

LG's InstaView fridge and TwinWash are models of efficiency

By  Lauren Hartzenberg

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Home appliances have always been designed to make our lives easier. And as consumers become increasingly time-poor, the need for 'convenience' is driving more and more of our purchasing decisions.



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Beyond convenience, the heightened consciousness surrounding environmental impacts, and the awareness around the use of our natural resources, means that businesses, including appliance manufacturers, must design their products to be smarter and more efficient.

The costs associated with water and energy usage are also a key consideration for South Africans, in particular.

“LG spends a lot of energy, time and money in R&D to make sure the products we create make life easier. Home appliances do use electricity; they do use water. It’s hard for us to get around that. But many of them are necessities. So LG tries to be the least impactful on the environment and to consumers’ pockets in the long run,” says Sulette Jacobs, assistant product manager for home appliances at LG Electronics South Africa.

Locally, the company lags behind local manufacturers like Hisense and Defy in the entry-level category, its market share instead lying within the medium and premium-level market.

"Obviously in South Africa we're in a cash-strapped economic situation at the moment, but even so, people don't necessarily hold their money back from buying appliances. But they do want to save money on electricity and water, etc. When investing in home appliances, consumers are going for something with a longer warranty and that can save them energy and water," notes Jacobs.

"They may have a more expensive outlay now to get the proper product, but with LG they can use it for 10 or 20 years. It's an investment in one's family as well."

LG's latest additions to the local market, launched in May, embody the company's quest to deliver maximum efficiency.

InstaView Door-in-Door fridge

Upon first glance at LG's Door-in-Door fridge, you'll immediately notice its unique 33-inch sleek glass panel on the right front door. This feature, coupled with an illuminated interior when the panel is knocked on twice, allows users to see inside the fridge without ever opening the door or wasting cold air.



Users also have access to both ice and water without having to open the refrigerator door, thanks to LG's door-mounted Spaceplus Ice System. While the inside of the fridge is equipped with the Moist Balance Crisper, which maintains peak moisture level and humidity control. This maximizes the freshness of fruits and vegetables for an extended period and helps preserve moisture on foods, such as lettuce or spinach.

Adding to energy-saving measures, LG refrigerators are powered by the Inverter Linear Compressor, which employs a linear piston drive instead of a conventional reciprocating drive.

The InstaView Door-in-Door is fully compatible with LG's SmartThinQ app, allowing users to control their refrigerator using their smartphone from outside the home. Users can set the refrigerator temperature, control features such as Express Freeze, and diagnose appliance problems all from the connected application.

TwinWash washing machine

No doubt one of LG's most exciting innovations, the brand's TwinWash washing machine allows one to simultaneously wash two separate loads of laundry at once.

With both a main washer and mini-washer that can be operated independently or simultaneously, the machine enables users to wash laundry items which require separate settings, such as colours and whites, normal and delicate items, large and small items in addition to clothing for adults and children.



The top loader boasts a 12kg wash capacity and the mini-washer has 2kg capacity, which is ideal for a quick wash or for delicate clothing. The machine is therefore said to significantly reduce washing time by allowing for two loads to be cleaned simultaneously – completing both wash cycles in just 49 minutes.

Helping to cut down on washing time further is the main washer's TurboWash technology, which uses powerful jet spray and filtration to disperse concentrated detergent directly onto the clothes inside.

The washing machine also comes with LG's eco-hybrid dryer function, and is equipped with Wi-Fi connectivity. The latter means that users can control and monitor the appliance from anywhere as well as download wash cycles via the Download Cycle feature, track energy use through the energy monitoring feature, and diagnose any problems by opening the Smart Diagnosis program on a connected device.



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Due to South Africa's depressed economy, LG has had to cut their local range in recent years. Despite this, the region remains a key market for the brand, specifically as a launch platform into other African countries.

"South Africa is very important for LG. We launch here first and only then do we expand coverage to the rest of Africa," explained Jacobs.

"We are investing in the country for the future. In terms of plans for the next five years, LG wants to be sustainable and keep the business in South Africa. We don't want to exit. Africa is a serious potential market."

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