

## The Sound of Silence

## Do Dishwasher Sound Ratings Really Matter?

Category.

## • Dishwasher

Dishwasher sound ratings are a major selling point, but ultra-low decibel levels often come with trade-offs like longer cycle times, weaker drying performance, and higher costs. Many quiet models achieve their ratings by reducing water pressure or eliminating heated drying, which can impact cleaning results and leave dishes wet. Positioning the conversation around these factors helps customers choose the right dishwasher for their needs rather than just the quietest one.

## KEY TAKEAWAYS

***UNDERSTAND THE LIMITS OF DECIBEL RATINGS***

Below 44 dB, the difference in sound becomes negligible for most customers, especially in real-world settings.

***BE TRANSPARENT ABOUT TRADE-OFFS***

Ultra-quiet operation can mean longer cycle times, reduced drying performance, or higher costs.

***FOCUS ON WHAT REALLY MATTERS***

Cleaning performance, drying technology, efficiency, and loading flexibility often have a bigger impact on customer satisfaction than sound levels.



WATCH HERE

<https://tv.steelcod.com/p/dishwasher-sound-ratings>