

# National Quiet Day - Washing Machines are Disrupting the Peace and Quiet

Submitted by: Jmm PR

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A mini-poll commissioned for National Quiet Day, has found that, even with the latest noise reduction technology available in modern washing machines, 15 per cent of those surveyed are putting up with a washing machine that sounds like an aeroplane taking off in their kitchen\*.

Conducted via Trend-Monitor, the mini-poll also revealed that more than one in four people compared the sound of their washing machine to that of noisy road traffic\*. Eight per cent of respondents likened the noise of their appliance to the peaceful sound of rustling leaves\*.

Home appliance manufacturer, Whirlpool (<http://www.whirlpool.co.uk/>) commissioned the mini-poll of over 1,300 adults to highlight the vast differences in washing machine noise output levels. Thanks to modern technological innovations, Whirlpool holds the Quiet Mark accreditation for three of its Supreme Care washing machines. The Quiet Mark is awarded to manufacturers who incorporate 'quiet' into their designs, meaning consumers can get on with life, undisturbed by the sound of their washing machine.

Wednesday 11th September 2019 marks the fourth annual National Quiet Day (<http://www.quietday.co.uk/>), which aims to highlight the importance for people to find time for more peace and quiet in their lives.

A spokesperson from Whirlpool said: "Loud, persistent noises can have a significant effect on mental health and a person's well-being. In honour of National Quiet Day, we encourage everyone to take a moment away from the commotion of daily life and seek some sanctuary in silence.

"Through innovation and product design, we have manufactured a range of washing machines that, even during the spin cycle, operate at a whisper quiet noise level. Consumers therefore no longer have to suffer the aeroplane or traffic like sounds interrupting their home life."

For more information on National Quiet Day, and to enter a competition to win a Whirlpool washing machine that has a super quiet spin cycle (the competition closes at 11:59pm on 11th September 2019) visit [www.quietday.co.uk](http://www.quietday.co.uk) (<http://www.quietday.co.uk/>) and follow #NationalQuietDay for updates on social media.

For information on the Supreme Care range of washing machines, visit the website at [www.whirlpool.co.uk](http://www.whirlpool.co.uk) (<http://www.whirlpool.co.uk/>).

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Notes for editors:

\* Mini-poll conducted via Trend-Monitor (<https://trend-monitor.co.uk/>)

Image captions:

1. Mini-poll results

## 2. National Quiet Day logo

National Quiet Day is celebrated on the second Wednesday of September, and was first established by Whirlpool in 2016, in association with renowned academics in the field of noise and psychology: Judy Edworthy, Professor of Applied Psychology, Plymouth University; Stephen Stansfeld, Professor of Psychiatry, Queen Mary University of London; Brian C. J. Moore, Emeritus Professor of Auditory Perception, University of Cambridge.

The Whirlpool brand is part of Whirlpool UK Appliances Limited. Superior performance, intuitive technology, and cutting-edge design are the key pillars of the Whirlpool brand, achieving industry and consumer recognition for its collection of intelligent 6TH SENSE® appliance technology.

About Whirlpool UK Appliances Limited:

Whirlpool UK Appliances Limited is managed by Whirlpool EMEA, part of Whirlpool Corporation, the global leader in manufacturing and marketing of home appliances.

Whirlpool UK Appliances Limited fully supports the AMDEA safety initiative, Register My Appliance, and is committed to encouraging householders to register their appliances: [www.registermyappliance.org.uk](http://www.registermyappliance.org.uk)

About Whirlpool Corporation:

Whirlpool Corporation (NYSE: WHR) is the leading major appliance manufacturer in the world, with approximately \$21 billion in annual sales, 92,000 employees and 65 manufacturing and technology research centers in 2018. The company markets Whirlpool, KitchenAid, Maytag, Consul, Brastemp, Amana, Bauknecht, Jenn-Air, Indesit, Hotpoint and other major brand names in nearly every country throughout the world.

In Europe, Middle East and Africa (EMEA) it has approximately 21,000 employees, a sales presence in more than 30 countries and manufacturing sites in seven countries. Whirlpool EMEA is an operating segment of Whirlpool Corporation. Whirlpool Corp.'s EMEA Headquarters are located in Pero (MI), Italy. Additional information about the company can be found at [WhirlpoolCorp.com](http://WhirlpoolCorp.com) or find us on LinkedIn and Twitter.

For further press information and images please contact:

Hannah at jmm PR

Tel: 01536 414555

Email: [hannah@jmmpr.co.uk](mailto:hannah@jmmpr.co.uk)

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