

## MARKETING LETTER - NEW VS OLD



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## Q & A - MAYTAG ECO DRYERS

**Question:** Simply put, how much better is the new dryer when compared to the old one?

**Answer:** It's like comparing an old Mac PC to the new iMac, our new dryers are really that much better!!

**Question:** How do these new machines compare to the competition?

**Answer:** Most of our competitors still use the old dryer technology which is similar to our old generation Maytag dryers.

**Question:** How much has changed, is this not just another facelift?

**Answer:** The only thing that has remained the same is the white paint colour we use, even the paint finish is different, it is similar to the glossy paint finish on a car versus the outdated matt finish which wasn't as durable.

**Question:** Several customers comment on how much cooler these new dryers are, how is this achieved?

**Answer:** Not only do our dryers look cool, they actually run cooler, this is due to improved insulation which helps keep the heated air in the basket and out of the laundry room. This is done through a double glass door, re-positioning the element box whilst adding heat deflectors and forcing heated air through a sealed drum.

**Question:** Customers have reported reductions in energy usage whilst maintaining the same drying times, how is this achieved?

**Answer:** This is one of the BIG talking points, one of the problems with the old dryers was insulation and the other was hot air skirting around the basket, this meant a loss of heat input of around 25% to 33%. So we improved insulation and re-designed the air flow from radial to 100% axial. This axial airflow is actually used in millions of domestic dryers worldwide. Drying times are maintained whilst using less energy.

**Question:** If this airflow design dominates the domestic market and is much more efficient, why don't all industrial machines use it?

**Answer:** It is the old argument of cost, axial airflow dryers cost more to produce, however we believe this cost is well justified by the energy savings.

**Question:** How much energy can you save versus the cost of the machine?

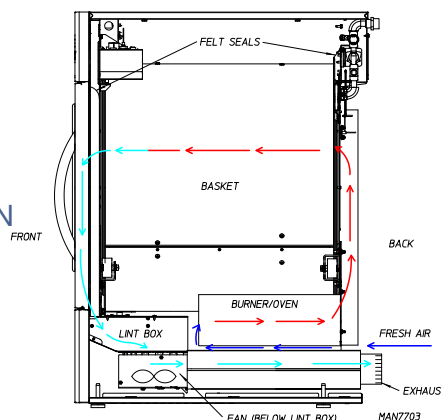
**Answer:** This varies on model, however on our most popular model MDE78, this saving can be as high as 25000 kW or R 25000 (R1 per kW) per year based on one shift per day. This saving normally pays for the machine within 2 or 3 years depending on usage.

**Question:** What is Auto Dry?

**Answer:** The machine uses a physical sensor, located within the machines basket, which measures residual moisture and stops at one of the 3 settings (ExtraDry, Dry, Finishing). This prevents over drying and helps give a better iron finish, as ironers require some moisture to be left in the linen to help steam and create a decent finish. It also extends linen life, which often costs more to replace than a fully equipped laundry.

- Question:** These new dryers sound great, however do they not cost more to maintain?  
**Answer:** No, they actually cost very little to maintain, for example the drum is supported by 4 x roller bearings, which is a major improvement over the shaft / bearing housing design, if a roller fails you simple replace it and there is never any engineering cost or prolonged downtime.
- Question:** This machine sounds complex, is it simple to use ?  
**Answer:** It is in my opinion the simplest to operate on the market, you select a program on the LCL display and once the linen or towels reach the right moisture content it notifies you and stops. Auto Dry helps simplify this process. The machine can also easily be programmed to any requirement and notifies you of a fault due to its self diagnostics. It even tells you when to clean the lint draw.
- Question:** Is this machine more difficult to service and maintain?  
**Answer:** No, actually most of the maintenance is done from the front of the machine, so it is much easier to service than the old machines which required most of the maintenance to be done from behind the machine.
- Question:** Some suppliers recommend the same washer and dryer capacity, why does MEGA recommend larger capacity dryers compared to washer capacity?  
**Answer:** Dryer capacity is worked off maximum wet weight, so although a load of washing may weigh 10 kg dry, after the wash process the moisture retention may be as high as 50%, so we recommend a 16 kg dryer with a 10 kg washer. The added drum volume also helps dry faster, prevents airflow problems and maintenance issues from overloading.
- Question:** Is it better to have one large dryer in a laundry or 2 smaller ones?  
**Answer:** This really depends on a few variables, including space, power, budget, etc. However it is always better to have 2 machines should there be any problems with one of them.
- Question:** How important is a reversing drum?  
**Answer:** Very important, this prevents 'balling' of linen and helps the operator save time, as they don't need to 'untangle' linen.
- Question:** How have sales been?  
**Answer:** We have seen wonderful growth and would like to thank our customers for their continued loyalty and support in our vision of a simpler more efficient and reliable laundry solution.

- SIMPLE TO USE
- SIMPLE TO MAINTAIN
- SELF DIAGNOSTICS
- 100% AXIAL AIRFLOW DESIGN
- DOUBLE GLASS DOOR
- AUTO DRY



- 25% TO 33% LESS ENERGY USAGE
- HIGH INSULATION
- 3 YEAR WARRANTY
- 4 ROLLER SUPPORT
- LCD DISPLAY
- REVERSING DRUM

