



SF-170ZCV



## Hitachi Washing Machine with Built-in Heater awarded “iF DESIGN AWARD 2019”

Hitachi Appliances, Inc. today announced that its latest washing machine with built-in heater model SF-170ZCV has been awarded "iF Product Design Award 2019 ". This award is one of the most renowned international design awards. This is the first Hitachi washing machine to be awarded iF Design Award 2019.

### ■ iF Design Award

The iF Design Award has been recognized as an arbiter of quality for exceptional design. "iF International Forum Design", one of the world's oldest independent design organization in Germany, picks good design every year. There are over 6,375 entries, submitted from 52 countries this year.

### ■ Creating Value by Design

Hitachi Appliances, Inc. is an innovator in devices, appliances and services that bring conveniences to everyday life. As a vital link to the next-generation technologies that connect people, homes, cities and society. As a company open to collaboration to achieve greater benefits for society, and striving to improve Quality of Life for all. With smart human-friendly designs, advanced eco-conscious technologies and quality materials, we aim to accentuate your everyday life.

### ■ Award - Winning Product: Hitachi Washing Machine with Built-in Heater “SF-170ZCV”

Stylishly designed with Easy-Operational Control : Direct Program Buttons on the cover lid, Sleek Opening for easy loading and unloading of clothes, and Ergonomic Scratched-Proof Tempered Glass Top. Technology developed with consumer's lifestyle : with a “Prewash+” function, you can now prewashed heavily soiled items first and then add normal soiled items in one go. Adjusting the water function is possible with Water Power and Shower Plus features.

### ■ Product Homepage

◇Malaysia :

<https://www.homeappliances.hitachi.com/my/eng/products/washing-machine/cleanitallaway/>

◇Thailand :

<https://www.homeappliances.hitachi.com/th/th/products/washing-machine/cleanitallaway/>

◇Indonesia :

<https://www.homeappliances.hitachi.com/id/eng/products/washing-machine/cleanitallaway/>