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New pressurized steam ironing systems round off range of products

Leifheit makes ironing easier

With its Fashion Steamer and Fashion Steamer Express, Leifheit is now rounding off the range of pressurized steam ironing products it offers. The two new pressurized steam systems provide for time-saving and efficient ironing. They can be used together with the active ironing board StarLine airbase, a new, weight-reduced version of which is now being launched in the market. In addition to this, Leifheit is presenting a large number of further innovations in its laundry care segment at Ambiente 2010 in Frankfurt am Main. These include replacement covers in attractive designs and new accessories.

Ironing numbers among the least popular household chores - a fact confirmed by numerous surveys. It is all the more important therefore that ironing is made more efficient and pleasant. The current product innovations from Leifheit are making a valuable contribution in this respect. Ironing with pressurized steam systems is for instance significantly faster. "As compared with conventional irons, pressurized steam ironing offers time saving of up to 50 percent", yet even for conventional irons intelligent new solutions are available from Leifheit. The following is an overview of the key innovations in the ironing segment and associated areas

Fashion Steamer Express

Your shirt has been washed and is now awaiting its crease-free appearance at your next appointment which is due shortly. That is the time the Fashion Steamer Express (RRP: EUR 199) comes into its own. The iron heats up within two minutes and, as such, is quickly ready for use whenever required. The removable water tank can be refilled at any time. A visual and acoustic steam readiness and low water indicator



makes sure your timing is right. With a constant level of steam pressure of up to 4 bar, the Fashion Steamer Express is able to produce optimum ironing results in the shortest possible time. The pressurized steam ironing station is an ideal match for the Leifheit active ironing board StarLine airbase and is available from June 2010.

Fashion Steamer

The Fashion Steamer marks Leifheit's launch also in June 2010 of a boiler pressurized steam ironing station at a favourable introductory price level (RRP: EUR 99.99). The constant supply of pressurized steam with a maximum pressure of 3 bar guarantees fast and excellent ironing results. The iron and the boiler have separate controls. The Fashion Steamer too is a perfect match for the active ironing board StarLine airbase.



StarLine airbase active ironing board

Thanks to a new plastics technology for the ironing area, the active ironing board StarLine airbase is now the lightest of its kind in the market. The weight of this popular ironing board has been reduced by around one kilogramme with the result that it now weighs a mere slim-line eight kilograms. In addition, ideally coordinated flow openings guarantee

perfect intake, glide and extraction functionality, enabling an enormous amount of time to be saved when ironing. StarLine airbase is available from EUR 199 (RRP) with the new lightweight versions coming on stream from June.

New ironing accessories

The current ironing products range available from Leifheit is to be enhanced to include a variety of accessories from May 2010. In line with this, Leifheit is offering a new ironing cloth (RRP: EUR 4.99) that protects delicate items of laundry during ironing and prevents shiny patches from developing. Further new products are the ironing glove for use in places that are difficult to iron (RRP: EUR 7.49) and a laundry spray with a capacity of 600 ml (approx. 500 spray cycles) for dampening laundry prior to ironing. The RRP of the laundry spray is EUR 3.99. Moreover, Leifheit is offering tensioning clips for tightening ironing board covers from May. The clips prevent the cover from slipping and from getting creased. The RRP for a pack of three is EUR 3.99.

Replacement covers in “sheepworld©” design

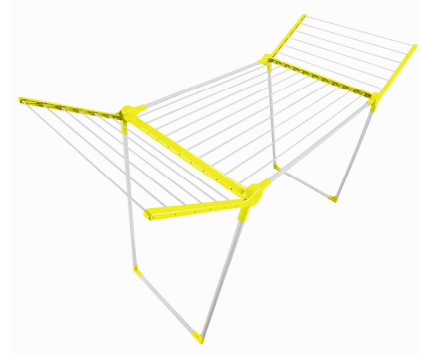
Looks are important particularly in the case of ironing board covers - the new replacement covers from Leifheit brighten the spirits when household chores need to be done. The models with the well-known sheepworld© brand design (RRP: EUR 14.99), which are targeting notably young households and intended to generate spontaneous purchases, are only available in limited quantities. By contrast, the replacement covers in the Classic Collection are of an ageless design (RRP: EUR 12.99). All replacement covers are 100 percent cotton and fit all ironing board sizes.



Fresh colours with the Spring Edition

Its new Spring Edition sees Leifheit ushering in the spring - the laundry dryer Condor 180 and the ironing board Classic M Plus are available from mid-February 2010 as limited editions in four new, fresh, coordinated colours and patterns. The laundry dryer Condor 180, which is available in the colour options Fresh Yellow, Fresh Orange, Fresh Red and

Fresh Green, offers a particularly impressive drying capacity of up to two machine loads of washing. The outstanding features of the height-adjustable ironing board Classic M Plus with its floral spring design in the same colours include a fixed shelf for iron storage with appropriate electrical facilities. This offer is available until 30 June 2010.

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