For nights without limits. And mornings without odours.

Fast and effective odour removal without washing: the new sensoFresh programme with active oxygen. Powered by iSensoric. [siemens-home.bsh-group.in](http://siemens-home.bsh-group.in/)
The future moving in.

Siemens Home Appliances
Designs where form follows function.

“At Siemens, design always starts with technological innovations, which requires new approaches to design.”

- Gerhard Nussler, Head of Design, Siemens.

Siemens is known for its contemporary yet timeless iconic design sensibilities where ‘form follows function’. Siemens develops and designs technological products whose presence can be experienced first-hand and design plays a key role. In fact, the iconic designs of Siemens home appliances are minimalist, functional, and create a masterful profile in a timeless yet modern way. Siemens home appliances don’t just look fantastic—they are fantastic. You’ll enjoy the clear build lines, high-quality materials, and high-level craftsmanship of the Siemens design for years to come. Many design judges agree. No wonder, Siemens home appliances have won the following design awards:

Achievements:
- iF Product Innovation Award - 2015
- iF Product Design Award
- Red Dot Design Award - Gold
- Red Dot: Best of the Best
- German Design Award 2015
Keep good memories not odour.

We can never know what our days will bring.

An outing? A dinner in a restaurant? Dancing in a club? Maybe even a stroll at a beach bar? But whatever we do, we definitely don’t want to make compromises: neither in the choice of our clothing, nor in the choice of our experience.

Fortunately, the sensor-free Programme gives us full flexibility. With active oxygen we can remove odours in just 10-60 minutes - without washing. That gives us a confident feeling: whatever happens, there will be "a scent barrier" for all the odours that our experience will leave on our clothes. We can focus on our adventures, knowing that even the most sensitive textiles can be instantly refreshed. And our appearance will be just as we expect it.
The power of active oxygen.

Discover the power of active oxygen in the revolutionary sensofresh System.
Powered by Senseonic.

The use of active oxygen marks the latest revolution in laundry care. The new Q720 Washing Machine with the sensofresh System provide the ideal solution to purify almost any kind of contamination. Whether it comes to odours or greases – active oxygen ensures them safely and thoroughly, providing pleasantly fresh clothes and outstanding hygiene. Prepare yourself for a new level of convenience. Discover the benefits of this groundbreaking innovation and its life-easing programmes. For a lifetime of luxury.

Removes odour even without washing with water.

Step 1
Select sensofresh programme to freshen up your clothes.

Step 2
Machine activates waterless programme for 30 or 45 mins.

Step 3
Your laundry is treated with Ozone.

Result
100% odourless and cupboard dry clothes with revolutionary sensofresh System.
Credibility: sensoFresh Programme certified by independent wfk Institute

wfk – the Institute für Angewandte Forschung GmbH – has conducted product performance tests with the sensoFresh programme and, certified the efficient removal of bad odours from clothes caused by tobacco smoke, fenelme and artificial food odours. Bild has purchased the rights for a 5 year usage key, 750.000 for the English and 22.000 for the German version of the wfk seal and the claim. As the wfk seal was part of the successfully tested Marketing Concept we recommend to use one of the claims. See clearly created TV and Sales material.

Hygienically clean laundry even at low temperatures: hygiene Programme

The hygiene Programme is particularly suitable for delicate textiles that cannot be washed at a high temperature wash programme. Thanks to the use of active oxygen, the laundry gets hygienically clean even at low temperatures down to 40°C.

Effective odour removal with active oxygen: sensoFresh Programme

Get rid of odours such as body odour, cigarette smoke or kitchen smells - the sensoFresh Programme provides odour elimination in short time, even for sensitive and inwashable textiles. Active oxygen neutralises smells in just 30 or 45 minutes, depending on the intensity of the odour.

Meets your highest hygiene standards: drumClean Programme

The programme for cleaning the washing machine’s drum prevents the formation of odours inside the washing machine’s drum. Active oxygen prevents the accumulation of odour-causing bacteria effectively and ensures a hygienically clean machine.
WM14W790IN

Key features:
• Optive motor (inverter motor)
• MultiPerfect
• SpeedPerfect
• Rinse function
• AntiVibration sidewalls
• LED projection
• Energy consumption monitor

Additional features:
• LCD display
• 10 wash programs
• 1600 rpm
• Damp detection system
• Weight sensing
• MultiPerfect plus
• Time delay: continuous 24 hrs.
• Extra rinse
• Touch control panel
• Drum payment light
• Prewash

Special programmes:
• Delicate
• Hygiene
• Dirts (Business)
• Delight (Jeans)
• Quick 15
• Wool
• Cotton
• Synthetic
• Mixed
• Rinse 1 Spin

Technical information:
• Noise Level Washing: 48 dB
• Noise Level Spinning: 72 dB
• Dimensions: 60 x 80 x 60 cm x 85 cm x 60 cm x 59 cm
• Can be built under
BSH Household Appliances Manufacturing Pvt. Ltd.
Arena House, II Floor, Main Building,
Plot No.103, Road No.12,
MIDC, Andheri, Mumbai 400093.
INDIA

Siemens toll free number - 1800 209 1850
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www.siemens-home.bsh-group.in/

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Important Notes:
Certain appliances shown in this catalogue may not be available in India. Model numbers and specifications are for reference only and subject to change without prior notice. Please contact your local Siemens retailer for the latest information.

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All descriptions and installation diagrams are intended as a guide only. For additional technical information, full dimensional and installation details, please refer to the instruction manual supplied with the appliance.

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Save the environment - dispose your e-waste in an environmentally friendly manner by contacting designated e-waste collection centers. Please check our website siemens-home.bsh-group.com/in for more details.