

# Zeolite Drying Technology Energy Star

Ali Cafferty  
BSH Home Appliances Corporation



**BOSCH**

Invented for life

# BSH Dishwashers at a Glance



**Bosch holds the top 10 rankings on Consumer Reports and 16 out of the top 20 models**



**No. 1 Dishwasher Brand Worldwide  
3 years in a row**



**95% of the models sold in the US  
are manufactured in the US**



**Bosch is the most researched  
Dishwasher brand online**

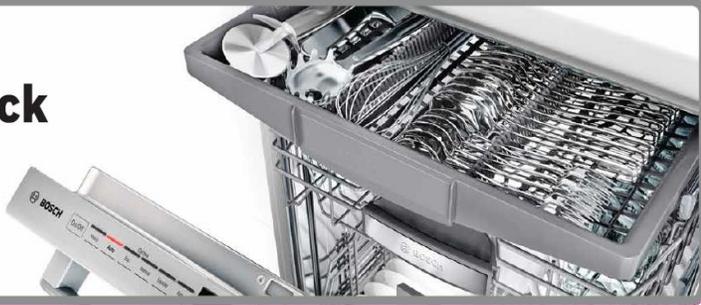


**Each Bosch Dishwasher goes  
through 485 quality checks before  
leaving our facilities**



**Bosch offers more ENERGY STAR®  
dishwashers than any other brand,  
more than double of any competitor**

**Third Rack**



2008



2013  
Full-size Tub



2017  
"MyWay" Rack

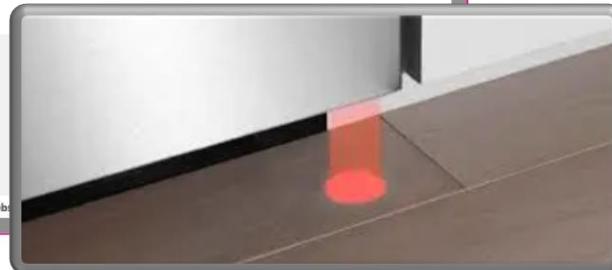
2011 – 39dBA

**Quietest Brand\***



13-805-0182 4/13

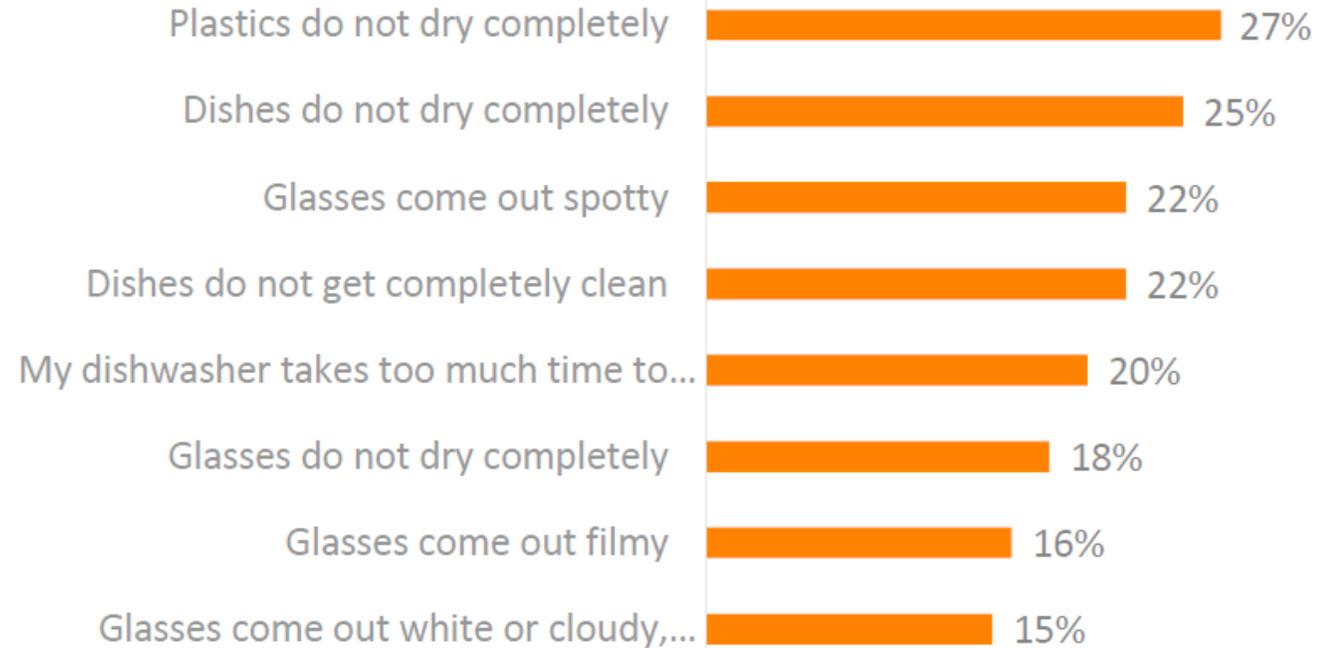
\*Based on an average of sound ratings in major brands' websites



August  
2019:  
*Drying!*

**Drying  
(plastics)  
specifically  
continues to  
be an  
unsolved pain  
point for  
dishwasher  
users**

## Issues with Dishwashers



### Top 3 Most Common Issues with Dishwashers



Plastics do not dry completely



Dishes do not dry completely



Glasses come out spotty

# 2019 Bosch Drying Story Key Messaging



## PureDry™

- Extra hot wash at the end of the cycle aids in **drying and sanitization**



## AutoAir™

- **Releases moisture and circulates fresh air** for better drying results



## CrystalDry™

- Naturally transforms moisture into heat up to **176°** for the ultimate dry, including **plastics**

# Drying Results+

A condensation drying system that **efficiently dries and sanitizes** dishes.

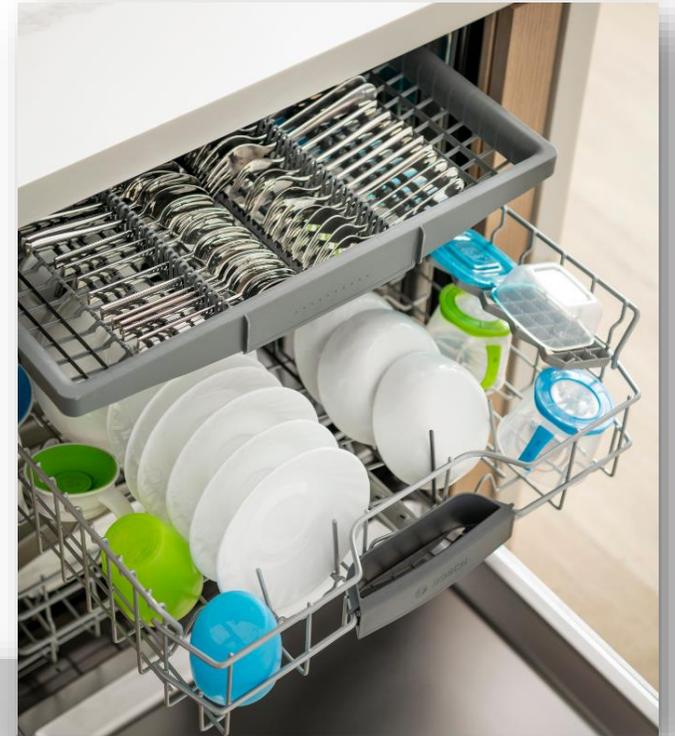
## Benefits:

- Can place plastics anywhere in the dishwasher because there is no heating element
- Closed drying system is hygienic and energy efficient



**ExtraDry Option**

## PureDry™ Drying Technology



## Drying Results++

**Automatically opens the door** at the end of the drying cycle to **let fresh air circulate** for cleaner, drier dishes...Because a little fresh air is good for dishes too!

### **Benefits:**

- Automates a widespread consumer behavior to deliver drier dishes

## AutoAir™ Drying Technology



## Drying Results+++

CrystalDry™ delivers **60% enhanced drying performance...** Yes, including plastics!

**Benefits:**

- Solves #1 consumer pain-point with dishwashers

## CrystalDry™ Drying Technology



# CrystalDry™ delivers 60% enhanced drying performance... Yes, including plastics!\*

1. Wet clean dishes - at end of wash
2. A fan blows the moist humid air into the CrystalDry™ chamber with zeolite beads
3. The beads transform the moist air into hot, dry air up to 176°F
4. The transformed hot air is circulated throughout the dishwasher to dry all the dishes and plastics
5. The beads are dried during the next wash cycle and recharged



\* Based on aggregate average drying performance of Bosch Dishwashers with CrystalDry™ on combined household load including plastics, glass, steel, and porcelain as compared to Bosch Dishwashers with PureDry™. Drying performance may vary by dish type.

## Drying Results+++

### What is zeolite?

...a naturally occurring mineral which is also produced industrially. We use only the industrial type to ensure its quality consistency.

Zeolite's defining properties:

1. They collect moisture (around 20% of their body weight), and
2. They give off heat (up to 176 °F at the source)

Perfect for our dish drying needs!

CrystalDry™

Energy Efficient Drying Technology



# Energy Efficient Drying Technology

## How does it save energy?

- The dishes are dried by the hot air naturally created by the patented zeolite technology on top of the condensation drying system.
- Models with CrystalDry™ meet the EPA's ENERGY STAR requirements.
- The heating element used in CrystalDry™ is only used to bake the zeolite beads dry after they collect moisture.



**Thank You**