



# PRODUCT PRESENTATION

## LAURASTAR **LIFT**

 **swiss** TECHNOLOGY | DESIGN



## SIGNS EXPLANATION

### IMPORTANT

- **Smile, be relax, reassure the customer !**



**This question needs to be answered immediately!**

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**Reaction/action to be taken**

## HOW TO PRESENT IT ?

- 1 First, the LIFT is very **handy** and **compact** thanks to its convenient carrying handle. No more to use your 2 hands as to carry most of the steam generators that are often a bit bulky. With the LIFT everything is properly adjusted.



**Question : « What is the weight of the Laurastar LIFT? »**

The weight of the LIFT is around 5.5 Kg, also depending on the water quantity in the tank.

- **Present the LIFT with the iron side in front of the person with whom you talk.**
- **Take the LIFT by the handle et show how easy you can carry it on.**



**When the person wants to carry it, let him/her lift it from the floor and not from the table.**

➤ **Question the person : « What kind of iron do you use ? » This allows to start the discussion and to know if he/she get a traditional iron or a steam iron or a pressured steam generator or a system.**

- 2 The LIFT can be placed on an ironing table OR on the floor as the steam pipe/monotube is very long. It allows you to freely move around the table. Also, it guarantees more stability and safety knowing that some tables are sometimes shaky. The LIFT (with this table) is really **easy** to use.



**NEVER present the LIFT on a Laurastar system table as it may discredit our systems. Always use a good quality ironing table**

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## HOW TO PRESENT IT ?

- 3 We can rest the iron flat on every table thanks to the silicon mat.  
➤ **Position the iron on the silicon mat on the table.**

The LIFT iron is light, comfortable. Ergonomic and pretty. We like it very much thanks to its stylish design combining modernity and a touch of retro.



**Question: « What is the weight of the iron ? »**

- **It is around 1 Kg, probably one of the lightest in this pressured steam generator segment.**  
➤ **Show and give the iron to the person for him / her to test it and iron on the table.**

- 4 When you just want to smooth out the creases or refresh a garment, you do not need to install the table.

➤ **Show how to smooth out the creases of a jacket vertically with the LIFT located on the floor.**

➤ **If you have a table, show the LIFT on the floor with the iron on the table with the cable holder fixed to confirm how easy it is to iron.**

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## HOW TO PRESENT IT ?

- 5 Regarding the way to operate:** elegant, modern with a touch of Retro.
- The removable water tank can be filled up with tap water as it integrates an anti-scale filter cartridge. The water tank is properly positioned thanks to this clever cover locking system. No risk of falling while carrying the LIFT.
  - We power on the LIFT by pressing the middle button. The other indicators point out a lack of water for this one and the need to change the anti-scale filter cartridge for the other one ( a bit like a coffee machine ).
  - After 3 minutes the LIFT is ready to use:  
The steam is produced in the boiler at a pressure of 3.5 bar, and heated a second time inside the professional iron to provide the unique Laurastar steam quality, extremely powerful and ultra-light for unparalleled and quicker ironing results.



**Question: « How long last the filter cartridge ? »**

**➤ It always depends on your ironing time. On average, it lasts for 2 to 3 months. Note that 1 anti-scale filter is supplied with LIFT.**



**Question: « What is the price of the anti-scale filter ? »**

**➤ You can buy 3 for 49 CHF or 39 GBP or .... You can get them in various stores ..... ( or on our website [www.laurastar.xxx](http://www.laurastar.xxx) ).**

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## HOW TO PRESENT IT ?

- 6 Once you have finished to iron, the LIFT is **easy to store**. Even warm, the iron is securely fixed thanks to the isolating silicon mat. The steam pipe / monotube wraps around the LIFT clutter. No more cable laying around. It is clean, tidy: the iron and the water tank are well and securely fixed and you can easily and without any risk store the LIFT. More, you can expose your LIFT in your sitting room as everyone finds the LIFT so beautiful, compact and modern.
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- Bend the steam pipe / monotube in two and wraps it around the LIFT, This is much easier.
- Take the LIFT handle to show how easy it is to transport and store it.

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## HOW TO PRESENT IT ?

The LIFT is available with **various colors**, or more precisely with several different models.

➤ **2 models: the « Laurastar Lift » and the « Laurastar Lift Plus »**

The **2 models** include:

- A light iron powered with a 3.5 bars constant steam pressure,
- A anti-scale filter cartridge
- A protective soleplate for delicate fabrics
- The « Auto Stop » safety function to automatically turns off the power after 10 minutes of non-use.

7 The « **Laurastar Lift** » Basic (WHITE, BLACK, RED ) are equipped with:

➤ **The classical Laurastar soleplate with holes.**

8 The « **Laurastar Lift Plus** » are equipped with:

- The patented 3D active Soleplate, the latest Laurastar innovation “the PULSE STEAM function”, and an automatic cable-rewinder (like for the vacuum cleaners°)
- NB :for the Laurastar LIFT the electric cable is parked with the steam tube/monotube ...here
- A LED backlit water tank: what a class up to the details.

➤ **Show the LIFT brochure at the last page to point out the description.**

➤ **Question the person: « What is your favorite color ? » Then, you can start the selling out process.**

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### LAURASTAR LIFT

🇨🇭 SWISS TECHNOLOGY | DESIGN



PURE WHITE



ULTIMATE BLACK

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### LAURASTAR LIFT PLUS

🇨🇭 SWISS TECHNOLOGY | DESIGN



PURE WHITE



ULTIMATE BLACK



SWISS EDITION



ORIGINAL RED



PINKY POP



PLATINUM