

Rowenta

For Immediate Release

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'Tis the season to steam with Rowenta

New luxury garment care essentials help power through the holidays

Whether it's a festive frock, seasonal linens or holiday guest bedding – Rowenta luxury garment care helps deck the halls with the touch of a trigger. Rowenta irons and steamers are ideal holiday companions, whatever the occasion calls for.

NEW this season, Rowenta introduces two impressive linen care essentials to help power through the holidays. Perfect for giving (or keeping!), Rowenta's premium irons and steamers are coveted by home and fashion enthusiasts alike.

NEW Pro Precision Steam Station

Never run out of steam with this complete professional steam station for the home, featuring both vertical and variable steam output at the touch of a trigger. An ingenious visible water tank allows for continuous refill while ironing, with no downtime. Perfect for everyone from everyday ironers to professionals, the Pro Precision provides maximum high pressure steam for any ironing task, quickly and easily. Iron up to 30% faster than with a regular iron with on-demand steam for up to 90 minutes of continued use.



- Fashion meets function - beautifully designed inside-and-out in smokey aubergine and crisp white, for a streamlined 'luxe' laundry look
- Super fast heat-up system - ready in just 3 minutes
- Patented Microsteam 400 stainless steel soleplate provides unparalleled steam distribution
- One litre permanent refill water tank for continuous steam and easy refill
- High steam performances: 4 bars of pressure, 80g/min steam output
- Instant calc-away system for low-maintenance upkeep
- Retail price \$299.00

Holiday steaming tip: this high pressured steam iron effectively refreshes, removes odours and smoothes garments, table linens, upholstery and more without the use of harsh chemicals. Enjoy a clean, green Holiday season!



NEW Focus Iron II:

The bitter sweet iron. Learn to love ironing – but spend less time doing it thanks to an optimized design that cuts ironing time dramatically. Rowenta's signature Focus Iron has been newly engineered to attain even more precise pressing results with its ingenious Micro-400 soleplate and precision tip. Offering optimized steam distribution and maneuverability to guarantee perfect results in a fraction of the time of other irons.

.../more

NEW Focus Iron II (cont'd):

- Powerful 1700 watts
- Features a precision chrome tip to access narrow edges, seams and collar
- High pressure autosteam automatically adjusts to the perfect setting for your fabric. A one-pass wonder!
- Modern muted tones add an updated design touch to any laundry space
- Retail price \$129.99

Holiday ironing tip: Show your festive flare and impress loved ones with easy, personalized gift bags. Start with a re-usable fabric bag of your choice and add monogram appliqués or holiday graphic decals in minutes. A great alternative to disposable wrapping that will be cherished for seasons to come.

About Rowenta – A Wrinkle in Time

From backstage to the runway, Rowenta is the tool of choice. Founded in Germany, Rowenta's history is marked by innovation. In 1949 the brand launched the first iron fitted with a thermostat, and in 1957 the first steam iron. Today, Rowenta continues its 'Wrinkle in Time' and has left its mark with unmatched performance in the field of linen care products worldwide. Rowenta is a proud sponsor of fashion weeks across the globe, as the **Official Garment Care Provider** to the runways of Montreal, Toronto, New York, Paris and London. For product information and to find a retail location, visit www.rowenta.ca

The Rowenta garment care family is available at The Bay, Home Outfitters, Sears, Bed Bath and Beyond, Costco, VSRG, CDR and other specialty stores across Canada.

For the latest style updates and pro garment care tips, please join us on **Facebook:** www.facebook.com/RowentaIntelligentBeauty. Follow Rowenta Garment Care on Twitter **@RowentaCanada**.



Press Contact:

Bounce Publicity Inc:

Heather Ward: 416-909-4328

Laurie Hall: 416-696-5554

heather@bouncepublicity.com

laurie@bouncepublicity.com