its best and to extend the life of it, something that we are very much in favour of doing.



Your local dealer:



ISE Limited
19-21 Nursery Street
Kilmarnock, Scotland, KA1 1RQ

0845 226 1268
Fax: 0845 226 2508
www.iseappliances.co.uk

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