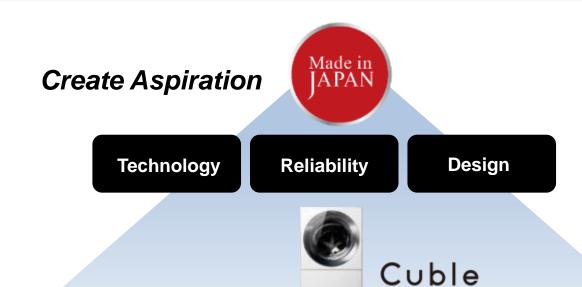


Product Concept

Marketing Strategy













































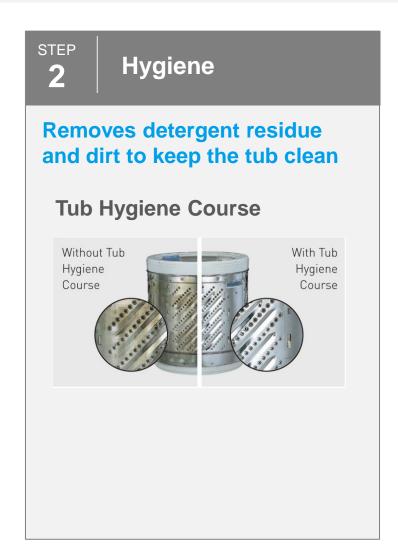




Asia Top Loading Model **Panasonic** Product Concept

Product Concept

STEP **Superior Cleaning** Lifts stains away easily with fine foam and dynamic water flow. **Active**Foam Removes stubborn stains through strong pulsator agitation and enhanced soaking process





Product Information

Key Features



Width **554** mm

Model No.	Capacity	W* (mm)	D* (mm)	H* (mm)	Body Colour	Control Panel Display
NA-F90S10	9kg	554	582	952	Light Grey	Amber LED with Indirect Button

^{*} Dimensions is without hose (mm)

Superior Washing with Fine Foam and Dynamic Water Flow

Superior Washing

 Lifts stains away easily with fine foam and dynamic water flow.



- Removes stubborn stains through strong pulsator agitation and enhanced soaking process
- 15%* better washing performance compared to Normal Course



Clean & Hygiene

 The Tub Clean course removes dirt and detergent residue to prevent mould growth in the tub

User-friendly

- The soft-closing lid reduces the risk of pinched fingers
- The durable single pane tempered glass lid enables long-term use

Other Convenience

JUMBO Detergent Case / SAZANAMI Drum / Control Panel with Flat Button

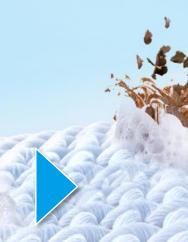
^{**} Test condition: Product No: NA-F90VS9 (9kg), Program: Normal course and Super clean course, Water level/actual: High-69L, Loading: 80% capacity (7.2kg), dummy cloth type II (20 pcs), Detergent type: Ariel detergent

Superior Cleaning









3 Separates Dirt



Penetrates and Lifts Dirt

Lifts Stains Away with Fine Foam

The ActiveFoam System creates fine, high-density foam before the washing cycle starts. Fine foam lifts, separates and removes stubborn dirt from deep in fibers.

The level of foaming depends on conditions such as load size, degree of soiling, detergent type, and water pressure. However, there is no change in washing performance.

^{*} Image is for illustrative purposes only.

Foam Boosts Surfactant Effectiveness



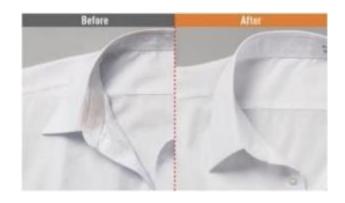
The higher the concentration of foam, the better the washing performance

The power to remove stains comes from changing detergent into foam. The finer the rich foam the stronger the cleaning power. The Active Foam system provides extra clean result by generating fine foam before washing starts to maximise the power of detergent.



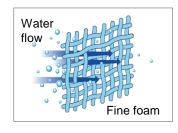
1. Clean Result

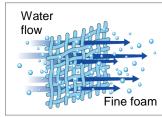
Rich foam maximises surfactant performance for powerful washing



2. Fast Penetration

Fine and dense foam penetrates clothes more easily to quickly remove dirt





3. Less Undissolved Detergent

Detergent is turned into foam before washing, so less undissolved detergent is attached on clothes



^{*}The level of foaming depends on conditions such as load size, degree of soiling, detergent type and water hardness. *The images are for illustrative purposes only.

Product Information

Quick Fine Foam Generation for Fast & Clean Washing





The level of foaming depends on conditions such as load size, degree of soiling, detergent type and water hardness. However, a satisfactory level of washing performance is maintained.

Start

Pour in detergent

Powder detergent case

Liquid detergent case

Pour detergent into

detergent case.

Detergent drops to

bottom of the tub.

Detergent

Pulsator

Fin

Step 1

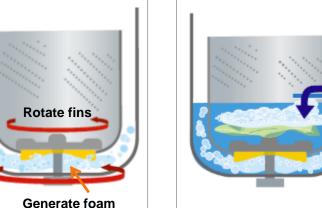
Foam generation

Step 2

Foam penetration

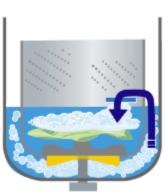
Foam regeneration & circulation

Step 3



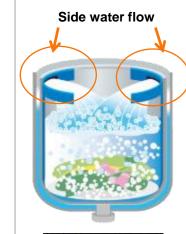
Fins on the underside of the pulsator rotate and dissolve detergent in water at the bottom of the tub.

Fine, creamy, highly concentrated foam is generated.



A waterfall of foam cascades down rapidly onto clothes.

Fine foam penetrates into clothes quickly and wraps around dirt.





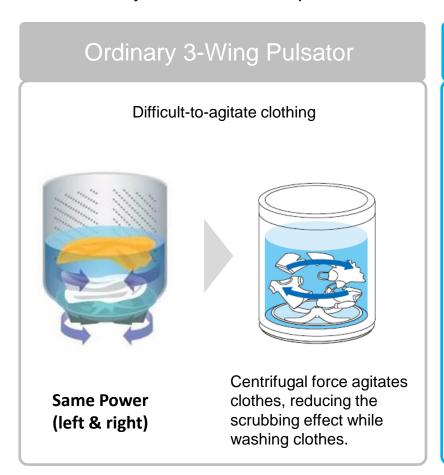
Side water flow pour from 4 outlets repeatedly regenerate foam, helping it to penetrate deeply into clothes.

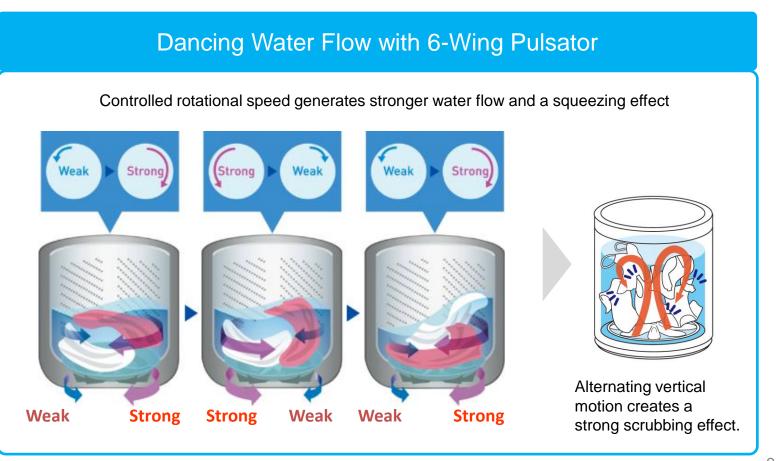


Scrub Wash with Dynamic Water Flow

Effective cleansing power created through a unique water flow rotation system that combines strong and weak agitation.

This dynamic water flow produces an efficient scrub wash that removes stains more effectively.





Super Clean



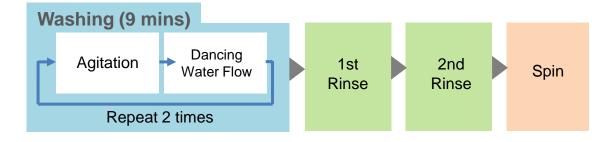


*Test condition: Product No: NA-F90VS9 (9kg), Program: Normal course and Super clean course, Water level/actual: High-69L, Loading: 80% capacity (7.2kg), dummy cloth type II (20 pcs), Detergent type: Ariel detergent

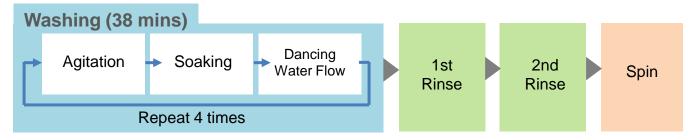
15%* Cleaner Wash with Super Clean

Strong agitating and enhanced soaking processes remove stubborn stains. Resulting in 15%* better washing performance compared to Normal Course.

Normal: 60 min



Super Clean: 89 min



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User Friendly/Design

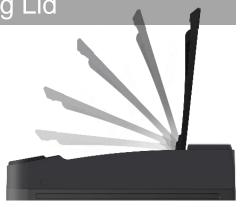
Soft Closing Lid
Single Pane Tempered Glass Lid
SAZANAMI Drum

Lid Design

Soft Closing Lid

The lid slowly and gently closes on its own to prevent pitched fingers.*

*Even though this design has a soft closing feature, if the lid is opened partway and then let go, it may accidentally hurt your fingers.



Comparison of Soft Closing Test

Panasonic



Damper mechanism

After Open & Close 3,000 times

Soft closing works

Brand X



No damper

After Open & Close 3,000 times

Soft closing does not work

Single Pane Tempered Glass Lid

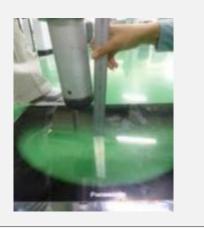
The sleek frameless lid leverages strong, durable glass capable of bearing up to a 60 kg load to further long-term use.

The transparent glass also gives a full view inside of the washing machine throughout each wash cycle.



Lid Durability Test

Transparent glass lid enables easy checking of the inside of washing machine even during washing.



^{*}Photo shows the NA-F10S10 model. *Product appearance may vary.

SAZANAMI Drum





Conventional (Simple Pattern)

Gentle washing with sazanami drum

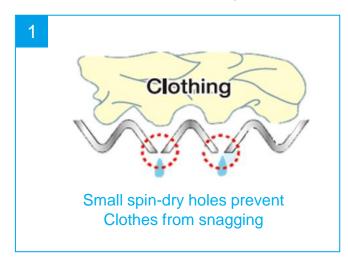
The Panasonic Dimple Drum design with smaller and fewer holes prevents clothes from being caught and is extra gentle on fabrics.

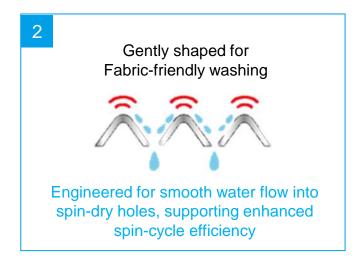
The drum interior has dimple-shaped waterspouts ideal for removing dirt.

These rounded edges not only allow for smaller holes and less bumps but also prevent snagging.

The unique geometry even offers high spin-drying performance.

Curbs stress on clothing, with a kinder, more streamlined spin cycle





Basic Information

Design of Control Panel

Washing Programmes

Main Specification Chart

Product Information

Design of Control Panel



Product Information

Washing Programmes





Standard programme





Quick wash for lightly soiled items. Ideal when you have little time.





With gentle water flow and reduced spin speed, softly washes delicate laundry.



Water Save Water Save

With shower rinse instead of soak rinse, reduces water consumption.



Soak

Pre-wash soaking stage with increased power wash. Gets collars clean and removes oily stains.



Baby-Care

For sensitive skin. The double overflow rinse thoroughly eliminates laundry soap residual.





Operation with stronger water flow, more washing time and spinning time for big items such as a blanket.



Tub Hygiene

For tub maintenance. Put bleach into the tub and automatically agitates water, drains water, and dries the tub.



Signal Air Dry (90 min)

High-speed spin and powerful air flow thoroughly blow off moisture from the laundry to shorten drying time.



ফিন্তু Fragrance

The cycle pauses automatically and tells you when to add softener to maximize the effect of the fragrance.





Strong agitation and enhanced soaking process removes stubborn stains.

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Main Specification Chart

Model Number	NA-F10S10	NA-F90S10	NA-F80S10
Product Image			
Body Colour	Black Silver	Black Silver/Light Grey*1	Black Silver
Load Capacity (kg)	10	9	8
Dimensions without hose (W/D/H mm)	554 x 582 x 952	554 x 582 x 952	554 x 582 x 952
ActiveFoam SYSTEM	Yes	Yes	Yes
Dancing Water Flow	Yes	Yes	Yes
Number of Programmes (Indirect Button)	10	10	10
Super Clean Programme (Direct Button)	Yes	Yes	Yes
LED Colour	Amber	Amber	Amber
Pulsator	Plastic	Plastic	Plastic
Soft Closing Lid	Yes	Yes	Yes
Frameless Tempered Glass Lid	Yes	Yes	Yes
Ag Pulsator & Big Ag Lint Filter*2	Yes	Yes	Yes

^{*}¹ Only applicable to Myanmar & Cambodia

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^{*2} Only applicable to Vietnam