

SWEDISH DESIGN, EARTH-FRIENDLY ENGINEERING

Today's consumers are increasingly aware that the choices they make in their homes impact the environment. Many have experienced the consequences of drought, water use restrictions, septic system failure, pollution, power shortages, and rising utility costs. ASKO dishwashers, washers, and dryers are designed in Sweden to address these problems while providing superior performance, durability, and convenience.

ASKO's products have consistently proven that their slogan "Swedish design, earth-friendly engineering" is not just another advertising ploy. Their washing machines use, on average, fourteen gallons of water while conventional top-loading machines average forty to sixty. This is because agitator machines depend on submerging clothes, while ASKO's tumble-action washers clean by lifting and dropping the laundry in and out of the water. A variety of other features lend efficiency to ASKO's washers: the cleaning action of a front-end loader



ASKO's "stacked" washer and dryer conveniently tucks away into a closet.

is so much more efficient that only half the detergent is required; the internal heater provides hotter water at a lower cost than those that rely on a line from the home hot water tank; and the laundry spins at significantly higher speeds so less time and lower temperatures are required to dry clothes. The European design of ASKO's washers and dryers incorporates smaller exterior dimensions, allowing them to be stacked on top of one another to conserve space.

In 1995, the American Council for an Energy-Efficient Economy (ACE³), an independent research group, rated ASKO dishwashers as the most energy efficient. DMG, an independent research group based in Dallas, Texas, tested ASKO dishwashers against Bosch, KitchenAid, GE, Maytag, and Whirlpool; 146 of the 150 home-owners named ASKO the quietest machine.

ASKO's dishwashers use only 4.6 gallons of water and use less water in the pots-and-pans cycle than most domestic machines use in their normal cycle. A triple filtration system cleans the water before each stage in the cycle so only half the detergent is needed, and the Turbo Fan Drying System, a feature exclusive to ASKO, uses convection air currents rather than radiant heat to dry

ninety-percent more effectively than conventional systems. Aside from the practical advantages to ASKO dishwashers, the ASKO Designer Series provides six color choices for the control panel (they will paint other colors on request) and offers spacers to match the height of the control panel and door with surrounding cabinets.

All ASKO tanks, filters, pipes, and spray arms are made of 18:8 stainless steel, which will not rust or chip, and as many parts as possible are made and marked so they can be recycled.

The combination of the above features make Swedish-designed ASKO appliances the most earth-friendly on today's market. In the United States, the company is headquartered in Richardson, Texas.

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