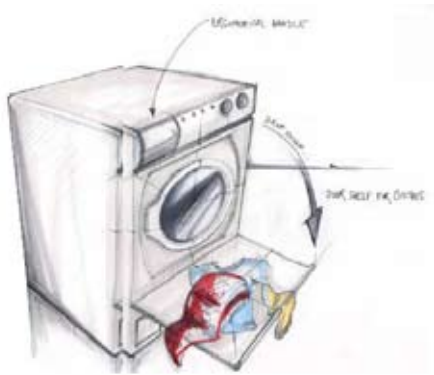




Longer lifespan for less environmental damage



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.

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/recycling of old machines.

Much of this environmental damage stems from factories in the East is making products for consumption in the West. The simple 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 it's components it contains, a fact reflected in their varying lengths of guarantee which come included when you buy and ISE branded product.

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.

Repairability

ISE machines are designed to be easy to repair by local independent 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 Independent repairers who would rather fix your old machine than 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 re-cycling produces carbon so it is the last not first resort for us at the end of a products life. In the last two years ISE have only had to put two appliances in for re-cycling, these were both in houses which we flooded. Due to the simplicity of the design and the affordability of spare parts our machines are perfect for re-conditioning. Therefore if you no longer want your ISE machine contact your agent and we will take it back and endeavour to clean it up, recondition it and it available for re-sale or rental.



Local support & service

At ISE we believe strongly in local service from the people that live in community they work. Small local businesses have to go to great lengths to help a customer 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 policies. We support these local businesses with full training access to technical information 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

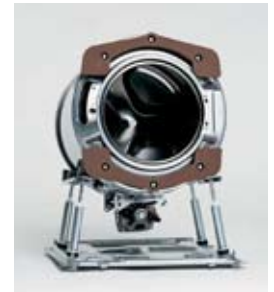
Unlike any other appliance manufacturer we do not seek to make a profit from the sale of spare parts.

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 lifespan 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 life-spans 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 with an Insurance policy from 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.



ISE 10 Washing Machine

ISE1606W

Products carrying the ISE 10 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 through time, crack or peel. ISE10 is powder coated which is bonded to the steel outer casing giving an exceptionally durable and 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 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 noise reduction



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 if they cost a little more.



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.

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, 135 min
Heavy white wash, 60°C, 120 min
White/Colour wash, 40°C, 65 min
Synthetic wash, 40°C, 65 min
Quick wash, 40°C, 35 min
Wool/hand wash, 30°C, 40 min
Rinse, 15 min
Spin, 10 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
Program memory
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) 0,17 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. This combined with our use of local service to both deliver and 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



ISE 10 Condenser Tumble Dryer

ISE CD60W



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 the 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

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.



ISE 5 Washing Machine

ISE 5 branded machines are designed to give you an affordable balance between durability and reparability. It gives you all the features of other high specification machines, comes with a five year guarantee but is simple and economic to repair out of guarantee.



Simple efficiency

Our ISE5 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.

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.

Our Plus Water feature adds extra water on each wash to help people that have sensitive skin whilst our Eco Rapid program saves time, power and water for lighter loads. We also added special programs for machine washable wool, a special handwash program for very delicate items as well as a rapid program that washes in just 30 minutes.

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 "AAA" 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

5 year warranty

ISE5 with the 5x5 warranty has an inclusive five years parts and labour warranty making sure you have a full five years peace of mind from the date of purchase as well as providing great value for money



AAA performance

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

Wash Speed

The ISE5 was redesigned to ensure that wash times were minimised so much so that a 40 cottons wash is 30% faster than previous models and many others. Plus we added a very fast rapid wash and an eco rapid wash as well!



Auto half load

ISE5 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

Quiet Operation

We have gone to great lengths to ensure that the ISE5 is quiet, with a brushless induction motor fitted to stop brush whine and extra sound insulation the machine is exceptionally quiet

Specifications

Performance

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

Example Programs

Heavy wash, 90°C, 150 min
Heavy white wash, 60°C, 135 min
White/Colour wash, 40°C, 125 min
Synthetic wash, 40°C, 105 min
Quick wash, 30°C, 30 min
Wool, 30°C, 55 min
Hand Wash, 30°C, 35 min
Rinse, 23 min
Spin, 15min

Options

Temperature choice: cold or 30/40/50/60/90°C
Spin speed: 0-1600 rpm variable
Delayed start 1-23 h

Capacity

43-litre drum/6 kg wash

Construction

31 cm opening
Stainless steel in inner drum
Air dampers
Heavy gauge damper springs
Re-enforced concrete counterweights

Comfort

Countdown Timer
Backlit Timer Dial
Rapid wash
Rinse hold
Anti creasing/Easy Iron
Auto half load

Energy Use/Environmental

Energy consumption (kWh) 1,14 kWh
Noise level spinning (dB(A) re 1 pW): 78dB(A)
Noise level washing (dB(A) re 1 pW): 55dB(A)
Water consumption (l) 49l*
Marked for recycling

Dimensions (mm)

Height: 850
Width: 600
Depth: 540

ISE 2 Washing Machine

ISE2 1242W

ISE 2 gives you the opportunity to own an ISE appliance if you only have a small budget. The ultimate in reparability ISE 2 gives you all the programme options, is easy to use and comes with a two year guarantee. However it is out of guarantee where it comes into it's own with low cost parts and a uncomplicated construction you can repair indefinitely.



Simplicity

ISE2 was designed from the outset to be a simple solution to today's laundry demands that was budget conscious. The result is an easy to use machine which includes IESE's core values that is that appliances should be built as well as possible for the budget and to be made to last as long as possible through a combination of build quality and reparability.

Ecological

The ISE2 features an ECO (ecological) program that maximises the use of the detergent and reduces the water and electricity use offering similar results to a normal cotton 40°C wash but using less resources to do it with.

The guarantee period for an ISE2 is two years parts and labour cover.

Speed performance

With the quick wash function a lightly soiled load of clothing can be washed in around half an hour, a handy function when you are in a hurry.

2 year warranty

ISE2 has an inclusive two years parts and labour warranty making sure you have nothing to worry about for two years from date of purchase and provides great value for money



Extra rinsing

The extra rinsing function is recommended for clothes that will be worn next to sensitive skin as it helps remove any excess detergent

Program choice

ISE2 boasts 23 programs with special choices designed to specifically to suit baby clothing and also sportswear



Easy ironing

This function helps to reduce creasing thereby making ironing your clothes less of a chore

Imbalance control

Like all ISE washing machines the ISE2 has a control system that detects any uneven loading which helps protect your laundry and the machine as well as helping to prolong the bearing life

Specifications

Performance

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

Example Programs

Heavy wash, 90°C, 137 min
Heavy white wash, 60°C, 162 min
White/Colour wash, 40°C, 130 min
Synthetic wash, 40°C, 81 min
Mixed wash, 40°C, 73 min
Quick wash, 40°C, 30 min
Wool, 30°C, 65 min
Hand Wash, 30°C, 89 min

Options

Temperature choice: cold or 30/40/60/90°C
Spin speed: 0/800/1200 rpm

Capacity

40-litre drum/5 kg wash

Construction

Stainless steel inner drum

Comfort

Easy ironing function
Extra rinse for delicate skin
No spin option
Baby wash
Sports wash
Curtain wash
Balance control
Cold wash option

Energy Use/Environmental

Energy consumption (kWh) 0,95 kWh
Moisture content % on dry load after max. spin 55 %
Noise level spinning (dB(A) re 1 pW): 78dB(A)
Noise level washing (dB(A) re 1 pW): 58 (A)
Water consumption (l) 43l
Marked for recycling

Dimensions (mm)

Height: 850
Width: 596
Depth: 510



ISE 5 Dishwasher

ISE 5 branded appliances are designed to give you an affordable balance between durability and reparability. It gives you all the features of other high specification machines, comes with a five year guarantee but is simple and economic to repair out of guarantee and this belief is carried through to our new dishwasher range.



Washes dishes was never so simple

The all new ISE5 dishwasher is child's play to use due to the clever design and use of advanced electronics and sensors that actually detect when your dishes are clean. This means that you don't have to guess which program to use, the dishwasher will work it out for you, all you have to do is tell it how intensive you would like the wash to be, the machine does the rest.

The ISE5 dishwasher is awash with features such as a half load system that lets you choose to use the upper or lower basket if you like, a digital display which which you can set the delay timer or simply see the time remaining until the program is completed. Then we added a host of programs to cover all needs, from quick washing to hygienic programs.

We didn't stop on the outside, inside you will find a lower basket that can be adapted especially for pots and pans, a cutlery basket with optional grids to hold your cutlery apart so that cutlery is cleaned more efficiently and there is also an adjustable top basket.

The ISE5 dishwasher is AAA rated for efficiency and performance so you can be assured that it is as economical and environmentally friendly as possible to run.

5 year warranty

ISE5 dishwasher with its warranty has an inclusive five years parts and labour warranty making sure you have a full five years peace of mind from the date of purchase as well as providing great value for money



AAA performance

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

Adjustable Baskets

The ISE5 dishwasher has an adjustable upper basket yo allow you to place taller mine glasses or plates for example in the top rack.

The lower basket features removable wire racks so pots can be easily placed in the dishwasher and a cutlery basket with optional cutlery seperators.



Half load

The ISE5 dishwasher features a half load function that allows you to use only the upper or lower basket independently of each other for those smaller loads that you may have.

Quiet Operation

We have gone to great lengths to ensure that the ISE5 dishwasher is quiet, with extra sound insulation the machine is exceptionally quiet in operation.

Specifications

Performance

Energy, class: A
Wash result, class A
Drying, class A

Example Programs

Auto Delicate 30-45°C
Auto 50-60°C
Auto 60-70°C
Intensive 65°C
Extra Intensive 70°C
30-40°C Rapid
Eco 50°C
60°C Hygiene
70°C Extra Hygiene

Options

Half load function, select to use upper, lower or both baskets
Multi Tab (3in1)
Pre-Wash Option
Delayed start 1-19 h

Capacity

12 Place Setting with Active Turbo Drying System

Comfort & Safety

Full Electronic control
Rinse aid indicator
Salt indicator
Wash indicator
Time remaining indicator (Countdown Timer)
Child Lock
Overflow/leak protection
Heater protection

Energy Use/Environmental

Energy consumption (kWh) 1,05 kWh
Noise level washing (dB(A) re 1 pW): 47dB(A)
Water consumption (l) 13l *
Marked for recycling

Dimensions (mm)

Height: 850
Width: 600
Depth: 540

available summer 2008

Your local dealer:



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