

dyson

**SONIC WASH**

**NEW PRODUCT LAUNCH**

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AAM 5030 – PROF. MARILYN CRESSWELL



# WHY ARE WE HERE

**Because the modern home has changed...but dishwashing hasn't.**

Canadians are living smarter, smaller, and more intentionally. Expectations for tech-first design, sustainability, and performance are higher than ever. The traditional dishwasher hasn't kept up in size, style, or smarts. Dyson is ready to reimagine the category, starting now.

We're introducing a breakthrough innovation for the Canadian home:

**Dyson Sonic Wash**  
**The compact ultrasonic smart dishwasher.**





# ABOUT DYSON

## GLOBAL LEVEL

### **Founded**

1991 by Sir James Dyson

### **Headquarters**

Singapore (since 2019)

### **Known For:**

- Bagless vacuums
- Bladeless fans & purifiers
- Airwrap & Supersonic hair tools
- LED lighting & Airblade dryers

### **Mission**

Solve everyday problems through innovation

## CANADA LEVEL

### **Canadian Entry**

Early 2000s

### **Retail Presence**

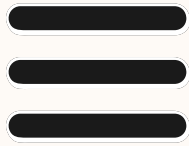
Best Buy, Canadian Tire, Home Depot, Dyson.ca

### **Top Product Lines**

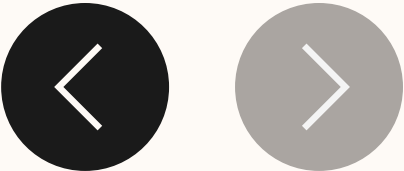
- Floor care for diverse surfaces
- Air treatment for varying climates
- Hair tools for all hair types

### **Market Perception**

Premium, high-performance, design-forward



# RETAIL VOLUME - CANADA



Company Shares

How do keyword search results differ from tree search results?

National - Historical Owner | Historical | % breakdown

View current definitions

 | 

Definitions

 | 

Calculation variables

Convert Data + CHANGE SHARE TYPES Σ GROUP SUM 2019 2024 Apply

Modify search

Stats Type	Geography	Category	Company Name	Data Type	2019	2020	2021	2022	2023	2024
	Canada	Consumer Appliances	Dyson Canada	Retail Volume	0.6	0.6	0.7	0.6	0.6	0.6
	Canada	Small Appliances	Dyson Canada	Retail Volume	0.7	0.6	0.8	0.7	0.7	0.7
	Canada	Personal Care Appliances	Dyson Canada	Retail Volume	0.2	0.2	0.2	0.2	0.2	0.2
	Canada	Vacuum Cleaners	Dyson Canada	Retail Volume	8.5	8.3	10.8	9.6	9.7	9.3

Research Sources:

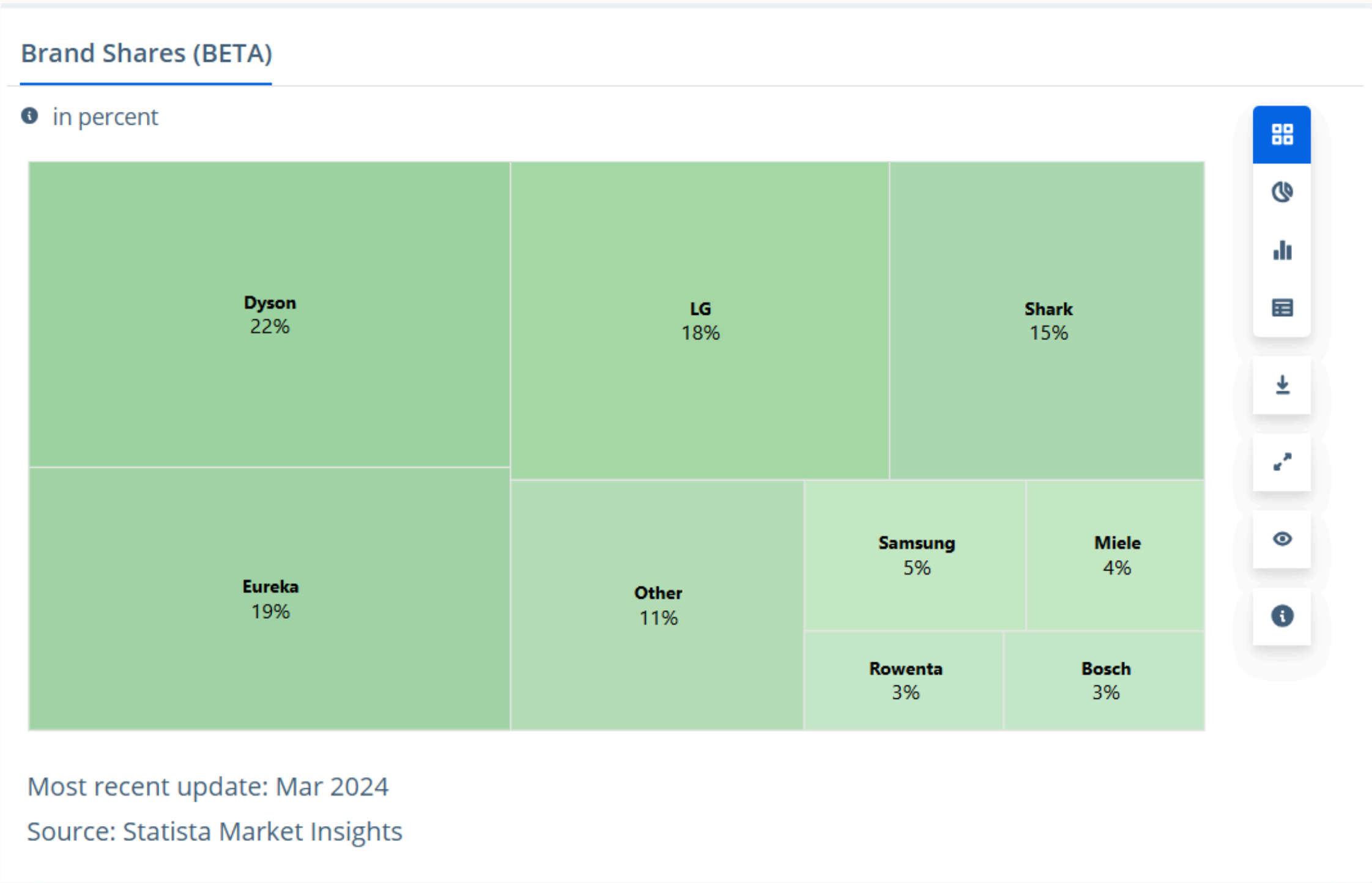
1. Consumer Appliances: Euromonitor from trade sources/national statistics

(Euromonitor,nd)

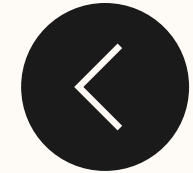




# VACUUM CLEANER MARKET SHARE - CANADA



(Statista, 2024)



# MOST TRUSTED BRAND IN CANADA

Dyson ranks Most Trusted Brand in Canada

Dyson ranks as a Most Trusted Brand in the sixth annual Gustavson Brand Trust Index by the University of Victoria and the #1 most trusted appliance brand.  
August 20 2020



*(Dyson Ranks Most Trusted Brand in Canada, 2024)*

## ADVERTISING SPENDING

Dyson Vacuum Cleaners Advertising Spend:

UNDER **\$100 Million**

⬇️ **Decreased Spending YoY**

*(Media Radar, n.d.)*



# WHY DYSON IS RIGHT FOR THIS

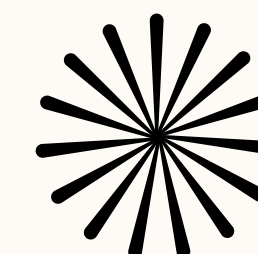
Innovation in its DNA

Sustainable at its  
core

Smart Integration

Signature Design &  
Branding

Trusted Brand





# WHY THE CANADIAN MARKET IS READY

## Growing Market

- The Canadian dishwasher market is **projected to reach US\$437.55 million in 2025**, growing steadily with a CAGR of 2.73% through 2030.
- Volume growth expected to reach ~822,480 units by 2030 (Statista, 2024).

## Urban Living

- Surge in condo/apartment living is boosting demand for compact, portable solutions.
- Renovation trends are driving sales of design-conscious premium appliances (Fortune Business Insights, 2024).

## Sustainability Matters More

- Consumers increasingly choose energy and water-efficient models, influenced by environmental concerns and rebate programs like the Canada Greener Homes Initiative (Canada, 2025).
- Demand is rising for dishwashers that **reduce manual pre-washing** and **cut utility costs**.

## Rise of the Smart Home

- Tech-forward consumers want **connected appliances** with app and voice control.
- Smart features are particularly appealing to younger cohorts, dual-income households (Statista, 2024).



# WHY THE CANADIAN MARKET IS READY

## Time-Saving Is Essential

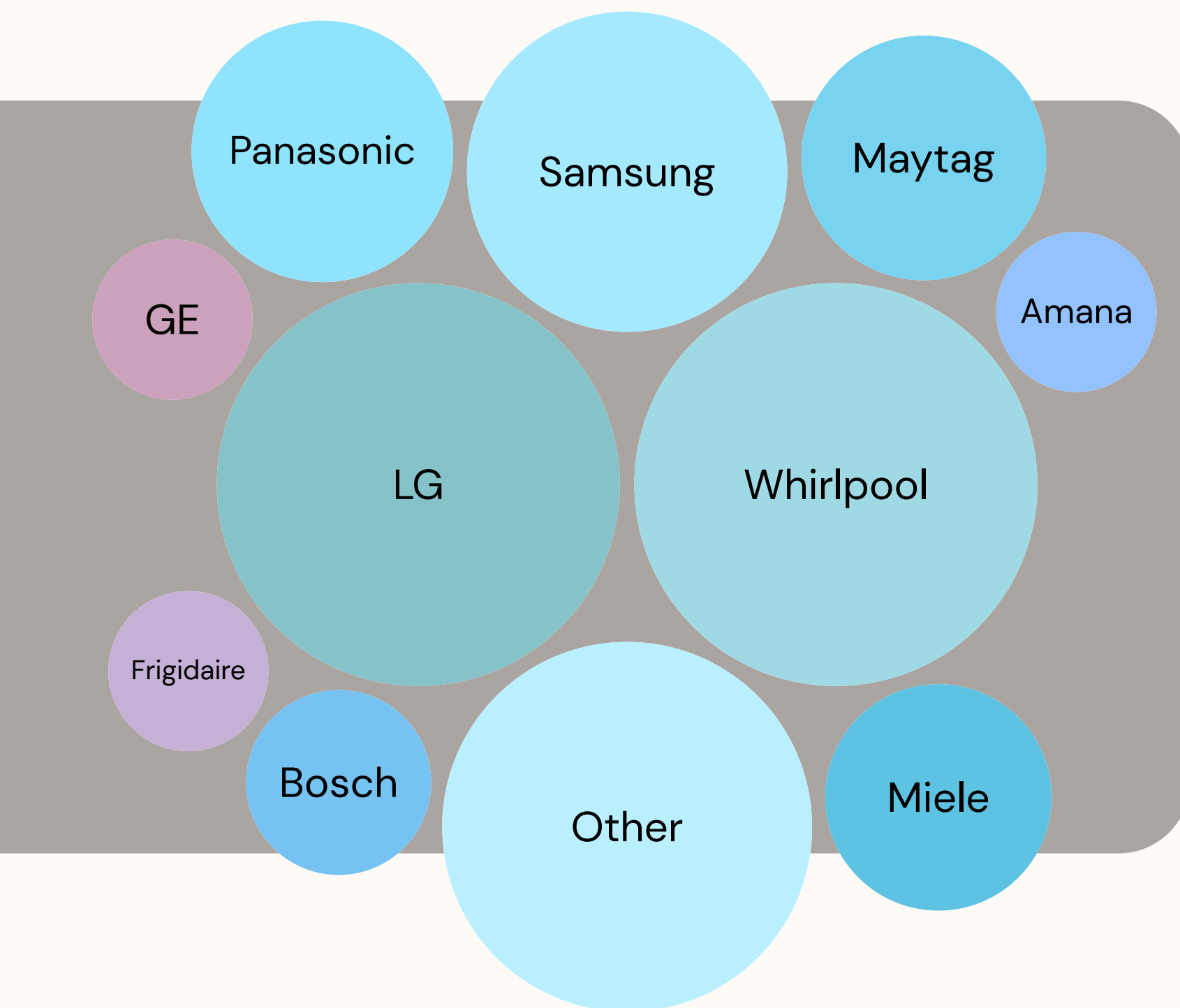
- “Time poverty” is growing among **busy, urban Canadians** driving need for automated, high-performance dishwashers.

## Investing in Long Term

- Canadians increasingly value durable, reliable products with fewer repairs and long-term savings.
- Willingness to pay up to 33.43% more for high-level energy-saving appliances (Wang et al., 2020).

## Economic Pressure

- Rising inflation and interest rates are prompting consumers to seek efficient, cost-saving solutions (Bank of Canada, 2023; EY, 2022).
- Appliances that simplify chores and cut utility bills are top-of-mind.



# WHO'S LEADING WHO'S LAGGING

## Market Leaders by Share (Statista, 2024)

- LG – 19%
- Whirlpool – 19%
- Samsung – 12%
- Miele – 6% (premium)
- Bosch – 4% (premium)





## Miele

Luxury positioning with  
precision engineering

Competitive Product:  
G 7000 Series Dishwashers with  
automatic detergent dispensing and  
EcoPower tech

## Bosch

Silent performance  
and energy efficiency

Competitive Product:  
800 Series: ultra-quiet (40–44 dBA),  
flexible racking, strong drying

## LG

Smart innovation  
for tech-savvy users

Competitive Product:  
QuadWash™ Pro: high-pressure jets,  
TrueSteam®, ThinQ® app control

## Samsung

Feature-heavy  
with smart home appeal

Competitive Product:  
StormWash™: powerful cleaning,  
AutoRelease™ drying, SmartThings  
integration

**While leaders excel in either performance, design, or smart features, few integrate all three seamlessly.**

**Dyson can differentiate through innovation, compact design, and ecosystem connectivity.**



## Strengths

Known for innovation and advanced engineering (*Final Report (Dyson) - CliffsNotes, 2024*).

Sleek, modern design appeals to urban consumers (*Zertab Quaderi, 2025*).

High-performance products with proven reliability.

Loyal customer base willing to pay a premium (*Strategy Design for Dyson, 2016*).

## Weaknesses

Inconsistent customer service and limited repair options (*Dyson Customer Service & Product Quality - Review | Dyson Community, 2023*).

Slower release cycle than competitors (*Strategy Study: How Dyson's Innovation Became Its Key to Success, 2024*).

Limited product portfolio (*Zertab Quaderi, 2025*).

Some products have a steep learning curve.

## Opportunities

Integrate deeper into smart home ecosystems.

Leverage rising demand for eco-friendly appliances (*Zertab Quaderi, 2025*).

Capitalize on post-pandemic focus on home hygiene (*Strategy Design for Dyson, 2016*).

Surge in apartment/condo living = smaller solutions (*Fortune Business Insights, 2024*).

Offer service and maintenance plans to boost loyalty.

## Threats

Competing with established appliance giants (*Strategy Design for Dyson, 2016*).

Inflation may reduce consumer spending (*Dyson SWOT Analysis, 2025*).

Fast-followers could replicate Dyson's innovations (*Case Study - Dyson Airwrap, 2023*).

Tech advancements could outpace current offerings (*Case Study (Dyson SWOT) - Mason Hoyt - Studocu, 2023*).



# dyson sonic wash

**Effortless Cleaning:** Ultrasonic tech removes grease and grime with microscopic precision

**Smarter Cycles:** Adjust settings based on dish type and soil level

**Eco-Friendly:** Uses up to 80% less water, 50% less energy

**Compact & Stylish:** Sits over any standard sink; sleek, space-saving design

**App-Controlled:** Full remote control via Dyson Home App + voice assistants



**Prompt :** Our product idea is a portable ultrasonic dishwasher. The digital screen will sit on top beside the faucet and the ultrasonic rectangular machine with a fan on top will sit in the sink. Make the product look like an extension of Dyson other products.





Premium matte box with clean, modern visuals and minimal text.

Durable, recyclable cardboard with molded protective inserts; printed with soy-based ink

Front: Dyson Sonic Wash product image, logo, and slogan

Sides: Compact infographic on water and energy savings, Dyson AirFlow+ badge, and ultrasonic tech details

QR Code: Directs to setup video, Dyson Home App, user manual, and product registration

Magnetic flap or pull-tab system, reflecting Dyson's premium unboxing experience.

**Prompt:** for the product image attached can you create a packaging which follows the packaging guidelines of Dyson and make sure to mention these below details -  
(Packaging and Labelling details)



# CANADIAN DISHWASHER OWNERS

34% are Gen X, followed by Millennials and Boomers at similar rates.

Gender distribution is balanced, with a slight female majority (53%).

44% are high-income households, and 35% medium-income.

Most common among nuclear families and couples (27% ownership for both).

30% enjoy remote monitoring and control of their homes

Found in urban and rural communities alike.

(Statista, 2024)



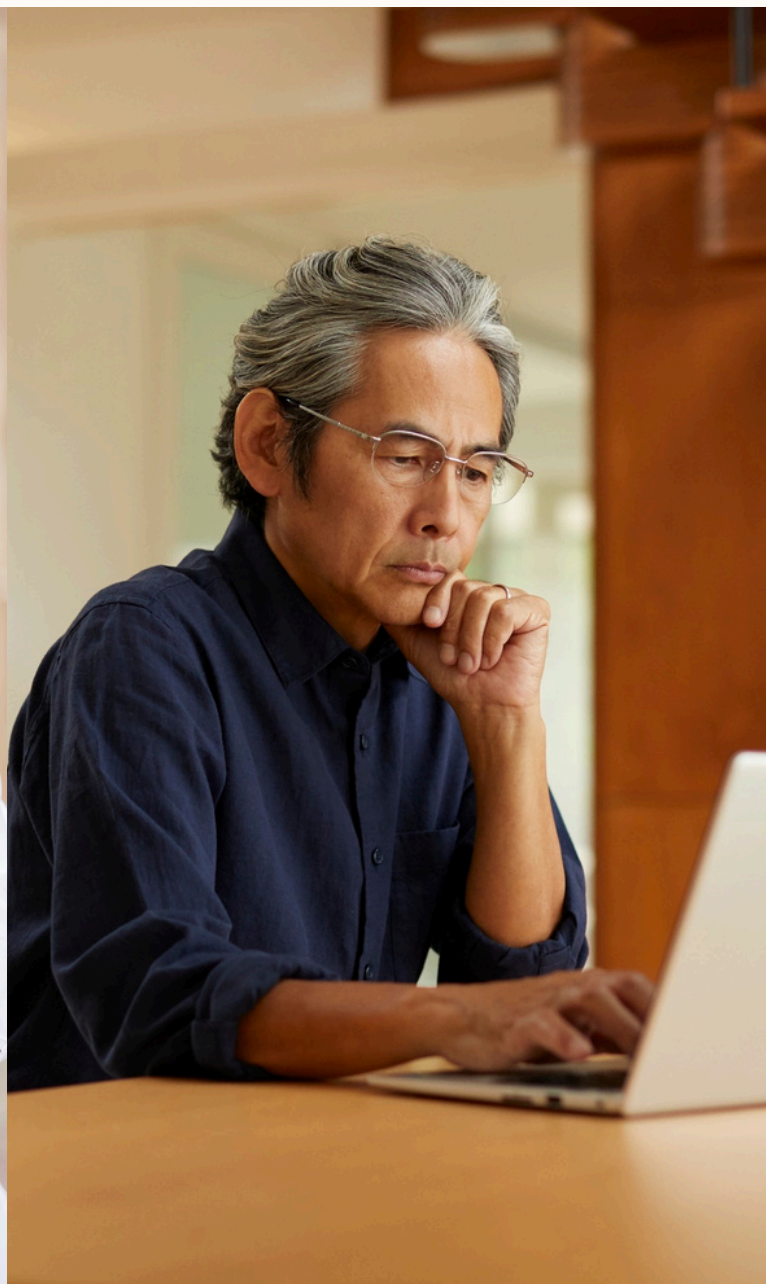
The Urban Tech-Savvy Minimalist

The Smart Home Innovator

The Eco-Conscious Family

The Design-Conscious Luxury Spender

The On-the-Go Joes



Space-conscious, design-forward city dwellers  
Order food often but want a tidy, streamlined kitchen  
Not just tech geeks, but tech helps them live smarter

Early adopters who live and breathe connected tech  
Often work in STEM or high-income roles  
Love experimenting and value innovation over design or lifestyle

Sustainability-first, value-conscious parents  
Recycle, buy organic, use eco-products, teach kids sustainable habits  
Driven by values, not trends or tech

Style-forward homeowners who view appliances as decor  
Host guests, care about ambiance and kitchen layout  
They buy for beauty, not just performance

Busy, mobile professionals who need simplicity and control  
Frequent travelers (work/leisure), digital calendar life, use smart tools to run homes remotely  
Efficiency + peace of mind are top priorities

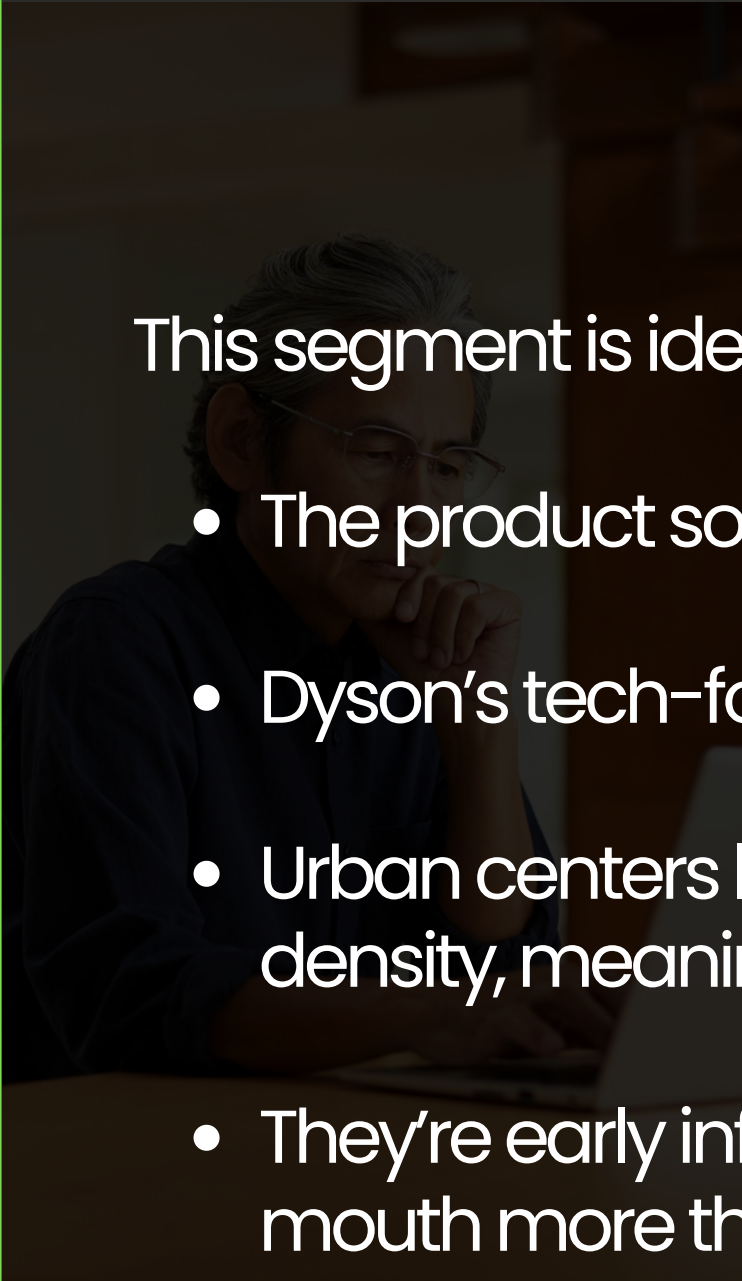


# The Urban Tech-Savvy Minimalist



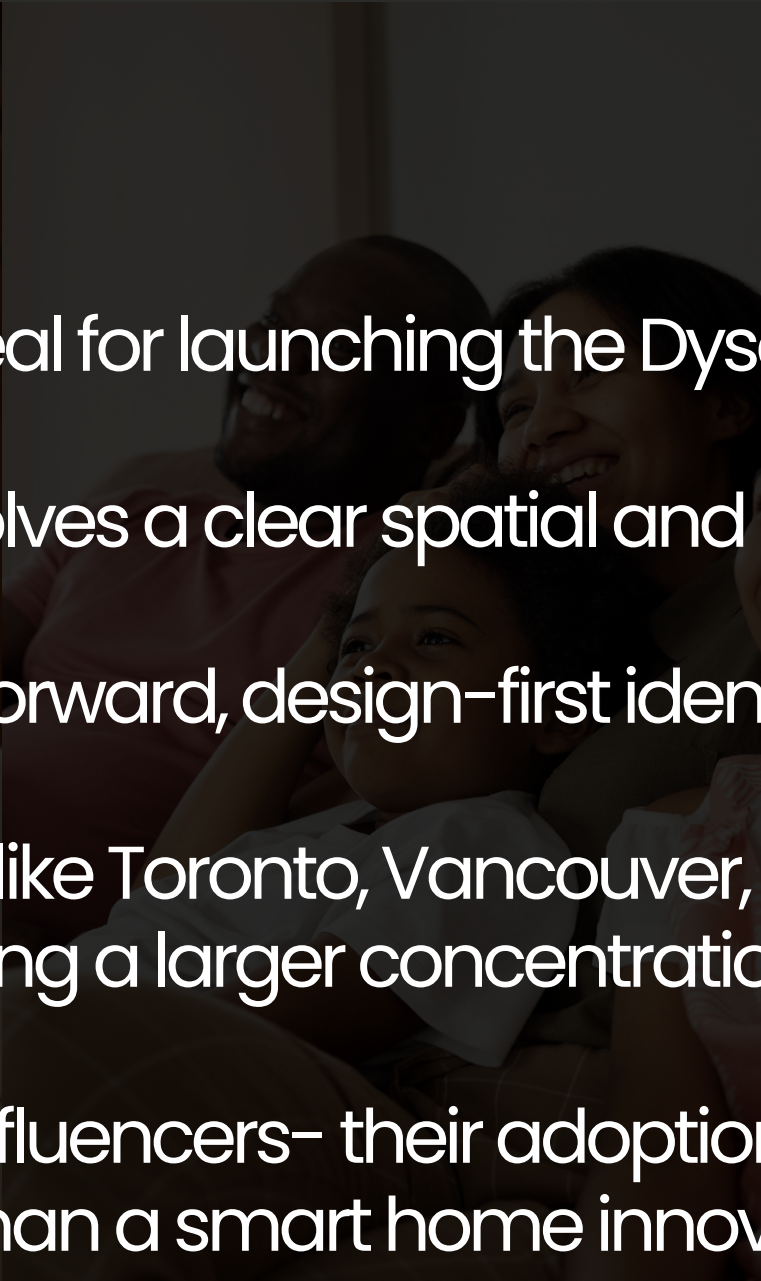
Space-conscious, design-forward city dwellers  
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# The Smart Home Innovator



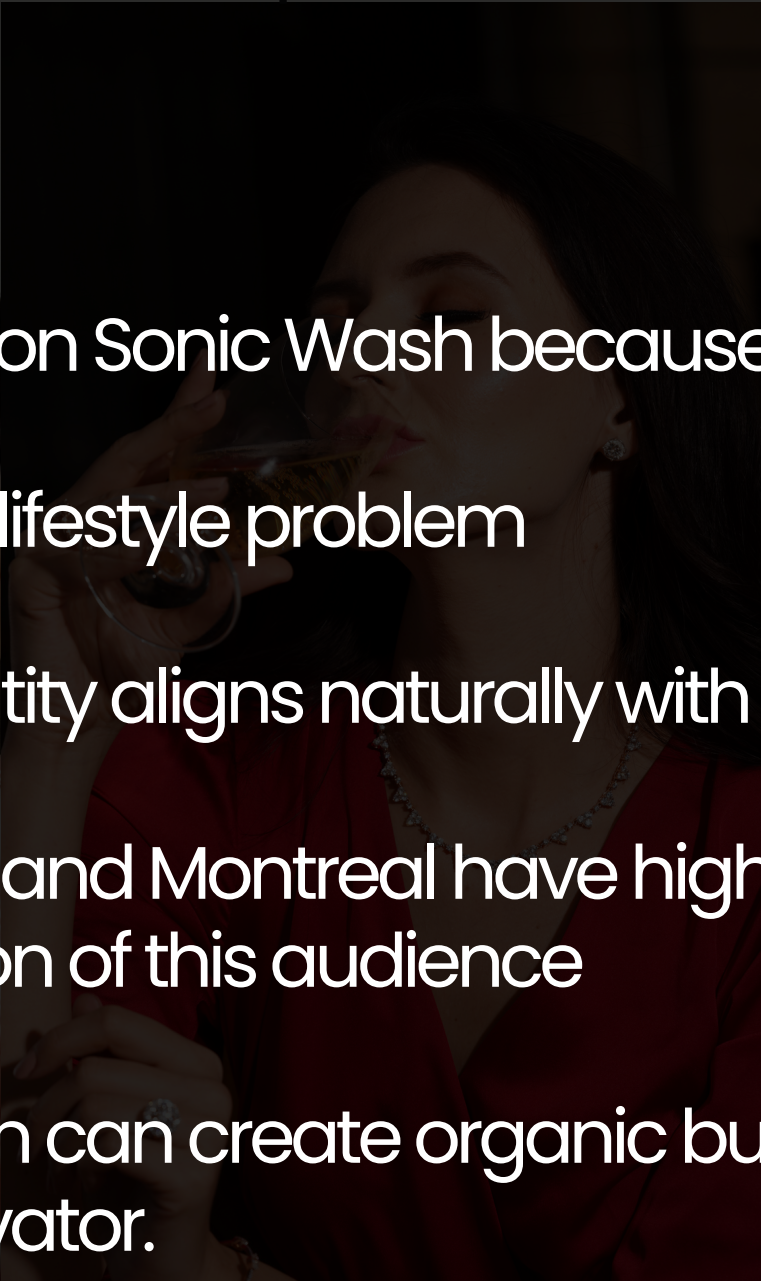
Early adopters who live and breathe connected tech  
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# The Eco-Conscious Family



Sustainability-first, value-conscious parents  
Recycle, buy organic, use eco-products, teach kids sustainable habits  
Driven by values, not trends or tech

# The Design-Conscious Luxury Spender



Style-forward homeowners who view appliances as decor  
Host guests, care about ambiance and kitchen layout  
They buy for beauty, not just performance

# The On-the-Go Joes



Busy, mobile professionals who need simplicity and control  
Frequent travelers (work/leisure), digital calendar life, use smart tools to run homes remotely  
Efficiency + peace of mind are top priorities

- This segment is ideal for launching the Dyson Sonic Wash because:
- The product solves a clear spatial and lifestyle problem
  - Dyson’s tech-forward, design-first identity aligns naturally with their values
  - Urban centers like Toronto, Vancouver, and Montreal have high population density, meaning a larger concentration of this audience
  - They’re early influencers– their adoption can create organic buzz and word of mouth more than a smart home innovator.



# THE URBAN TECH-SAVVY MINIMALIST

Aged 25–45  
Often single or living with a partner  
Work in professional or creative fields  
Middle to upper-middle income  
Likely renters or first-time homeowners  
Live in major Canadian urban centres  
(Toronto, Vancouver, Montreal)  
Typically in condos or small apartments

Value minimalism, convenience, and tech that blends into life  
Prioritize function over tradition – they'd rather have an app than a manual dial  
Interested in sustainable solutions but not at the cost of style or usability  
Follow lifestyle trends online and are influenced by social media, YouTube reviews, and design blogs  
Their home is a reflection of their personality  
Not out and out rebels, but like to challenge norms and traditions

Moderate dishwasher users (occasional cooking, frequent ordering + social hosting)

Seek compact, low-maintenance, smart-enabled solutions

Familiar with Dyson brand through other products (vacuums, Airwrap, etc.)

## Day in the Life

7:30 AM — Wakes with smart alarm. Checks weather and schedule via voice assistant.  
8:00 AM — Cold brew in hand. Scrolls TikTok and Instagram. Heads out on transit or e-bike.  
9:00–6:00 — Works in tech or creative field. Eats out or orders in.  
7:00 PM — Comes home. Loads a few dishes. Runs a quick cycle via app.  
9:30 PM — Lights dim. Watches Netflix. Dishwasher drying.  
10:30 PM — Browses products online. Adds gadget to wish list.



# ≡ PRICE

## STRATEGY


- **Skimming + Value-Based:** Premium launch to attract early adopters
- **Psychological Pricing:** \$1,249.99 feels more accessible than \$1,250
- **Installment Options:** Eases purchase decision for young professionals
- **Subscription Add-On:** Eco-capsule refills drive recurring revenue

## COMPETITIVE CONTEXT


Priced below luxury built-ins like Miele (often \$2,000+), and in line with upper-range Bosch dishwashers (\$844–\$2,094), the Sonic Wash stands out as a portable, smart, design-led alternative built for modern living.

## RATIONALE

- Positioned to match Dyson's premium portfolio (e.g., Gen5 vacuums priced up to \$1,399.99)
- Justified by smart ultrasonic cleaning, app control, and water/energy savings
- Appeals to tech-forward urban professionals who expect innovation and design excellence



**Latest technology**



Dyson Sonic Wash  
(Grey/Black)

★★★★☆ 2894

**\$1,249.99**

**Shop now**



# ≡ PLACE



- Selective Multi-Channel Distribution Strategy leveraging pre-existing distribution network
- Targeted for Urban Tech-Savvy Minimalists – Focus on major Canadian cities (Toronto, Vancouver, Montreal) with dense populations and high demand for smart, compact appliances.

## Direct-to-Consumer (DTC)



Primary channel with full control over pricing, product presentation, and personalized services (chat, virtual setup, subscriptions).



Immersive, brand-controlled shopping experiences in high-traffic urban centers; product demos showcase innovation and design.

## E-Commerce



Fast delivery, peer reviews, and broad reach to time-conscious, digital-first buyers.



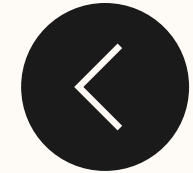
Ideal tech-savvy consumer base; leverages existing “Dyson Demo Experiences.”



High trust and reach; familiar space for Dyson shoppers seeking innovation and reliability.



Expands physical access; captures value-driven urban professionals; aligns with Dyson’s growing presence in premium appliance sections.



# WHAT SETS SONIC WASH APART

## POINTS OF PARITY

- Smart connectivity (app control, voice assistant support)
- Energy and water efficiency
- Quiet operation
- Flexible dish loading
- Sleek, modern design
- Quick wash cycles
- Advanced drying features

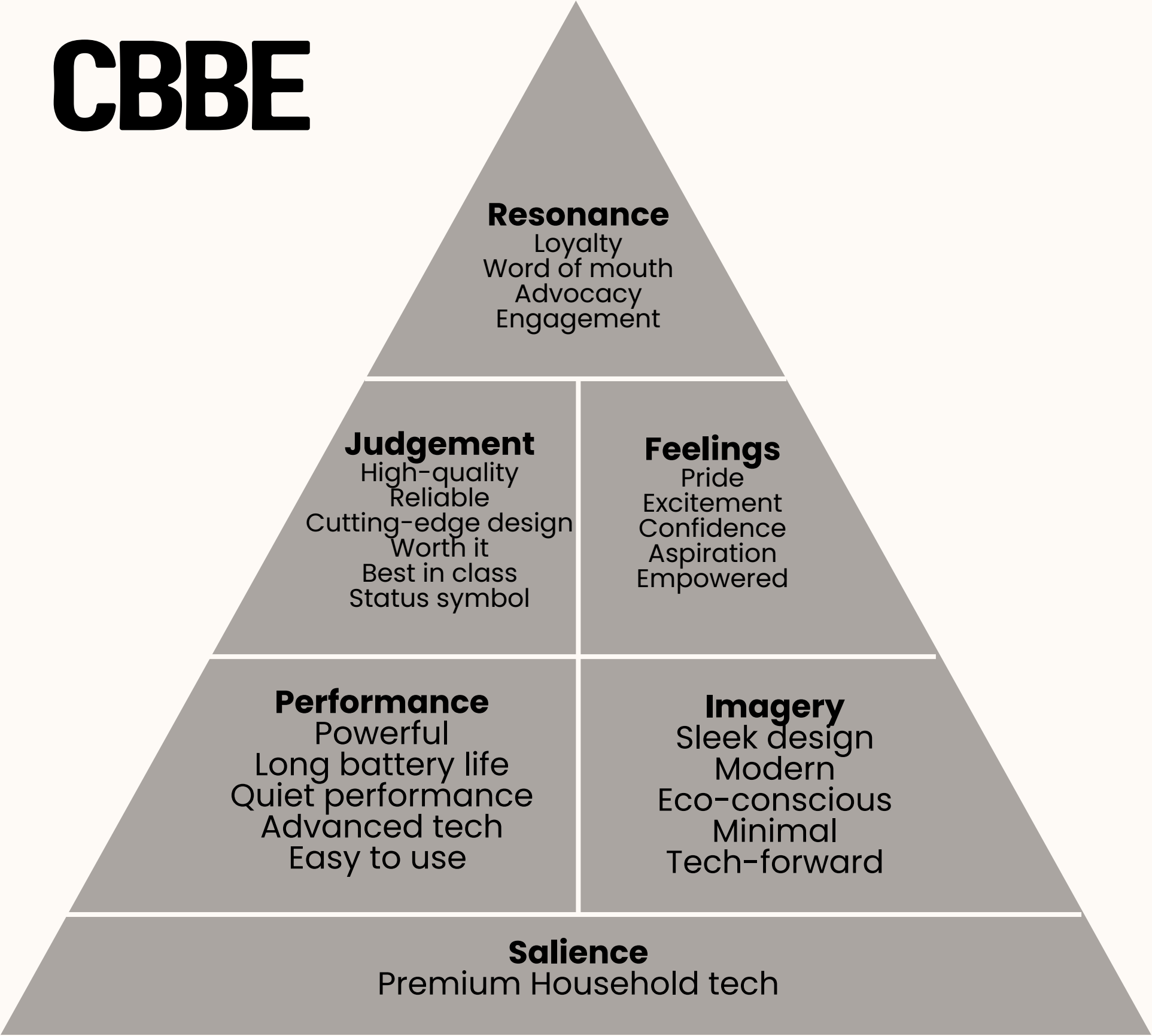
These shared features ensure Dyson is competitive with premium brands like Miele, Bosch, LG, and Samsung.

## POINTS OF DIFFERENCE

- Ultrasonic cleaning technology (not found in any competitor)
- Compact, portable, and detachable design
- Extremely low water usage with closed-loop filtration
- Custom wash cycles based on dish type input
- Cool, filtered air drying system (no heat)
- Designed specifically for small urban spaces and renters

These differences position Dyson as an innovative, space-saving, and eco-friendly solution for modern Canadian households.

# CBBE



Emotional Modifier	Descriptive Modifier	Brand Function
Sophisticated	High-Tech	Home Solutions

# BRAND MANTRA

“Sophisticated High-Tech Home Solutions”





# WHAT SPACE CAN WE OWN

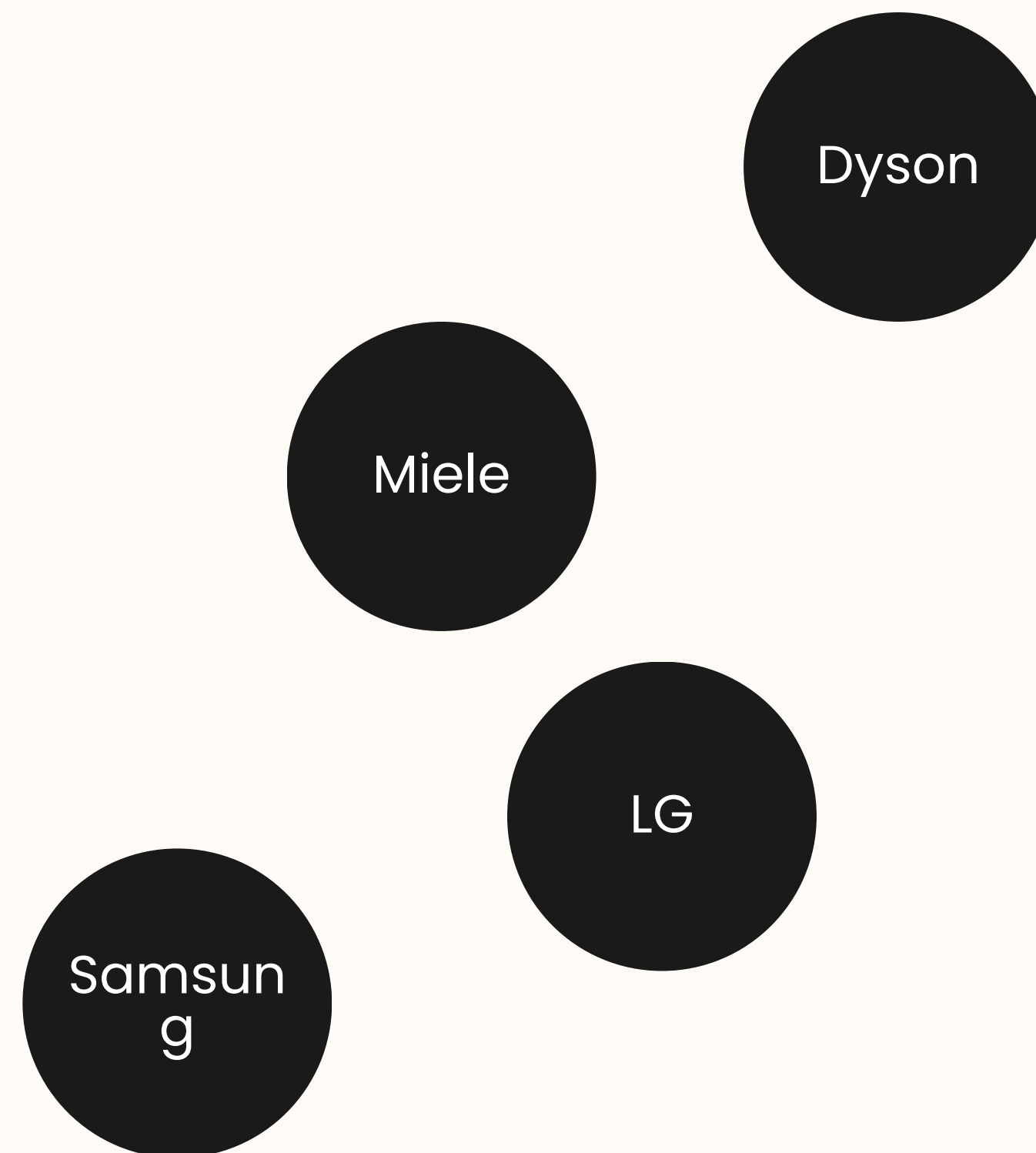
For **urban Canadians** who value smart and efficient living, the Dyson Sonic Wash delivers **never-seen-before ultrasonic cleaning** in a sleek, portable design, **built for compact spaces** and modern lifestyles. Unlike traditional dishwashers, Dyson redefines convenience and innovation, **fitting where others can't**.

Futuristic  
Cleaning  
Technology

Traditional  
Cleaning  
Technology

Does not fit well  
with my urban  
lifestyle

Fits well with  
my urban  
lifestyle





# WHAT DO WE WANT TO ACHIEVE

Establish strong product awareness for the Dyson Sonic Wash in the Canadian market within 12 months of launch, while generating early interest and pre-orders from tech-savvy, eco-conscious homeowners.

- Reach 1 million impressions across digital channels (YouTube, Meta, Google Display, and Video) within the first 3 months.
- Run a paid media campaign across social, YouTube, and programmatic that reaches at least 60% of the target demographic.
- Achieve 100,000 unique visits to the Dyson Sonic Wash product page on the Canadian Dyson website.
- Collaborate with 20 Canadian tech and lifestyle influencers to feature Dyson Sonic Wash across YouTube, Instagram, and TikTok.
- Secure 10 media placements or features in Canadian tech and home design blogs and publications.
- Drive 1,000 pre-orders via Dyson's Canadian website and through partner retailers within 3 months of launch.

# “MY SPACE IS LIMITED, BUT MY STANDARDS AREN'T.”

Our target audience are **living smarter, not larger**. They're optimizing every inch of their space and expect their appliances to do the same.

They **don't compromise** on function or form. They want compact solutions that deliver big — in design, performance, and sustainability.

So...  
based on our target audience, positioning and owning our ultrasonic tech as the primary reason to believe:

**Lets highlight ultrasonic cleaning power + minimalist design + Dyson innovation.**

Connect emotionally with **consumers who see their home as a reflection of who they are**: thoughtful, intelligent, and intentional.

Dyson Sonic Wash

**ULTRASONIC POWER.  
SPACE-SMART DESIGN.**

Dyson Sonic Wash is more than a dishwasher — it's a smarter way to live.

# dyson

Ultrasonic Power.  
Space-Smart Design.

Experience the future of dishwashing.

Shop Now







PARANOID ANDROID

The Best Android Phones, Tested and Reviewed



PRODUCT REVIEW

The Dame Hug Is a Damn Near Perfect Sex Toy for Heterosexual Couples



RUFF LIFE

The Best Dog Accessories to Enrich Your Pup's Life



PURRFECTLY PAWSOME

26 Best Gifts for Cat Lovers



dyson

Ultrasonic Power.  
Space-Smart Design.  
Experience the future of dishwashing.

Shop Now

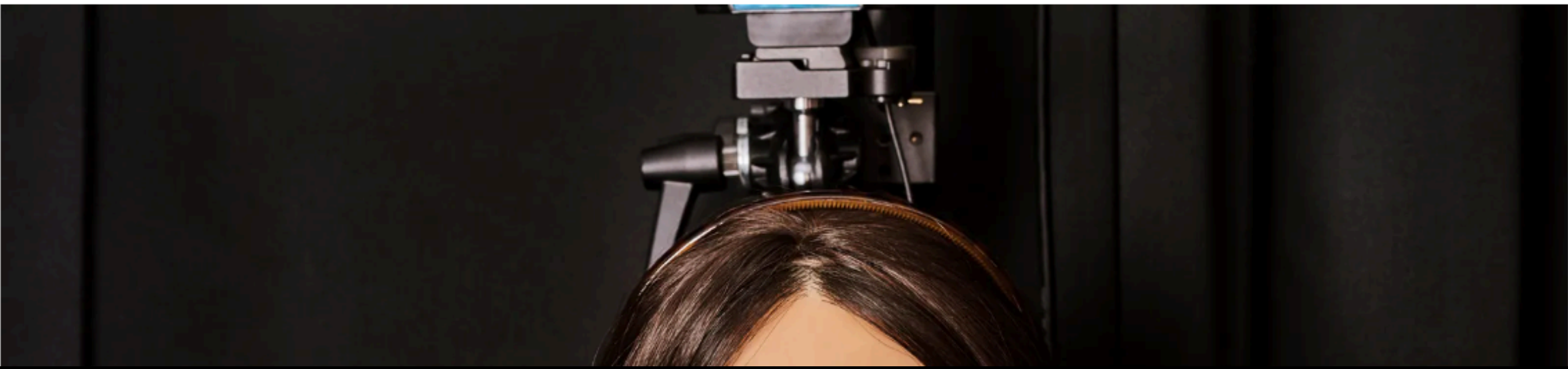


WIRED CLASSICS

MODERN LOVE

Are We Ready for Intimacy With Robots?

ALEX MAR





The world's first  
**ultrasonic smart dishwasher**

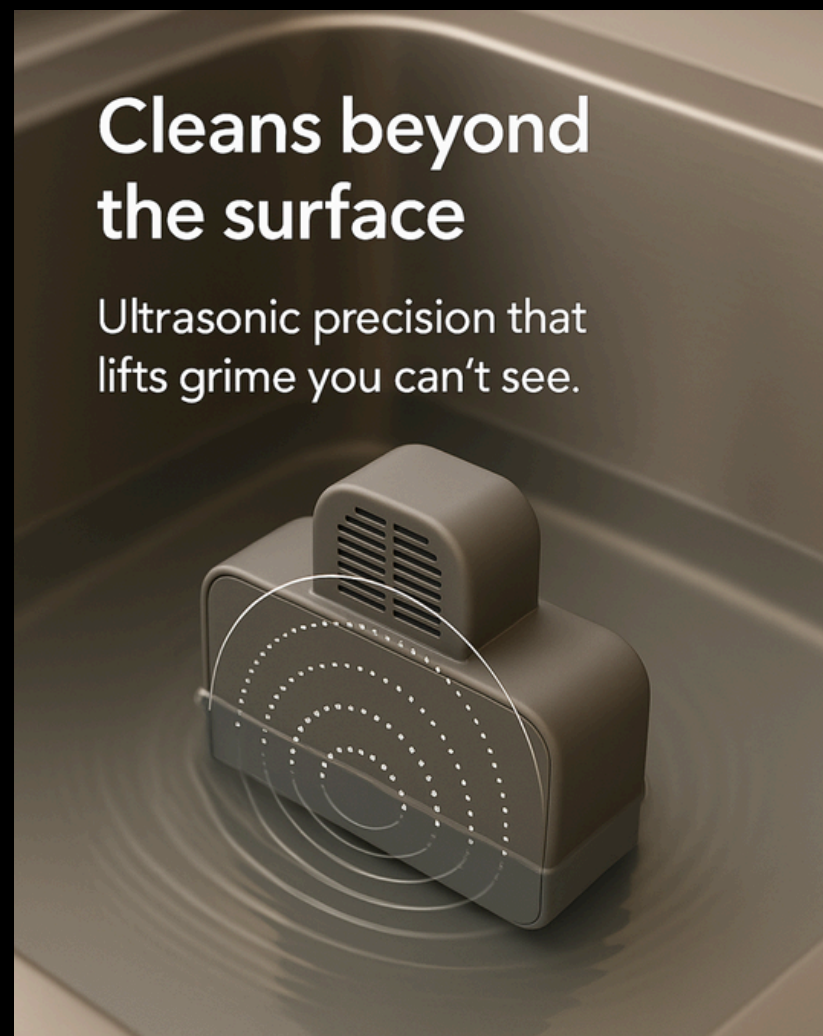
Less space. Less water. More clean.

[Shop Now](#)









← DYSON Posts Follow

dyson Gaby Ruz · We Good (Todo Chido)

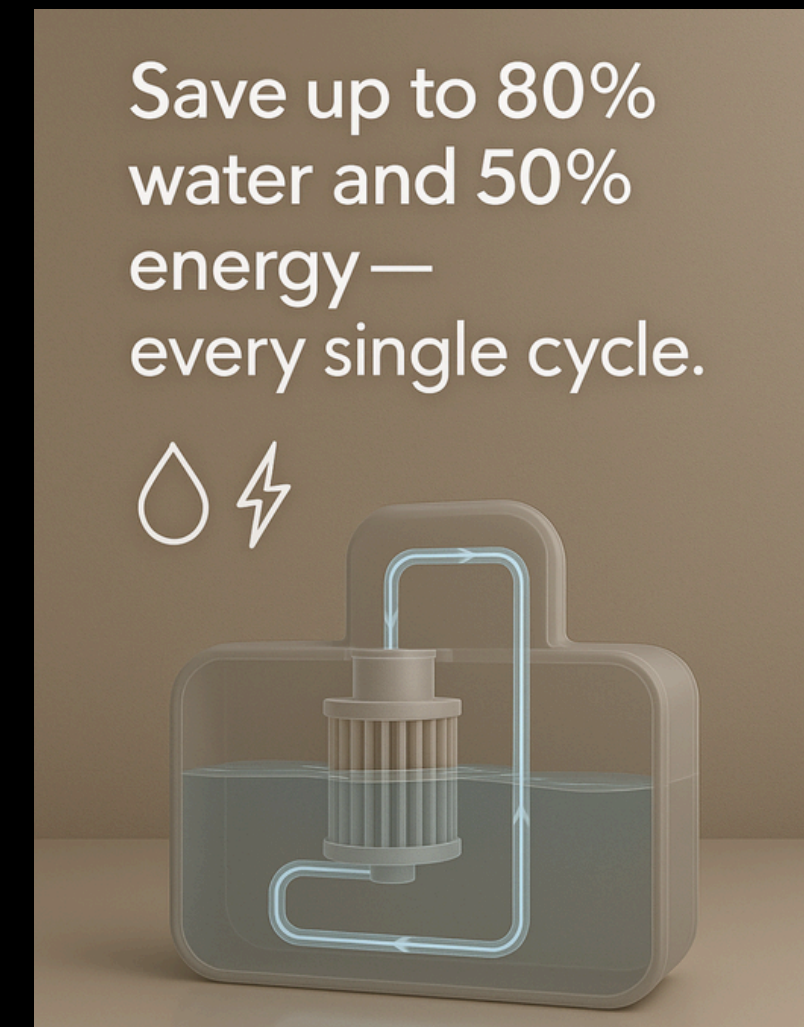
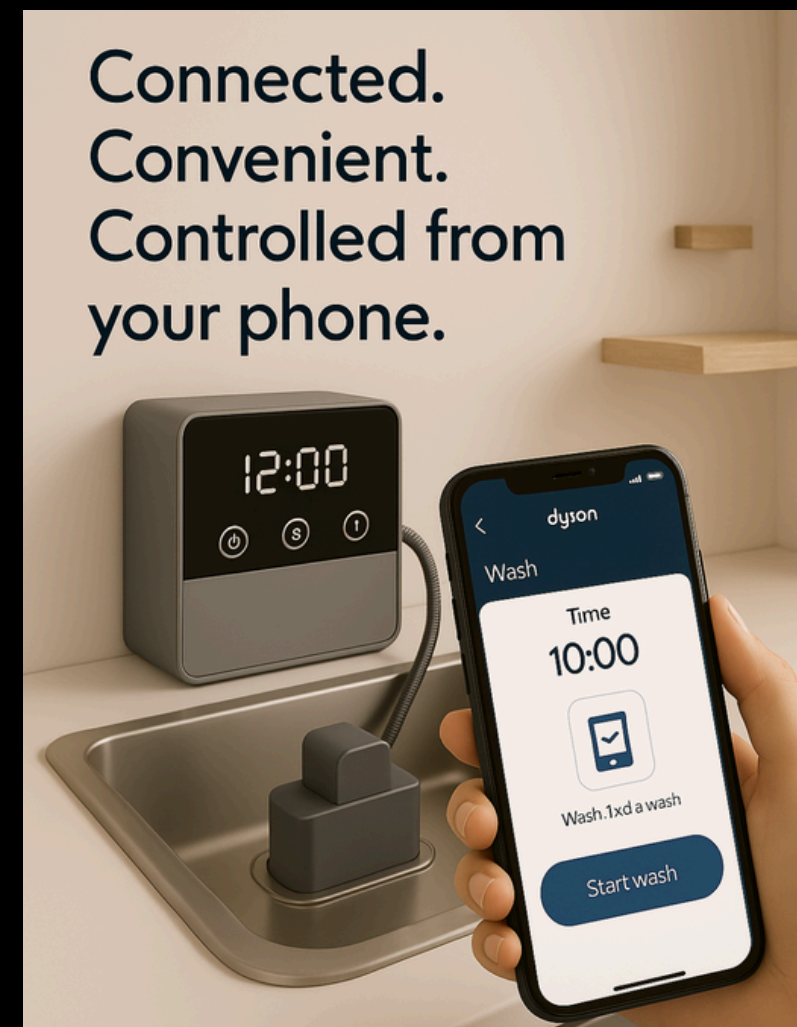
80% less space.  
100% clean.

583 19 7

dyson Meet the future of dishwashing ✨

From ultrasonic cleaning power to smart-home control, this compact sink-side solution saves space, water, and energy, without compromising clean.

[CleanWash](#) [#SmartLiving](#) [#SmartHomeTech](#) [#Dishwashing](#) [#UltrasonicClean](#)





## dyson sonic wash



## Dyson Sonic Wash

Ultrasonic power. Space-smart design.

You're holding the future of clean.

Engineered for compact living, Sonic Wash uses ultrasonic cavitation to remove dirt, grease, and bacteria – all in a footprint no bigger than your sink. Designed for homes that demand more from less.

### What's inside

- Dyson Sonic Wash™ (Graphite Grey)
- Refillable eco-detergent capsule
- Quick-connect faucet adapter



## Dyson Sonic Wash

Ultrasonic power.  
Space-smart design.

You're holding the future of clean.

Engineered for compact living, Sonic Wash uses ultrasonic cavitation to remove dirt, grease, and bacteria – all in a footprint no bigger than your sink. Designed for homes that demand more from less.

Designed for homes that demand more from less.

### Why it matters

- ⚡ **Ultrasonic Cleaning**  
Harnesses sound waves, at 40–60 kHz to clean at a microscopic level.
- ♻️ **Eco-Efficient**  
Uses up to 63% less water and 50% less energy than traditional dishwashers.
- 📶 **Smart Controls**  
Tailored wash cycles and app integration, all at your fingertips.
- ☼ **Dyson AirFlow+ Drying**  
Cool, filtered airflow that dries fast – and protects your glassware.

## Dyson Sonic Wash™

Ultrasonic power. Space-smart design.  
You're holding the future of clean.

Engineered for compact living, Sonic Wash uses ultrasonic cavitation to remove dirt, grease, and bacteria – all in a footprint no bigger than your sink.

Designed for homes that demand more from less.

No plumbing. No compromise. Just Dyson precision – now in a dishwasher.

### What's inside

- Dyson Sonic Wash™ (Graphite Grey)
- Refillable eco-detergent capsule
- Quick-connect faucet adapter
- Setup guide & QR code for the Dyson Home App

### Why it matters

- **Ultrasonic Cleaning** – Harnesses soundwaves at 40–60 kHz to clean at a microscopic level.
- **Eco-Efficient** – Uses up to 80% less water and 50% less energy than traditional dishwashers.
- **Smart Controls** – Tailored wash cycles and app integration, all at your fingertips.
- **Dyson AirFlow+ Drying** – Cool, filtered airflow that dries fast – and protects your glassware.

### Ready to go?

Scan the QR code to get started.  
Setup. Connect. Clean smarter.

Tag us **@DysonCanada**

We can't wait to see how Sonic Wash fits into your world.



## Video Ads

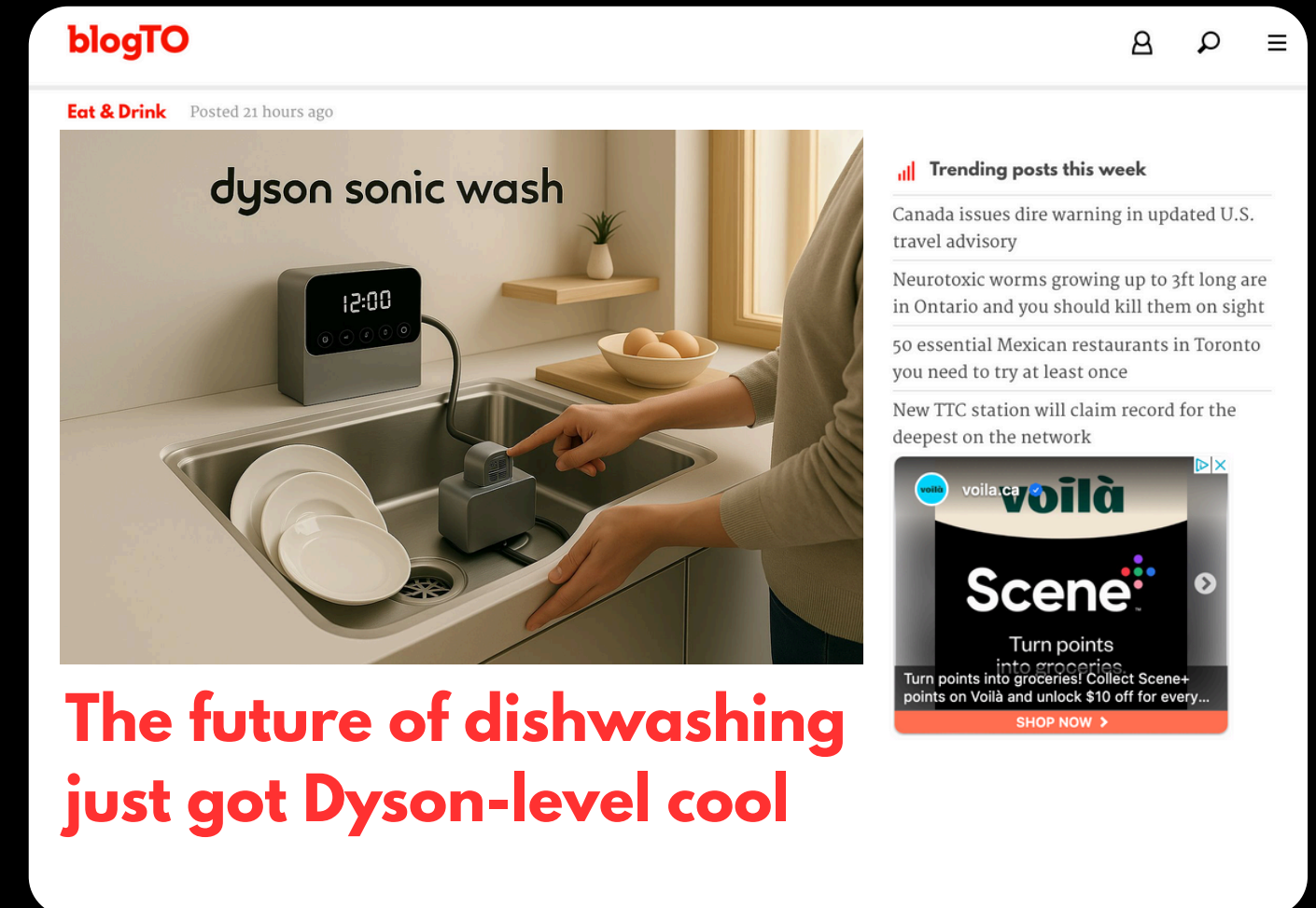
Product-focused video ads to showcase the Dyson Sonic Wash's key features.

Distributed across YouTube, the Dyson website, Instagram, and Amazon



## Blog and Publication Features (PR)

Partner with tech, home and lifestyle blogs and publications (e.g., BlogTO, Toronto Life, House & Home), in order to feature the product in listicles (5 new futuristic dishwashers) and reviews.







# MEDIA PLAN

Dyson Media Plan	May	June	July	August	Total
Channels					
Meta (Instagram + Facebook) & TikTok	\$100,000	\$130,000	\$165,000	\$319,300	\$714,300
YouTube	\$150,000	\$120,000	\$100,000	\$201,200	\$571,200
Google Display / DV360	-	\$95,000	\$110,000	\$270,920	\$475,920
Influencer Collaboration	-	\$80,000	\$105,000	\$243,350	\$428,350
PR & Native Article	\$120,000	\$118,000	-	-	\$238,000
Amazon Canada Ads	-	-	\$75,000	\$115,400	\$190,400
Retailer Media	-	\$29,000	\$38,450	\$122,950	\$190,400
OOH / In-store Displays	\$53,750	\$32,480	\$45,500	\$59,700	\$191,430
Total	\$423,750	\$604,480	\$638,950	\$1,332,820	\$3,000,000



**AWARENESS**

**\$423,750 (14%)**

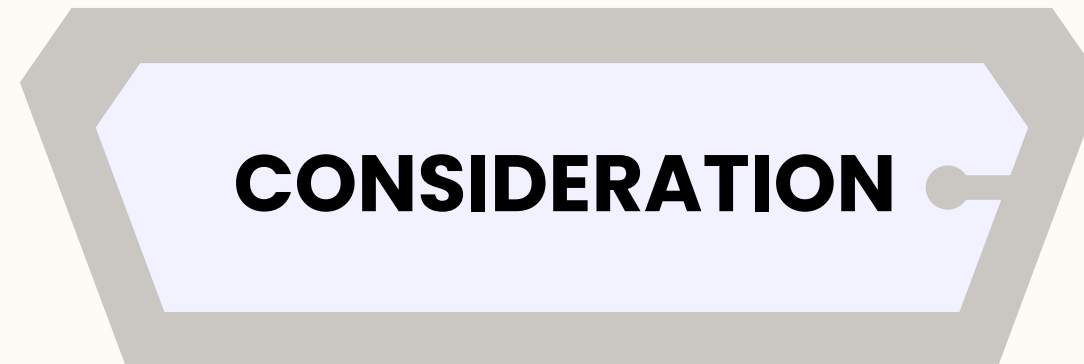
Meta, Influencer Collab, PR &  
Native Articles, In store  
displays



**INTEREST**

**\$604,480 (20%)**

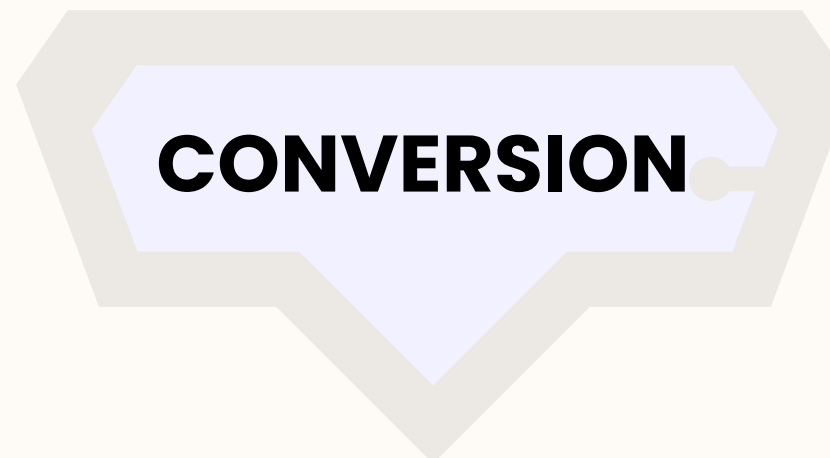
Meta, YouTube, Google  
Display, Influencers, PR, Retailer,  
OOH



**CONSIDERATION**

**\$638,950 (21%)**

Meta, YouTube, Google Display,  
Influencers, Amazon, Retailer, OOH



**CONVERSION**

**\$1,332,820 (44%)**

Meta, YouTube, Google Display,  
Influencers, Amazon, Retailer,  
OOH



Channel	Tactic	Budget (CAD)	Purpose
Meta (Instagram + FB) & TikTok	Reels, Carousels, Stories	\$714,300	Visual-first reach, targeting city-based minimalists
YouTube (TrueView)	6s Bumper + 30s Lifestyle Ads	\$571,200	Explain ultrasonic cleaning & design edge
Google Display / DV360	Programmatic Banners + Video Ads	\$475,920	Lifestyle, tech, design websites + remarketing
Influencer Collabs	IG + TikTok + YouTube mid-tier creators	\$428,350	Launch buzz + long-form demos + lifestyle integrations
PR & Native Articles	BlogTO, House & Home, tech features	\$238,000	Storytelling + earned credibility
Amazon Canada Ads	Sponsored + display ads	\$190,400	Drive high-intent buyers toward checkout
Retailer Media	Best Buy, Canadian Tire, Walmart	\$190,400	In-store awareness + homepage banners
OOH / In-store Displays	Demo zones, digital standees	\$191,430	Eye-catching placement in select stores
TOTAL		\$3,000,000	

Metric	Target
Impressions (Total)	1M+
Website Visits	100,000
Pre-orders (Dyson.ca + retail)	1000+



# WHY IT WORKS

## **Aligning Brand, Product & Consumer Values**

Dyson's engineering-led innovation meets the Urban Tech-Savvy Minimalist. The campaign connects ultrasonic cleaning, smart automation, and compact design with a lifestyle of elevated efficiency.

## **Built for Today's Media**

A mobile-first, content-native strategy across TikTok, YouTube, and Meta – featuring influencers, immersive demos, and paid social puts Sonic Wash in their world, authentically.

## **Driving Long-Term Growth**

More than a launch – it's a strategic step into lifestyle tech. Sonic Wash establishes Dyson in the modular, sustainable smart home space.

## **Ownable Messaging Platform**

"Ultrasonic power. Space-smart design." anchors a repeatable, scalable message that reinforces Dyson's innovation and adapts across touchpoints.



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Refillable Eco-Defergent Capsule

Dyson Sonic Wash

Ultrasonic power. Space-smart design.

You're holding the future of clean.

Engineered for compost living, Sonic Wash uses ultrasonic power to clean, on a delicate battery you'll love. Designed for homes that demand more of a clutter.

Why it matters

⚡ Ultrasonic Cleaning

Heretofore sound waves, at 40-80 kHz, transmit at a 100% sonic level.

🌿 Eco-Efficient

Uses up to 63% less water and 50% less energy than in-sink and dishwasher.

📶 Smart Controls

Followed with cross and app integration, all of your fingertips.

⚡ Dyson Airflow+ Drying

Goal-littered outflow that dries – and protects your glassware.

blogTO

Eat & Drink

dyson sonic wash

The future of dishwashing just got Dyson-level cool

Trending posts this week

Canada issues dire warning in updated U.S. travel advisory

Neurotic worms growing up to 3ft long are in Ontario and you should kill them on sight

50 essential Mexican restaurants in Toronto you need to try at least once

New TTC station will claim record for the deepest on the network

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The world's first

ultrasonic smart dishwasher

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Ultrasonic precision that lifts grime you can't see.

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80% less space. 100% clean.

583197

dyson Meet the future of dishwashing

From ultrasonic cleaning power to smart-home control, this compact sink-side solution saves space, water, and energy, without compromising clean. Wash #SmartLiving #SmartHomeTech #Dishwashing #UltrasonicClean

Connected. Convenient. Controlled from your phone.

Save up to 80% water and 50% energy — every single cycle.



**THANK YOU.**