

USE CASE SUMMARY  
**HOME APPLIANCES**



**INTEGRATED TEXTILE AND DETERGENT DETECTION FOR WASHING MACHINES**

Three parameters on a washing machine determine performance: temperature, wash cycle as well as quantity and type of the detergent. The necessary information is given in the specs of the washing machine, the detergent container and in the care instructions of the textiles. However, most people do their laundry based on feelings instead of manuals.

**THE CHALLENGE**

- ⦿ Customers want to put the least possible mental and organizational effort in their laundry duties
- ⦿ Currently, customers are overstrained by the excessive selection of detergents, choice of washing programs and textile care icons
- ⦿ This leads to damaged clothing, excessive or wrong use of detergent, insufficient washing performance and subsequently unsatisfied customers

**ASTOUNDING REAL LIFE DATA**

- ⦿ 44% never vary their washing process (temperature, detergent, washing program)
- ⦿ On average, 2.2h per week are invested for laundry
- ⦿ 59% rarely consult the care instructions of their textiles
- ⦿ 85% experience damaged or discolored clothes every year



**THE CURRENT APPROACH**

- ⦿ The customer needs to read all the manuals and instructions and decides himself how to set the machine parameters
- ⦿ The customer needs to choose and supply the right amount of detergent

**THE BETTER WAY**

- ⦿ Material sensors can detect the textile type and color and automatically select the washing cycle or give an alarm when non-matching textiles for the selected washing cycle are detected
- ⦿ Let the machine decide about optimal temperature, washing program and amount of detergent based on the experience of the manufacturer

**THE SENORICS SOLUTION**

Senorics has developed a unique and innovative spectrometer-on-chip sensor solution which is:

- ⦿ Small enough to be integrated into a washing machine
- ⦿ Reliable in classifying the textiles
- ⦿ Created for demanding environments
- ⦿ Cost-effective and designed for mass markets

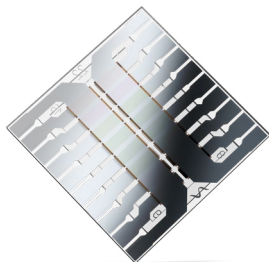
**THE BENEFITS**

**For the manufacturer:**

- ⦿ Increased positioning as an innovation leader
- ⦿ Reduced complaints, higher consumer satisfaction

**For the customer:**

- ⦿ Reliably clean laundry
- ⦿ Less damage due to discoloration or shrinkage



Robust, small, mobile



Low cost & powerful



Broad spectral coverage



Fully customizable

**THE NEXT STEP / GET IN TOUCH**

Are you interested in our solution? Please visit our webpage for more information or contact us. Are you facing similar challenges in your process? Let's join forces to solve your challenge.

**Dr. Robert Nitsche**  
 Business Development Manager

Phone: +49 351 85032 413  
 robert.nitsche@senorics.com

 [senorics.com](http://senorics.com)

 [linkedin.com/company/senorics](https://www.linkedin.com/company/senorics)

 [bit.ly/senorics-yt](https://bit.ly/senorics-yt)

 [facebook.com/senorics](https://www.facebook.com/senorics)