

Pakshoma

A Word from chairman

This year marks a remarkable milestone for us—our 50th anniversary! For half a century and Middle East, we have been dedicated to bringing innovation, reliability, and excellence into homes in all over the country. This journey has been made possible by your trust and support, and we couldn't be more grateful.

Over the decades, we have evolved with technology, embraced new designs, and continuously improved to meet your needs. Yet, one thing has remained constant—our commitment to delivering products that enhance daily comfort.

As we celebrate this incredible achievement, we want to express our heartfelt gratitude to you. Your loyalty and feedback have driven us to innovate, improve, and uphold the highest standards in everything we do. Looking ahead, we will committed to create efficient and durable products to envision a world where comfort and peace are available to all people across all generations.

Thank you all for being a part of our journey. Here's to the next 50 years of excellence together!



M. Ebrahimi

Pakshoma brand purpose:
To enhance daily comfort



Scan QR code for more information about pakshoma rebranding project.



CLOTHES CARE

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DISH CARE

PAGE NUMBER: 12



TASTE CARE

PAGE NUMBER: 20



FLOOR CARE

PAGE NUMBER: 28



About Us

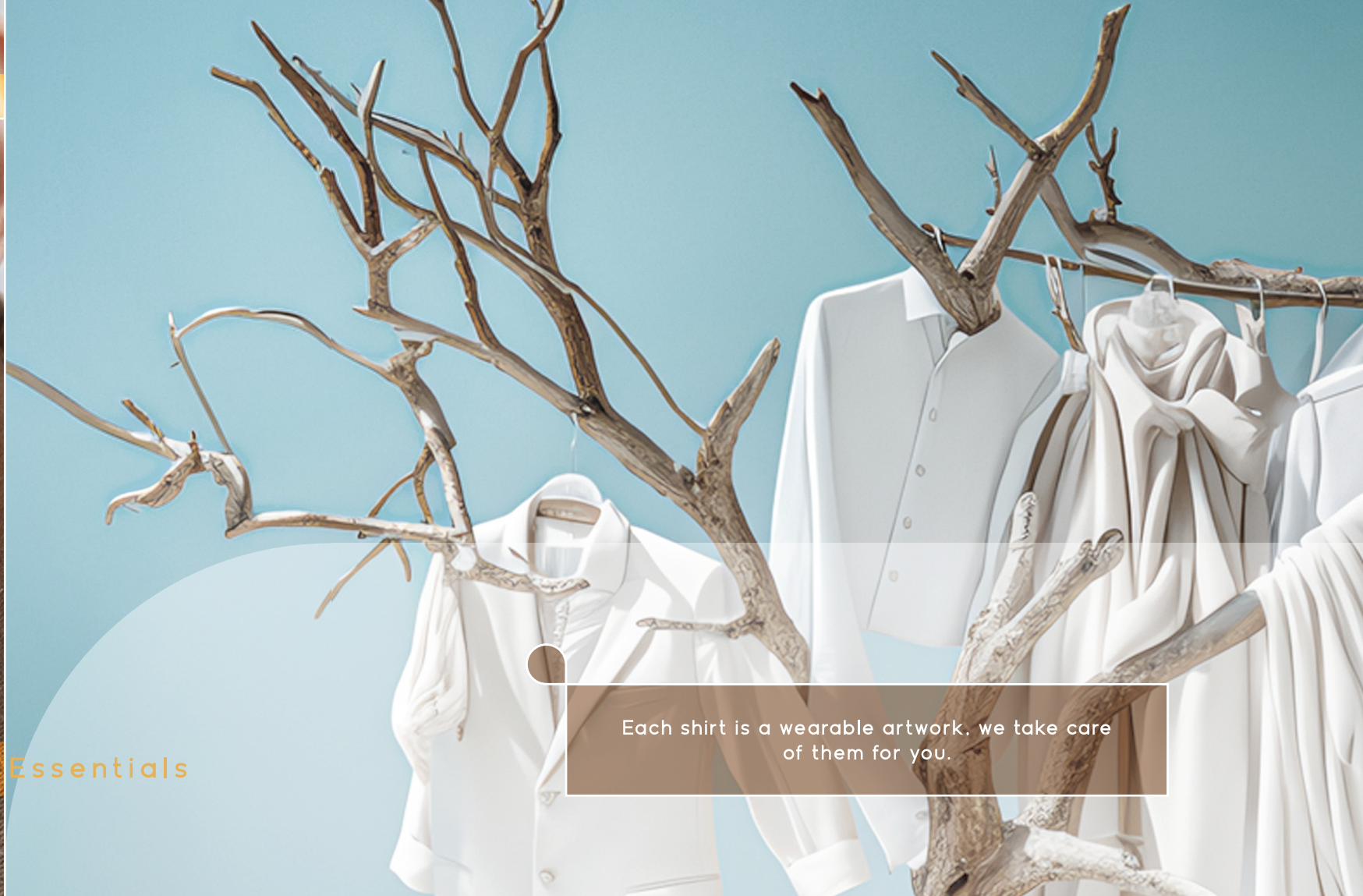
For over five decades, Pakshoma has been the cornerstone of comfort in Iranian homes. With unwavering dedication to quality, trust, and authenticity, we have crafted products that bring a sense of peace and ease to every corner of your home. Pakshoma is more than just a name it is a guardian and a steadfast companion for families. With strength and stability, we stand by your side to make everyday life simpler, more refined, and filled with peace of mind. To support your way of living, we design our products with the utmost care and precision, ensuring a solid foundation for your well-being. Present in every corner of your home, our products have always been there creating a richer, more effortless living experience, by your side, for generations to come.



C L S R
L O T E C
O H A



Serenity Essentials



Each shirt is a wearable artwork, we take care of them for you.

WASHER & DRYER



100 % DRY



Combo wash and dryer technology ensures superior washing performance and %100 drying in a single, efficient and reliable cycle.

DIRECT-DRIVE INVERTER TECHNOLOGY



Direct-Drive technology provides precise control of speed and direction for optimal washing performance, while ensuring energy efficiency and quiet operation.

STEAM WASH



Steam wash provides superior fabric care by using gentle steam to penetrate and loosen dirt, while also reducing wrinkles and refreshing your clothes. This innovative feature ensures a deeper clean and minimizes ironing time, and extends the life of your garments by treating them with care.



NEW



NEW



NEW



X Series

4321 Days
Warranty
Direct Drive Motor
11 - 6 KG

KEY FEATURES



- Washer & Dryer (11/6 kg)
- Wash & Dry as fast as 1 hour
- Direct-Drive inverter technology
- 6 Motions DD
- Max. 1400 RPM
- Colorful touch LED
- 16 main programs + 5 Extra functions
- Steam wash
- Anti-Allergy
- Quick wash
- Diamond Drum
- Delay wash from 1 to 24h
- Add garment

Color

White, Inox

Capacity

Wash 11 kg, Dry 6 kg

(WxDxH) in mm

595x640x850

Energy grade A+++ (- %30)

Vision Essentials

Q Series

4321 Days
Warranty
BLDC Motor

KEY FEATURES



- BLDC inverter technology
- Max. 1400 RPM
- Colorful touch LED
- 14 main programs + 7 Extra functions
- Steam wash
- Delay wash from 1 to 24h
- Quick wash
- Diamond Drum (Water magic cube)
- Add garment
- Warm and Cold water inlet

Color

White, Inox

Capacity

9 kg

(WxDxH) in mm

595x640x850

Energy grade A++

Brand Essentials

S Series

4321 Days
Warranty
BLDC Motor

KEY FEATURES



- BLDC inverter technology
- Max. 1400 RPM
- Colorful touch LED
- 14 main programs + 7 Extra functions
- Steam wash
- Quick wash
- Diamond Drum (Water magic cube)
- Delay wash from 1 to 24h
- Add garment
- Warm and Cold water inlet

Color

White, Inox

Capacity

9 kg, 8 kg

(WxDxH) in mm (9-8 kg)

595x640x850 - 595x565x850

Energy grade A++

Brand Essentials

L Series

4321 Days
Warranty
BLDC Motor

KEY FEATURES



- BLDC inverter technology
- Max. 1400 RPM
- Full touch LED
- 16 main programs + 5 Extra functions
- Steam wash
- Quick wash
- Warm and Cold water inlet
- Delay wash from 1 to 24h
- Diamond Drum (Water magic cube)
- Add garment

Color

White, Inox

Capacity

9 kg, 8 kg, 7 kg

(WxDxH) in mm (9-8.7 kg)

595x640x850 - 595x565x850

Energy grade A++

Brand Essentials

U Series

4321 Days
Warranty
BLDC Motor

KEY FEATURES



- BLDC inverter technology
- Max. 1400 RPM
- Full touch LED
- 16 main programs + 5 Extra functions
- Delay wash from 1 to 24h
- Steam wash
- Quick wash
- Diamond Drum (Water magic cube)
- Add garment
- Warm and Cold water inlet

Color

White, Inox

Capacity

9 kg, 8 kg

(WxDxH) in mm (9-8 kg)

595x640x850 - 595x565x850

Energy grade A++

Brand Essentials

I Series

4321 Days
Warranty
Electro Motor

KEY FEATURES



- 8kg: 1200 RPM
- 7kg: 1000 RPM
- 16 main programs + 3 Extra functions
- Quick wash
- Diamond Drum (Water magic cube)
- Delay wash from 1 to 24h
- Warm and Cold water inlet

Color

White, Inox

Capacity

8 kg, 7 kg

(WxDxH) in mm (7.8 kg)

595x565x850

Energy grade A++

Value Essentials

Lady Wash

Since 1975



We do
your laundry Since 1975
and proudly will do
in **FUTURE.**



Lady Wash Series

4321 Days
Warranty
on
Electric Motor

KEY FEATURES



- Automatic Washing System
- 8 Main Programs + 2 Extra Functions
- Adjustable Water intake Level
- Adjustable Water temperature
- Adjustable Washing Time
- Extra Rinse Program
- 15-minute Quick wash
- Diamond Drum (Water magic cube)
- Intensive Wash Program for heavily Soiled Clothes

Color

White, Inox

Capacity

12 kg

(WxDxH) in mm

600x630x980

Energy grade A+

Value Essentials



Direct Drive: Direct-Drive technology provides precise control of speed and direction for optimal washing performance, while ensuring energy efficiency and quiet operation.



100 % Dry: Combo wash and dryer technology ensures superior washing performance and 100% drying in a single, efficient and reliable cycle.



Steam Wash: Steam wash provides superior fabric care by using gentle steam to penetrate and loosen dirt, while also reducing wrinkle and refreshing your clothes. This innovative feature ensures a deeper clean, minimizes ironing time, and extends the life of your garments by treating them with care.



Quick 15: Through this program, you can wash clothes that are less dirty or that do not need intensive washing as quickly as possible. All washing steps are completed in 15 minutes.



Add garment: You can stop the washing function by pressing the pause option and add or remove clothes. The entire door opens, allowing you to add thick garments or even a large load of laundry.



New Generation Display: New generation washing machines feature sleek touchscreens with vibrant, colorful displays for easy control and a modern look. These responsive screens make it simple to choose cycle, monitor progress, adding both convenience and style to your laundry routine.



Less noise /Less vibration: The low noise level of the washing machine during operation helps maintain a peaceful environment for children and the elderly.



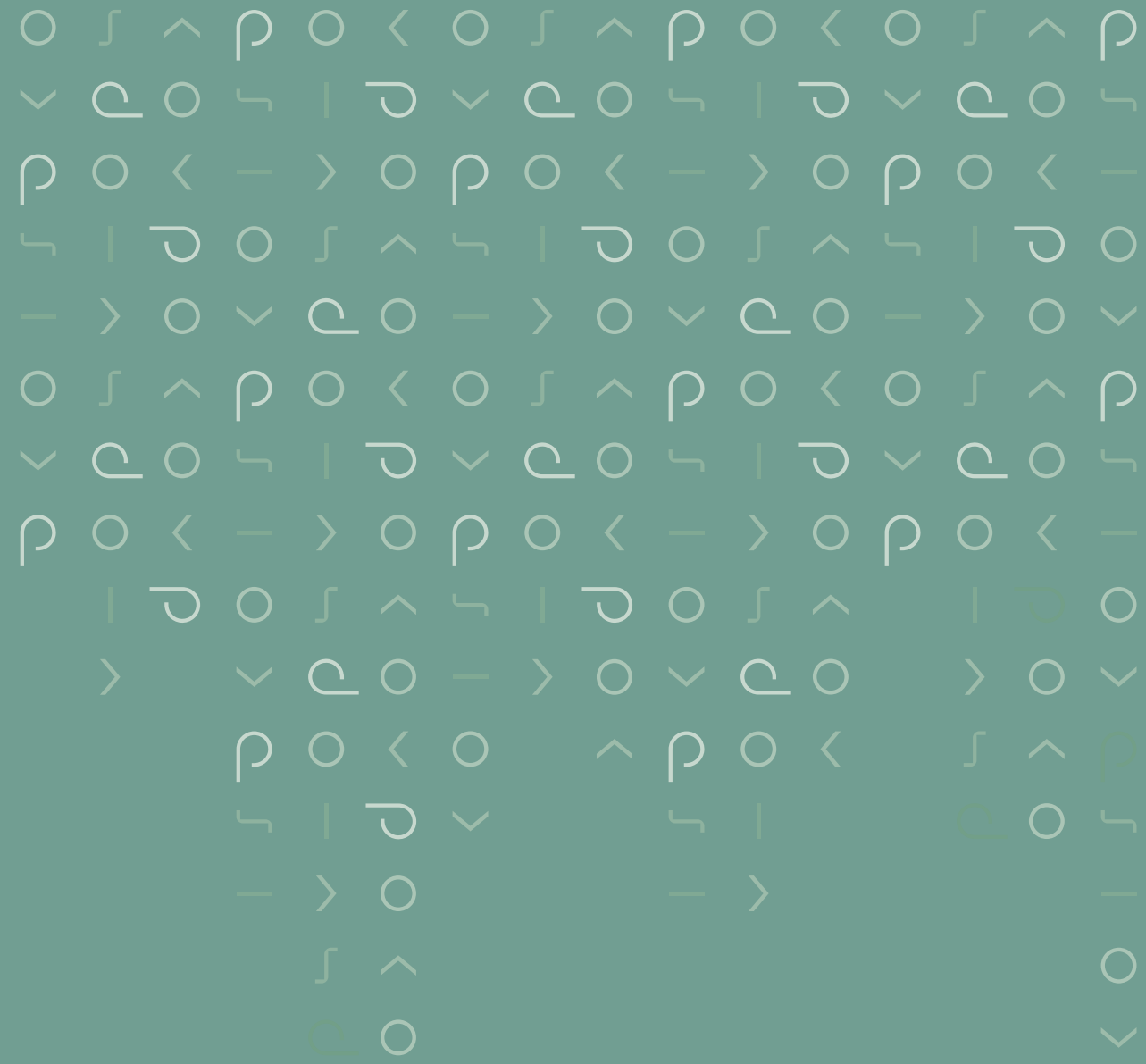
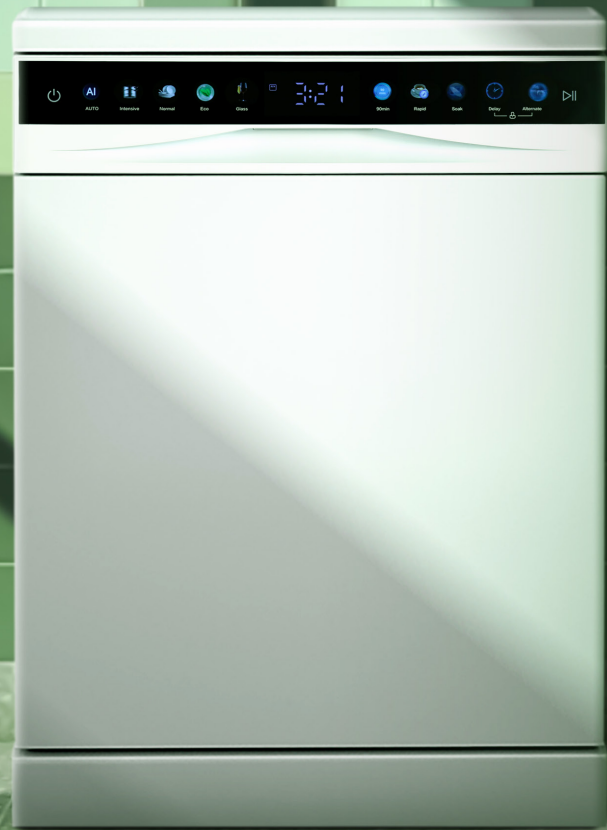
BLDC motor: This motor reduces friction, ensuring high efficiency, durability, and low noise operation for a quieter and more reliable wash.



Diamond drum (bubble maker): With the presence of a diamond drum, the worry about tangling of clothes and possible damage during washing is minimized. Also, the bubble-making ability of this drum increases the power of stain removal.



2 water inlets (cold and hot): Reduce your energy consumption and lower electricity bill with 2 water inlets.

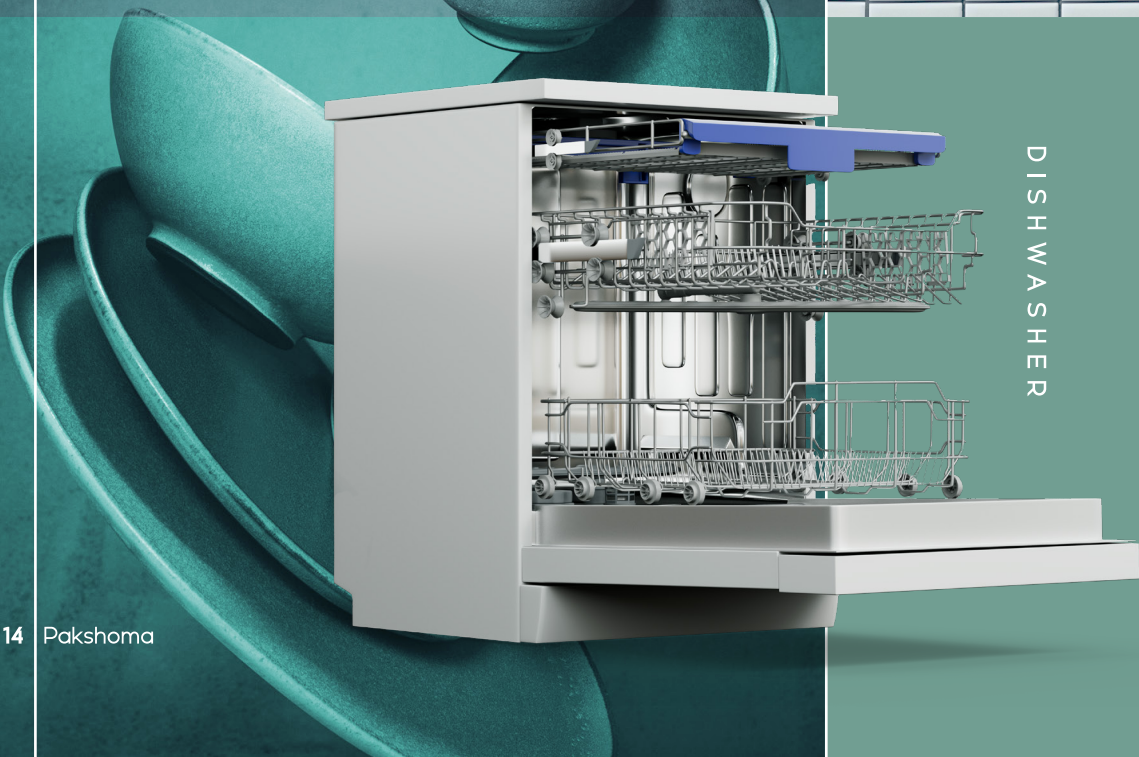


D I S H C A R E

 Serenity Essentials



White as an empty canvas, clean as clouds.



DISHWASHER

SMART DIGITAL SENSOR



Our smart dirt sensor technology takes the guesswork out of dishwashing! It automatically detects how dirty your dishes are and adjusts the water usage and cycle length to give them the perfect clean every time.

3 - JET WASH

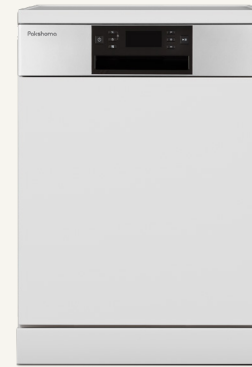
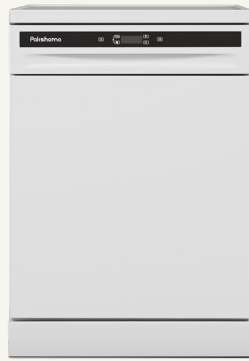


Pakshoma 3-jet wash means no spot is too tricky to tackle! Powerful jets work from multiple angles to blast away tough stains and stuck-on messes, Leaving every dish and pan sparkling clean. It is fast, efficient, and does the hard work, so you don't have to!

HYGIENE



70-degree temperature disinfection eliminates bacteria, giving you sparkling clean, hygienically safe dishes and perfect for ultimate peace of mind.



Fountain Series

Eternal Series

Josephine Series

Lucid Series



KEY FEATURES



- Colorful full touch LED
- 3rd Rack
- Intensive Wash Program
- Eco Wash Program
- Salt Refill Indicator
- Rinse Aid Refill Indicator
- Delay Wash Timer Up To 24 Hours
- Half Load Wash Capability
- 70 °C Disinfection For Hygienic Cleaning
- 3-jet Wash

Color

White, Inox

Capacity

15 Place Settings Capacity

(WxDxH) in mm

600x600x850

Energy grade A++

Vision Essentials

KEY FEATURES



- 8 Wash Programs
- 3rd Rack
- Intensive Wash Program
- Eco Wash Program
- Salt Refill Indicator
- Rinse Aid Refill Indicator
- Delay Wash Timer Up To 24 Hours
- Half Load Wash Capability
- 70 °C Disinfection For Hygienic Cleaning
- 3-jet Wash

Color

White, Inox

Capacity

15 Place Settings Capacity

(WxDxH) in mm

600x600x850

Energy grade A++

Brand Essentials

KEY FEATURES



- 7 Wash Programs
- 3rd Rack
- Intensive Wash Program
- Eco Wash Program
- Salt Refill Indicator
- Rinse Aid Refill Indicator
- Delay Wash Timer Up To 24 Hours
- Half Load Wash Capability
- 70 °C Disinfection For Hygienic Cleaning
- 3-jet Wash

Color

White, Inox

Capacity

15 Place Settings Capacity

(WxDxH) in mm

600x600x850

Energy grade A++

Brand Essentials

KEY FEATURES



- 8 Wash Programs
- 3rd Rack
- Intensive Wash Program
- Eco Wash Program
- Salt Refill Indicator
- Rinse Aid Refill Indicator
- Delay Wash Timer Up To 24 Hours
- Half Load Wash Capability
- 70 °C Disinfection For Hygienic Cleaning
- 3-jet Wash

Color

White, Inox

Capacity

15 Place Settings Capacity

(WxDxH) in mm

600x600x850

Energy grade A++

Value Essentials



Smart Digital Sensor: With this sensor, there will be no more worries about the dirtiness of the dishes and the device will continue to work until the last dirt is removed.



3-jet wash: Washing your dishes better without having to drain the dishes with more power. Thanks to these sprinklers, the washing liquid on the dishes is completely washed.



3rd Rack: The 3rd Rack maximizes space utilization, improves cleaning performance, and increases user comfort.



Adjustable tray: This tray allows you to customize the interior space to fit large or irregularly shaped dishes. This flexibility ensures easier loading and more efficient cleaning for all kitchenware.



Self Clean: A self-cleaning cycle in a dishwasher removes all dirt and odors, keeping your device fresh and efficient. Simply use it during an empty wash cycle for optimal performance and longer appliance.



water hardness adjustment: This feature optimizes detergent performance by adapting to different water conditions. This prevents limescale buildup, enhances cleaning efficiency and helps protect both dishes and machine for long-lasting performance.



Child lock: The option prevents accidental operation by locking the dishwasher's controls. This feature ensures safety by keeping settings secure, making it ideal for homes with children.



Stainless tub: This hygiene tub enhances durability, resists stains and odors, and improves drying performance. Its rust-resistant design ensures long-lasting reliability and a more hygienic dishwashing experience.



Full Touch panel: A Full-touch display offers a sleek, easy-to-use interface, allowing quick access to settings and cycle progress. Its smooth, modern design is both intuitive and easy to clean, enhancing convenience and style.



DISH WASHER

TRAVEL TO WORLD OF WATER MAKE ALL YOUR DISHES CLEAN LIKE A SHINEY LAKE.





 Serenity Essentials



Keep the fresh colors of fruits for you.



REFRIGERATOR

D I G I T A L I N V E R T E R C O M P R E S S O R



The Digital Inverter Compressor offers unbeatable benefits for modern refrigerators. It enhances energy efficiency by adjusting speed based on cooling needs, leading to lower electricity bills. With consistent temperature control, it keeps food fresh and reduces spoilage. Enjoy a quieter operation, a longer lifespan due to reduced wear and tear, and a lower carbon footprint, making it the smart, eco-friendly choice for any kitchen.

A U T O W A T E R A N D I C E D I S P E N S E R



The Auto Water and Ice Dispenser offers effortless convenience, providing chilled water and ice at the touch of a button. Say goodbye to manual ice trays and frequent refills, as this feature delivers refreshing, filtered water and ice anytime. With options for cubed or crushed ice, it enhances your kitchen's style while promoting healthier hydration habits.

G A R D E N F R E S H B O X



The Garden Fresh Box is designed to keep your fruits and vegetables crispy and fresh for longer. It features humidity-controlled crisper bins that create the ideal environment for storing produce, preventing wilting and spoilage. This innovative design ensures optimal cooling and humidity levels, allowing you to enjoy garden-fresh quality right from your refrigerator.



Side By Side Series

4 Door Series

Twin Series

TMF Series

BMF Series

4321 Days
Warranty
on
Compressor

4321 Days
Warranty
on
Compressor

4321 Days
Warranty
on
Compressor

4321 Days
Warranty
on
Compressor

4321 Days
Warranty
on
Compressor

KEY FEATURES

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KEY FEATURES

KEY FEATURES

KEY FEATURES



- Digital Inverter Compressor
- Multi Air Flow
- Touch Control Panel
- Energy Saving Mode
- Power Cool & Power Freeze
- Cool Box
- Sensors to detect inner and ambient temperature
- Auto Water and Ice Dispenser
- Water Filtration
- Finger Print Resistant Door & Cabinet
- Anti-Shocked Safety Glass Shelves
- Garden Fresh Box

- Strong Piston Compressor
- Multi Air Flow
- Touch Control Panel
- Vacation Mode
- Power Cool & Power Freeze
- Twin Cooling
- Sensors to detect inner and ambient temperature
- Manual Water and Ice Dispenser
- Door Closing Accelerator
- Anti-Bacterial & Replaceable Door Gasket
- Anti-Shocked Safety Glass Shelves
- PT Fresh

- Digital Inverter Compressor
- Multi Air Flow
- Touch Control Panel
- Door Open Alarm
- Economic Mode
- Power Cool & Power Freeze
- Manual Water Dispenser
- Auto Ice Dispenser
- Water Filtration
- Anti-Bacterial & Replaceable Door Gasket
- Finger Print Resistant Door & Cabinet
- Anti-Shocked Safety Glass Shelves
- Garden Fresh Box

- Strong Piston Compressor
- Multi Air Flow
- Touch Control Panel
- Sensors to detect inner and ambient temperature
- Manual Water Dispenser
- Manual Ice Dispenser
- Anti-Bacterial & Replaceable Door Gasket
- Finger Print Resistant Door & Cabinet
- Anti-Shocked Safety Glass Shelves
- Garden Fresh Box

- Digital Inverter Compressor
- Multi Air Flow
- Touch Control Panel
- Economic Mode
- Power Cool & Power Freeze
- Manual Water Dispenser
- Auto Ice Dispenser
- Water Filtration
- Door Closing Accelerator
- Anti-Bacterial & Replaceable Door Gasket
- Finger Print Resistant Door & Cabinet

Color

White, Silver

Color

White, Silver

Color

White, Inox

Color

White, Silver

Color

White, Inox

Capacity

800 Liter

Capacity

530 Liter

Capacity

900 Liter

Capacity

670 Liter

Capacity

495 Liter

(WxDxH) in mm

910x860x1790

(WxDxH) in mm

840x760x1800

(WxDxH) in mm

1180x730x1870

(WxDxH) in mm

840x820x1880

(WxDxH) in mm

710x680x1850

Energy grade A

Energy grade A

Energy grade A+

Energy grade A

Energy grade A+

Brand Essentials

Brand Essentials

Brand Essentials

Value Essentials

Value Essentials



Digital Inverter Compressor: The digital inverter compressor continuously adjusts the cooling temperature inside the refrigerator and freezer based on needs. This feature ensures uniform temperature distribution, extending food shelf life. Additionally, this technology offers quiet operation, optimizes energy efficiency, and significantly reduces electricity consumption. The inverter compressor's design also minimizes wear and maintenance costs.



Multi Air Flow: The multi-airflow system, equipped with several chambers and vents, evenly distributes cold air and humidity throughout all internal areas of the refrigerator and freezer. This helps maintain freshness and extends the shelf life of food items.



Power Cool: Power Cool is a refrigerator function that rapidly chills groceries and beverages by quickly lowering the interior temperature, ensuring optimal freshness after shopping.



Power Freeze: Power Freeze is a specialized freezer feature that accelerates the freezing process, allowing users to quickly freeze fresh foods, protecting existing frozen items from potential temperature changes and ensuring that new items are frozen quickly and efficiently.



Garden Fresh Box: The Garden Fresh Box drawer is designed to optimally store fruits and vegetables for the long term. It features vents and special valves to control airflow and humidity, preserving the freshness and crispness of produce while preventing spoilage for an extended period.



Twin Cooling: The dual cooling system uses independent evaporators to manage cooling and humidity separately in both the refrigerator and freezer, significantly enhancing food preservation. Additionally, it prevents odor mixing between the two compartments, ensuring optimal conditions for food quality.



Auto Water Dispenser: The automatic water dispenser connected to the municipal water supply provides easy access to cold drinking water with just one touch. This not only saves time and eliminates the costs of purchasing bottled water but also ensures health by delivering purified water.



Auto Ice Dispenser: The automatic ice maker connected to the municipal water supply and water filtration system provides ice on demand and in the required volume.



Anti-Shocked Safety Glass Shelves: Pakshoma's refrigerator shelves are robustly designed to withstand impacts and shocks, ensuring safe food storage. They offer high impact resistance, durability under heavy loads, easy cleaning, and temperature fluctuation protection.



PT Fresh: This Feature, by utilizing fans and multi-layer filters, not only purifies the air inside the refrigerator and eliminates unpleasant odors, but also prevents the growth of any fungi and bacteria.



Spacious Storage: The large shelves and interior space of the refrigerator are designed in such a way that food organization can be optimized and simplified according to the user's needs. This feature not only helps maintain order and ease of food storage but also facilitates easy cleaning.

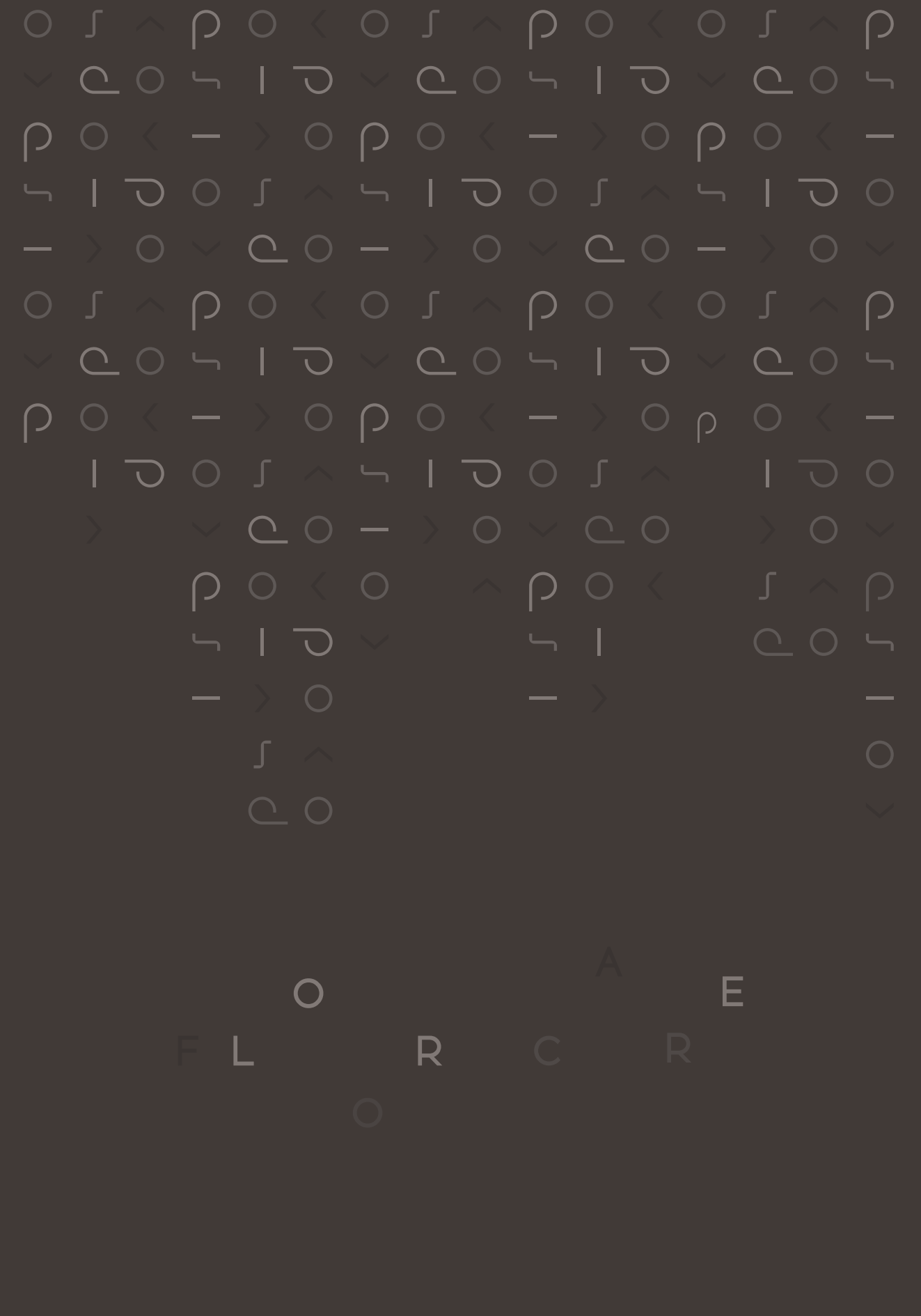


Eco and Vacation Mode: During long trips, activating this mode helps the refrigerator maintain optimal food temperature while operating the freezer at reduced capacity. This approach minimizes energy consumption, prevents refrigerant leakage, protects the compressor, and reduces environmental risks.



REFRIGERATOR

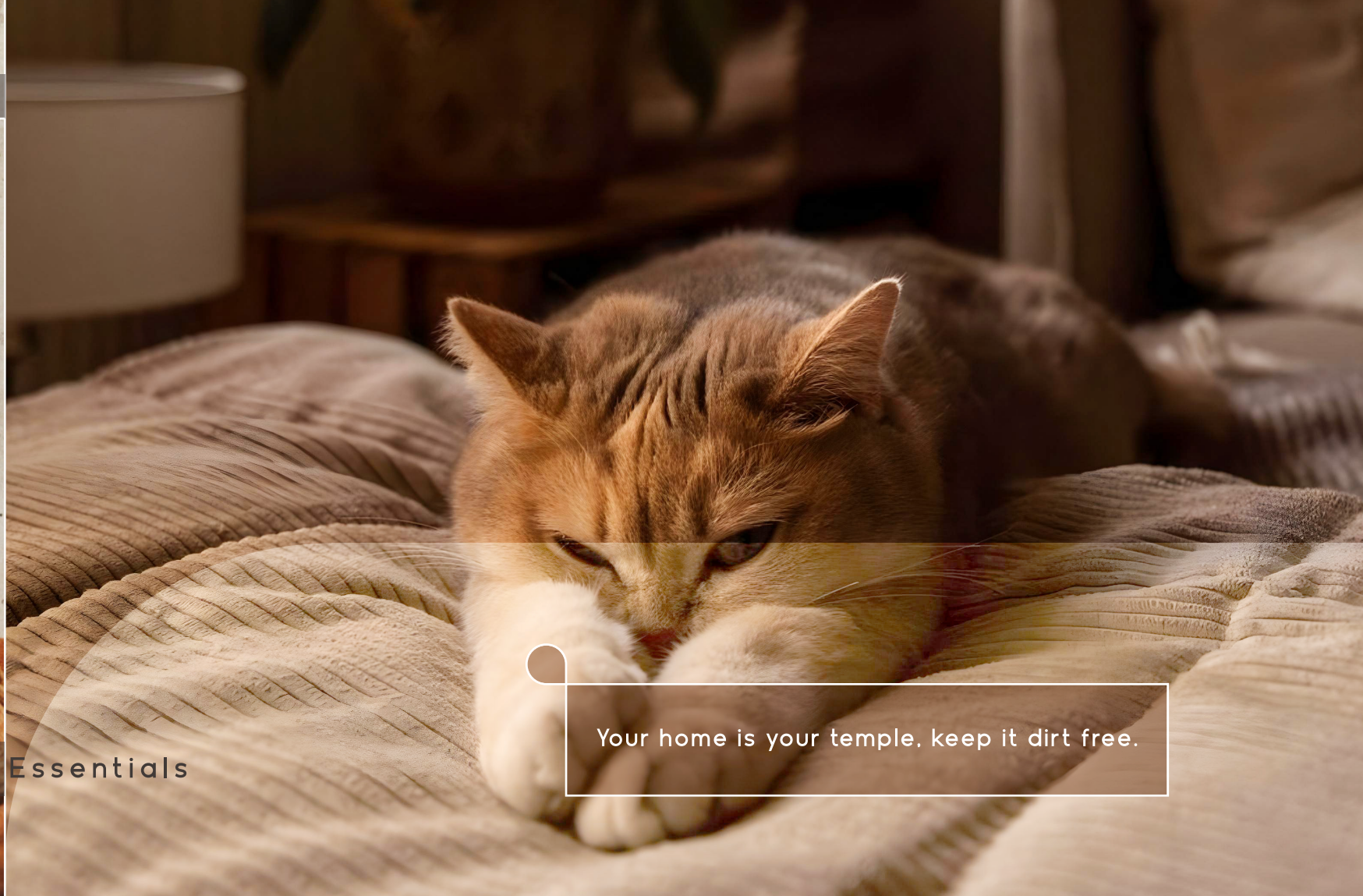
TRAVEL TO WORLD OF ICE, FEELING THE COOL AMBIENCE LIKE THE SKI RESORT.



F L O O R C A R E
O R C R E



 Serenity Essentials



Your home is your temple. keep it dirt free.



VACUUM CLEANER

BAGLESS



Bagless vacuum cleaners provide a convenient and efficient cleaning solution by eliminating disposable bags, allowing for easy emptying of the dust container. They maintain consistent suction power without clogging, ensuring thorough cleaning. Users can easily see when to empty the container, and advanced filtration systems improve air quality by trapping allergens.

CYCLONE TECHNOLOGY



Cyclone technology enhances vacuum cleaning by using centrifugal force to separate dirt and debris, ensuring maximum suction without loss of power.

HEPA 12 FILTRATION



The HEPA 12 filter captures at least %99.5 of particles 0.3 microns or larger, effectively filtering common allergens like pollen, dust mites, and pet dander to improve indoor air quality.



Dustin Series

Düsseldorf Series

Frankfurt Series

4321 Days
Warranty
on
Electro Motor

KEY FEATURES



- 2500 Watt Motor Power
- 1.5 Liter Dust bin capacity
- Hepa Filter
- 77 dB noise level
- Washable tank
- Pedal Cord Rewind
- Adjustable Suction Power
- Cyclone Technology
- Ergonomic telescopic tube

Color

Gray

Tank Capacity

1.5 Liter

Motor Power

2500 Watt

Energy grade A

Vision Essentials

4321 Days
Warranty
on
Electro Motor

KEY FEATURES



- 2500 Watt Motor Power
- 6 Liter Dust bin capacity
- Hepa Filter
- 65 dB noise level
- LED full tank Indicator
- Compatible and washable permanent bags or disposable bags
- Automatic Cord Rewind
- Adjustable Suction Power
- Silicone Protective Strip
- Ergonomic and tear-resistant hemp telescopic tube
- Accessory Bag

Color

Red, Blue, Gray, White, Navi

Tank Capacity

6 Liter

Motor Power

2500 Watt

Energy grade A

Brand Essentials

4321 Days
Warranty
on
Electro Motor

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- Silicone Protective Strip
- Ergonomic telescopic tube

Color

Blue, Red, Gray, Navi, White

Tank Capacity

6 Liter

Motor Power

2500 Watt

Energy grade A

Value Essentials

2500W

Powerful 2500-Watt Motor: With this sensor, there will be no more worries about the dirtiness of the dishes and the device will continue to work until the last dirt is removed.

6 Liter

6-Liter Capacity Tank: With a 6-liter capacity, users can save time by operating for longer periods without the need for frequent emptying of the vacuum.



Bagless: Bagless vacuum cleaners offer superior cleaning performance by removing the need for disposable bags. They maintain strong suction, provide transparent dust collection, and feature advanced filtration that captures allergens. These vacuums deliver convenience, cost savings, and improved cleaning efficiency for modern homes.



Cyclone Technology: Cyclone technology uses centrifugal force to separate dirt and debris from the airflow. As air rapidly spins in a cylindrical chamber, heavier particles are thrown against the walls and collected in the tank. This feature helps maintain suction power and prevents filter clogging.



HEPA Filter: The HEPA filter captures at least 99.5% of particles that are 0.3 microns or larger, effectively removing common allergens and improving indoor air quality.



Natural Fiber Hose: The hose is made from natural jute fibers, providing a durable, lightweight, and flexible alternative to plastic hoses. The jute weave enhances its resistance to stretching, rotting, and tearing over time.



Washable Dust Tank: The dust container in the bagless vacuum cleaner series allows for easy washing under water, preventing the buildup of dirt and allergens that can diminish suction power and air quality.



Accessory Bag: The accessory bag includes a variety of essential attachments, ensuring easy organization and protection of the accessories.

2500W

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Mission

Based on our commitment to quality and technology, and backed by years of experience, we produce durable home appliance products so that people can experience greater comfort in life.

