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3 IN 1 SUPER LAUNDRY MACHINE

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1 **EXECUTIVE SUMMARY**

Supermatic Ltd. manufacture and sells industrial and home cleaning system. We are among leading firms in Malaysia for manufacturing such systems. Our products include Single tank ultrasonic cleaners, Multistage Aqueous ultrasonic cleaner, Multistage vapour degreaser, Oil Skimmers etc. the company is preparing to launch a new product “3 in 1 Supper Laundry Machine” for industrial and home clothes cleaning solutions.

Latest technology trends in the consumer washing market incline heavily on Top and front Loading Fully Automatic washing machine with Fuzzy Logic being the sought-after upmarket technology. The lower end of the market is dominated by Semi-Automatic washing machine. Ventless FastDry Technology in washing machine has not been marketed heavily in MALAYSIA market and still to gain space in the consumers consciousness.

Our marketing priorities include emphasis on a new cost-effective technology, building brand awareness among customers, targeting specific segment in consumer and business markets, generating sales and breaking even by the end of second year. The company operated in accordance to the environmental regulations. Our capabilities of technical expertise and design the efficient assembly procedures not only contribute to the cost control but also enable us to react quickly to the market trends and technology advances. For the product’s introduction, we will uses push strategy aimed at channel members offering consumers a technically superior product for the hassle free and cost effective cleaning experience.

2. PRODUCT OR SERVICE DESCRIPTION

It's basically a dryer and a washer made into one machine instead of two. If you live in a tight apartment or have limited space at your home's laundry area, then this combo is ideal for you. A washer-dryer is a great solution if you have a heavy load during laundry days. Super laundry machine is a 3 in 1 machine complete with wash-drying machine and folding machine. This unit can help to ease the process of washing your clothes, drying and folding clothes. Designed with measurement 1500mm high, 800 mm wide and 600 mm long, it is compact and easy to operate. This machine comes with two parts, the upper of which is a wash-drying machine and the bottom part is a folding machine attach with laundry box.

3 in 1 Super Laundry Machine is an all-in-one laundry machine that is designed to wash, dry and fold your clothes within the same machine. This machine comes with a 11kg wash capacity and a 8kg dryer perfect for a household with heavy laundry loads safely and efficiently. There is space to insert the detergent and softener for your convenience. Duration for the machine works can wash a full load in 40 to 50 minutes. It vigorously sprays ultrafine foam onto clothes and thoroughly removes dirt. Then with the systematic pathway in the machine, the sophisticated robot automatically folding your dried cloth in a short time and place your folded cloth into the laundry box beside the machine.

3 in 1 Super Laundry Machine are comes with Ecobubble technology where it combines quick soaking water spray and filtration motion. It works by generating cleansing bubbles, penetrating fabrics and removing dirt 30 times faster than detergents. In addition, this machine no need to vent out hot air from the dryer because equipped with Ventless FastDry Technology. These units use condensation drying instead of forced air drying and therefore do not require a vent. It uses high speed and forced airflow to dry your clothes almost completely. It's ventless, therefore you can place this machine anywhere with a conventional household plug. Also, it's no need for separate hot and cold water connections. With the use of some provided optional accessories

such as a Y-connector and faucet adapter, this machine can be easily connected to your kitchen, bathroom or any other water source. This allows you to use it just about anywhere, without the need for separate water connections.

Moreover, it is low water consumption. It's built with EcoHybrid technology, as well as EcoDry mode and NormalDry mode that helps you save water. This machine used far less water than a traditional top-load washing machine. Not only does this save water, but it cuts down on your utility bills and helps you save money in the long run. Last but not least, what's make this 3 in 1 Super Laundry Machine different from other are it built with folding machine Once inside the machine, FastFold technology can take an entire laundry load and fold it automatically in a few minutes., The robot features ergonomic designed clipping technology that can fold any type of shirt, blouse, or pants in all sizes. folds them. with smart robot properties, the machine can adjust the folding methods based on your preferences, item type and sizes.in addition, this machine is comes with steam treatment that help to reduce wrinkle on your cloths. As each item passes through the machine, it can be treated with perfume, softener, and sterilizer to make sure your cloths cleans and scented. Then the folded cloths will be placed nicely in the beautiful box that are located beside the machine.

Soon in the year 2021, there a machine that can be a greatest solution for many people to settle up their laundry loads.3 in 1 Super Laundry Machine is the first automatic machine that can wash, dry and fold your cloths perfectly. The company hopes to have working prototypes available later this year. The price would be about RM3400, more or less. CEO of the company says more months of testing will be required until 3 in 1 Super Laundry Machine has a working prototype, to be followed by production units. While the company showed a full-scale model, it was a non-working mock-up, so no clothes are still dirt or fail to dry also all cloth can be folded nicely even for the bigger size.