Mini-Load

Silver B
Problem:
cleaning an item of clothing, quickly & conveniently
what?
Concerns:

washing

removing water

drying

how?
Concerns:

- washing
- removing water
- drying

How?
Experiment:

- rolling
- spinning
- compressing
- wringing

how?
Results:

- Rolling: 16% water removed
- Spinning: 50% water removed
- Compressing: 40% water removed
- Wringing: 60% water removed

how?
Results:

<table>
<thead>
<tr>
<th>Method</th>
<th>% Water Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rolling</td>
<td>16%</td>
</tr>
<tr>
<td>Spinning</td>
<td>50%</td>
</tr>
<tr>
<td>Compressing</td>
<td>40%</td>
</tr>
<tr>
<td>Wringing</td>
<td>60%</td>
</tr>
</tbody>
</table>
who?
who?
who?
who?
Market:

- home: $4 billion
- hotel and motels: 50,000 in the U.S.
- gym: 13,000 in the U.S.
who else?

- manual
  - $17.95
- hand crank
  - $46.56
- automatic
  - $89.99
- automatic (with spin dry cycle)
  - $169.99
- relationship between rotational speed and dryness
- optimize:
  - basket size
  - water compartment size and location