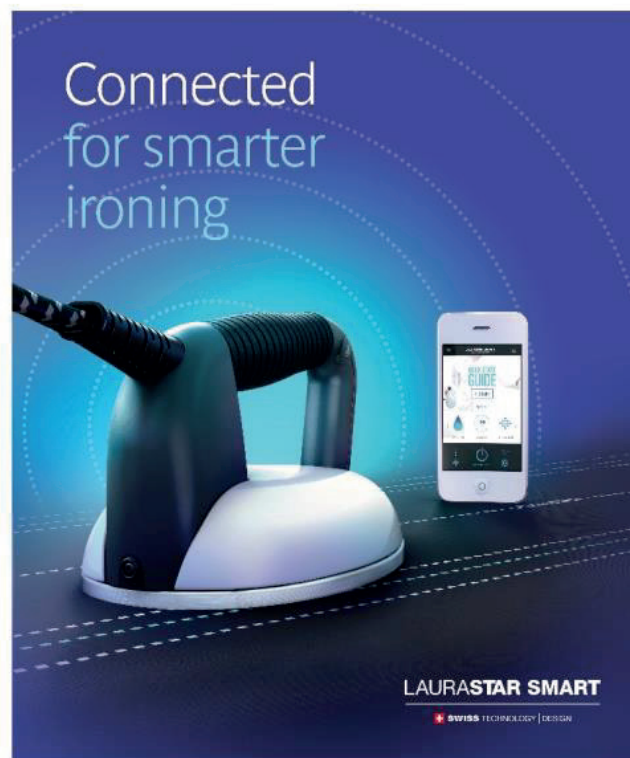


# LAURASTAR SMART U

## Demo Speech

**LAURASTAR**<sup>+</sup>



## Demo process

### LISTEN, UNDERSTAND, SURPRISE, RESPECT, CREATE A DREAM, INSPIRE, CONVINC

- I. **WELCOME - INTRODUCE - CAPTURE THEIR INTEREST** ⇒ **CONTACT**
  - A world's first
- II. **MARVEL – CAPTIVATE** ⇒ **CREATE CURIOSITY**
  - Jacket: steaming + blowing
  - Silk: T° + Teflon + blowing + sleeve + dry fabrics
- III. **INVOLVE THE CUSTOMER** ⇒ **CUSTOMERS TEST**
  - Automatic steam - [APP]
  - Jeans: power of the steam = 2 sides at once
- IV. **FOLDING STORING SAFETY** ⇒ **EASE OF USE**
  - Fast and easy to fold and store
  - and introduce anti-scale filter, fast heating
  - Control panel:  
with 3 functions also controllable via the [APP]  
- reopen the ironing board
- V. **[APP]: introduce screen section 2. (ONLY IF THE CUSTOMER IS INTERESTED)** ⇒ **APP = IRONING COACH**
- VI. **SALES BOOK: SWISS COMPANY / EXCLUSIVITY** ⇒ **CONFIDENCE IN A PRO**
  - No. 1 due to the company's professional technology
  - Steam heated 2x: ultra-fine and powerful + hygienic
  - 3D soleplate
  - Pulsed steam [APP]
- VII. **RESUME THE DEMO ACCORDING TO THE CUSTOMER'S INTEREST** ⇒ **HIS/HER NEEDS**

"Wouldn't you like having this great product at home?"  
"...what do you iron at home that you would like to see...now?"

  - IF I WANT TO SHOW THE TROUSERS:  
"and what about these nice trousers, do you iron them yourself?"
  - IF I WANT TO SHOW THE T-SHIRT:  
"Perhaps you also have some t-shirts to iron?"
  - IF I WANT TO SHOW THE SHIRT:  
"and shirts, do you still iron them?"
  - ...
- VIII. **CONCLUSION** ⇒ **CUSTOMER'S HAPPINESS**
  - by picking up the Sales Book and presenting the offer of the week. . .

## CATCHING THE CUSTOMER'S INTEREST - examples

- Do you know about this great product?  
...it makes ironing simple
- Have you heard about the latest innovation from Laurastar?  
It's the world's first connected iron
- Hello, do you already know about Laurastar ironing systems, which makes ironing at home very easy?
- Hi...  
Easy ironing? Do you already know about it? Do you own Laurastar?
  - If "yes": ...how long have you had it?  
Wow, you take really good care of it.  
Are you still pleased with it?
  - Would you like to see the latest model? ...it almost irons by itself.
- "How can I help you?"  
(Not "Can I help you?" But "HOW can I help you?")
- ...

## THE DEMO INTRO

Hi / Hello , are you already familiar with Laurastar?

I would love to introduce you here to a **world's first** from Laurastar:  
the **LAURASTAR SMART: It's the world's 1<sup>st</sup> connected iron.**

An all-in-one system consisting of:

- ☞ a new revolutionary iron with automatic steam
  - ☞ a 3D soleplate that's remarkably effective
  - ☞ an intelligent active ironing board with a multi-speed fan
  - ☞ and a very powerful steam generator.
- ☞ AND, you can now **also connect** your System to a **Laurastar APP**,  
*[show the Smartphone]*. This app is **your digital user guide** with short videos and your **PERSONAL IRONING COACH**, which can be very useful.



Would YOU like to SEE a little bit of what you can do with this new SMARTx\$\$?

. . . in any case, you'll be able to **easily care** for all your nice clothes, **even the most delicate ones.**

FOR EXAMPLE, for jackets: creases often appear on the back of jackets when you wear them



### ① CREASE REMOVAL



You can **STEAM IT** *[steam on a hanger]*  
**in just a few seconds,**  
 just like **professional** dry cleaners; the same goes for skirts, dresses,  
 trousers or even curtains.



Not bad, eh?

*[display the results in front of the ironing board and encourage to feel the fabric]*

You'll look great in no time!  
 (or: You will be an expert in no time?!)

It's also great for sleeves! The fabric is not crushed, *[... on a hanger]*  
 and the ultra-fine steam "penetrates and restores the fibres":  
*[...just like new!]*

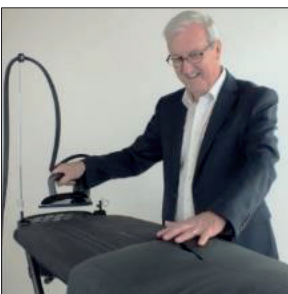
### ② IRONING ON THE BOARD

Of course, you can also **IRON CLOTHES ON THE BOARD!** *[place the jacket on the board, the back facing up]*  
 This is often necessary for linen or difficult cotton.  
 (or: ...it's true that not every clothes can be steamed vertically...)

But, what happens when we iron dark and delicate fabrics like this one?  
 You've seen it before... ...it leaves shiny marks, especially along the **seams**.



With a LAURASTAR SMART, there's no worry anymore.



This new **INTELLIGENT BOARD** comes equipped with an **AUTOMATIC FAN**,  
 Look!... *[suspense]* *[the fan activates as soon as I grab the iron.*  
 Place your hand on the air cushion!

*[iron the back]*  
 Since we iron on the air cushion, nothing gets crushed and the **seams** are no  
 longer marked! *[gestures]*

The same goes for the pockets, where shiny patches often appear.

*[remove the jacket and let the customer touch the back]*  
 And your jacket is perfectly dry; you can put it on right now or hang it.  
 Either way, it will stay perfect.

#### ✓ **Practical... right?**

We often take jackets to the dry cleaners not because they are dirty but because of creases! With Laurastar, you restore them quickly

#### ✓ **...You'll save time, money and trips to the dry cleaner's.**

For fine fabrics:



We often have nice blouse that are light, delicate and elegant to wear, but when it's time to iron them...

it's too easy to leave unwanted creases!

You don't know what temperature to use to iron silk for example ...



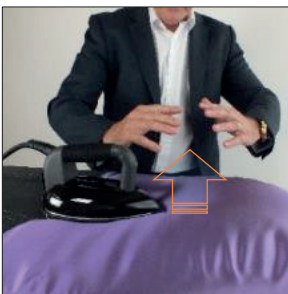
With Laurastar, you no longer need to adjust the **TEMPERATURE SETTINGS**; you don't even need a thermostat *[show on the iron]*

**It's the perfect steam quality and temperature** for all fabrics.

*[place the iron 3/4 on the silk blouse]*

And for very fragile fibres such as silk like now, you can simply add a **PROTECTIVE SOLEPLATE!**

*[remove and replace the protective soleplate]*



*[iron the back of the silk blouse]*

**With the fan, it's easy** and nearly **impossible to create unwanted creases!**

The fan holds the blouse in place *[gestures]*

*[steam the sleeve by "inflating" it at the end of the board:]*

It's often difficult with sleeves! Here, since the fan inflates the sleeve, you can lay it out it like this, *[remove the creases vertically]*

and if necessary, provide the finishing touches on the ironing board ...

{- cotton shirts must be finished up using the ironing board -}



Your silk **dries** instantly and **with magnificently lasting results.**

*[move the silk up and down]*

This is because Laurastar systems use ultra-fine steam that doesn't dampen clothing,

and the cold ironing board and fan cool down and set the fibres.

"You'll remain elegant from morning to night"

### ✓ Isn't ironing easy with Laurastar?! What do you think?

[[IF NECESSARY:

With regard to the **FAN**, it turns on automatically when you use the iron.

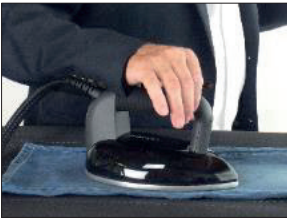
And you can adjust its **intensity to your liking** here on the control panel or with the APP.]]

*[show the smartphone]*

For thick materials such as cotton, jeans, linens, tablecloths, etc., in general you really have to press down!

... and that would wear you out quickly! *[gestures, press down on the iron]*





Here,  
you'll no longer have to make hard effort; you'll now be able to treat your fabrics gently...as well as your joints!

... it's the **POWER OF LAURASTAR STEAM** that does all the work for you!

*[hold iron at mid-height, show the steam, then iron 25 cm]*



*[turn the iron around and give it to the customer so that they can use it]*

- Here! Would you like to **TRY THIS NEW IRON THAT "ALMOST" IRONS BY ITSELF!?** *(the customer begins ironing)*

**"So...what do you think about this new iron?"**

*[allow the person to comment] (... I love it!)*

**What do you like about it?**

*[allow the person to comment]*

*(... it's easy and pleasant to use ...)*



*[gesture with your fingers]*

... And what's more, you just shot a double dose of steam and heat that penetrates through all the layers of fabric in a single movement! ... Take a look at the back!

*[allow customers to look at the back of the ironed jeans themselves]*

✓ **You see? You can iron 2x faster with an LS, and without any effort!**



A lot of people say that they would like an iron that irons by itself.

So here you go: **THE NEW SMART IRON THAT "ALMOST" IRONS BY ITSELF**: take a look! *[iron 25 cm using automatic steam]*

*[gesture]* it **detects your movements** and **releases steam automatically** in just the quantity needed for your fabrics: **THIS IS THE AUTOMATIC STEAM FEATURE**, which you can activate here (on the water heater control panel) OR using the APP.

✓ **It's so easy that ironing is almost a pleasure!**

**NB: THE NOTION OF "HYGIENIC STEAM" IS EASIER TO EXPLAIN WITH THE SALES BOOK ( see Page XI )**

*[[There's also another incredible advantage to this **POWERFUL, ULTRA-FINE STEAM**: it has an increased **HYGIENIC IMPACT**:*

*a laboratory has analysed the steam and determined that it **eliminates 99.999% of bacteria, fungi and mites.***

*You can sanitise your linen without chemical products. Amazing **hygienic effectiveness** that provides true relief to people with allergies as well as babies by treating their clothes and linens, for example, and many maternity wards and hospitals recommend it.]]*



Once ironing is done, it can be stored immediately:

- ☞ The hot iron in its **new** secure **compartment**.
- ☞ You tilt the steam cord holder like this.
- ☞ The removable Teflon soleplate goes on its hook.



- ☞ And closing the ironing board is so easy:  
**with 2 fingers in just 3 seconds**

*[close the ironing board with 2 fingers - while taking one step forward - the customer has to see that it's quick and easy]*

- ☞ And there are wheels to move it to where it's stored, it can slide easily into your cupboard. It takes up about a space of a shoe box (or: ... if you want to go to your neighbour's house ...)

***[NB: YOU CAN LEAVE THE IRONING BOARD "STANDING" VERTICALLY TO SHOW THE CONTROL PANEL]***



- ☞ This system operates using "normal" tap water; it comes with an integrated **ANTI-SCALE FILTER**.  
*[Remove the water tank to show the already-integrated anti-scale filter.]*

- ☞ it heats up in just 3 minutes,  
*(and you can refill it with water at any time.  
This system has unlimited autonomy so there is no need to wait for it to cool down.)*



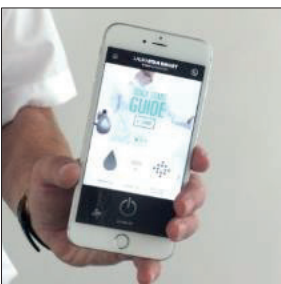
- ☞ **THE ELEGANT CONTROL PANEL** with its **various functions**:

- On/Off button: you are greeted by a **pleasant melody**. *[Turn off and back on again]*
  - It automatically shuts off after 10 minutes if you forget: safety first.

And there are other functions that can be controlled here or using the APP.  
For example:

- The 4-speed fan *[adjust it with the APP and on the water heater]*
- The Automatic Steam - Sensteam
- The Pulsed Steam function

>> ALL THESE COMMANDS ARE **ALSO ON THE APP** >>

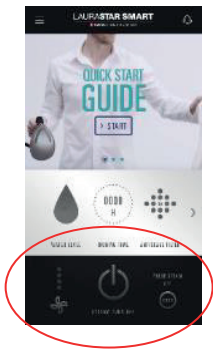


***[REOPEN THE SYSTEM]***



1

In the first screen section of the APP you can find the same functions that are on the control panel of the ironing board's steam generator ((already shown above))



2

The middle section of the screen contains maintenance information: when to empty the system, the filter cartridge status, the number of hours you or your employee have ironed, etc.



3 And in this section, offers advice and tips from the coach:

- How to install the system (**QUICK-START GUIDE**)
- How to iron using the best technique (**THE PERFECT MOVEMENTS**)
- How to iron a shirt, jacket, tie, etc. (**BECOME AN EXPERT**)

This is practical for you or the person who irons at your house.

PUT DOWN THE SMARTPHONE AND OPEN THE SALES BOOK



📖 LAURASTAR is a **SWISS COMPANY**, from the canton of Fribourg that has been **THE EXPERT** in ironing for the past 37 years

📖 They are comparable to professional systems and can perform even better, and above all, they are more practical.

📖 ... with many **innovative** and **exclusive features**, such as: . . .

📖 >>> **FOLLOW THE PAGES OF THE SALES BOOK >>> without "exhausting" the person you're talking to**



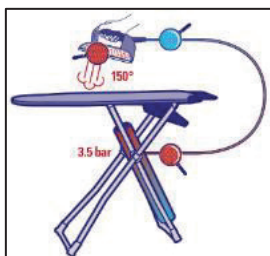
This model's iron is the only one of its kind in the world: A 3D IRON

The 3D iron, which now has a metal insert that disperses an even finer steam and transmits the heat deeply into the fibres.

The steam is distributed uniformly through the entire steam channel.



. . . **HYGIENIC STEAM** (see page VIII below)



Exclusive to Laurastar: **Steam Heated 2 x function**

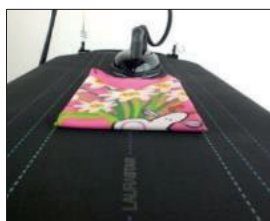
Super-powerful, ultra-fine steam

- superior ironing quality
- In sum, all you need to care for your clothes and linens



This system possesses the **Pulsed Steam** function: The steam is diffused automatically through a series of bursts... for the best ironing.

The "Sensteam" **Automatic Steam** function:  
 . . . (already shown and tried on the jeans?)



The cover: you'll notice that it has lines that allow you to fold your clothes using the same pattern in order to have perfectly aligned piles of linen in your closets.

Here then is THE MARVEL

- So what do you think?  
 ... it's the best system for caring for ALL your clothes and linens. Everybody gives it nothing but praise.
- And you, would you also like to have an ironing board like this at home?

. . . Here are the special offers we have today:  
SPECIAL OFFERS AND PRICES ..

**IF NECESSARY, CONTINUE IRONING OTHER FABRICS,  
DEPENDING ON THE CUSTOMER'S NEEDS.**

**"Would you like to see the effectiveness of this SMART system again  
. . . on T-shirts, shirts, or trousers?"**

Do you iron suit trousers yourself or do you send them to the dry cleaner's?

. . .

Ah, great! Then this is going to interest you. With an LS, you can care for them as well as they can at the dry cleaner's.

*[remove creases vertically]*

You can eliminate creases behind the knees or at the waist in just a few seconds with the **Crease Removal** process!

Amazing... right? ☞ *[show in front of the ironing board]*

*[NB: if the husband is present:]*

"Sir, do you also do the ironing at home? (...)

- Perfect, why don't you try it out for yourself!? ... you push the button for steam

- " so ...how's it working?" *[thank him]*

✓ **There you go! You're now looking smart and ready to go out on the town!**

Removing the creases is often enough ...



However, it's sometimes necessary to **REDO THE PLEATS ON YOUR TROUSERS** ... on the ironing board.

A nice pleat is a little like the signature of a fashion designer.

*[trousers flat on the ironing board]*

Here, along the leg, you'll find seams ... But with the air cushion, there are no more markings on the different layers! *[blower, iron the leg]*

And for the pleat, you have **THE VACUUM** ...

☞ *[reverse button, introduce the vacuum feature] show 2x.*

*[mark the pleat with the steam jets]*



There, it's perfect! The other side as well! And the pleat is perfect. And this pleat here, it will stay because it's dry! If it were still wet, like with other irons, it wouldn't hold.

*[Event: For the inseam, finish the creases below!]*

You've obtained perfect results.

Your trousers are once again magnificent ("chic") and have a precise pleat.

✓ **You (or: your husband) will not go unnoticed.**

✓ They come out even better than if taken to the dry cleaner's, and it's you who makes it so quick and easy.

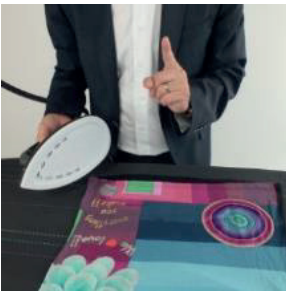
✓ What are you going to do? **YOU NEED ONE** at home!

*NB: to DO ONLY if asked "HOW DO YOU IRON THE WAIST ON A PAIR OF TROUSERS:  
> insert the top of the trousers over the tip of the ironing board]*

- On the top, you have seams and thick pockets ...  
*[blower]* With the air cushion, it's easy! > No marks!

**"Perhaps you also have T-shirts with appliqués, spangles or sequins?"**

✓ **Soft-pressing Soleplate (Teflon) – Complete safety**



☞ Are you familiar with this problem?!  
if you touch the design (transfer), the image gets stuck to bottom of the iron!

With the Teflon soleplate, you'll have no more problems!  
... no more worries, even for spangles, sequins or pearls.

...

*IF NECESSARY:*

*Here, try to iron this T-shirt without the help of the fan!*

*You see? ...To prevent these creases from forming, you must pull on the fabric!  
But if you pull on it, it will deform!*

*Thanks to the fan, the t-shirt positions itself easily, and you won't make any creases,*

*AND ABOVE ALL, YOU'LL NEVER DEFORM A T-SHIRT OR KNITTED GARMENT AGAIN.*

"And for shirts ... this is often the most demanding aspect of ironing!"



Have you also ironed some of these?

Let's start with the collar... (iron the collar turned up, with the vacuum on)

Then the sleeves... (blow in the sleeve)

Put your hand over it: the steam will relax the fibres, and the fabric positions itself very easily... (iron while vacuuming) ...and with just a quick iron, it's done!

The rest of the shirt is also simple,

(iron the inside of the placket, show)

(shirt flat, fan, iron the back) It's impossible to make wrinkles thanks to the fan!

...

Finish with the buttonholes: "the touch of perfection and class!

A person once told me, 'you feel good about yourself when wearing a properly cared-for shirt or blouse'.

It's also quite true that we like to be complimented"

How do you find it?

Do you it's practical?

Do you think that this would help you?

...

## CONCLUSION

"Would you also like to have one of these marvels at home?"

- Would you like it shipped to your home or can you take it with you from the shop?
- What do you think?

IF THERE ARE QUESTIONS OR COMMENTS:

>>> Listen carefully to the customer, and show him or her our attention.

If: "it's expensive!"

- ✓ You know, personally, I can't shell out 2,000 francs just like that!
- ✓ But it's an investment no one will regret since ironing needs to be done every week (it's not a gadget; it's for the whole family's clothes and linens)
- ✓ Quality systems provide great satisfaction.
- ✓ AND SPEAKING OF INVESTMENTS, can I do a quick calculation for you?  
> 2,200/10 years = 220/year  
    >> 220/50 weeks = 4.40 francs/week  
        And how many hours of ironing do you do?  
    ... Wow! 2 hours of ironing for only 4 francs!?? = 2 francs/hour!!!?  
    IT'S NOT EXPENSIVE WHEN YOU LOOK AT IT THIS WAY, RIGHT?
- ✓ ... and the most important thing is:
  - You won't ruin any clothes or linens! (because if you leave shiny marks on a jacket or nice shirt, it can quickly cost you 100 or 200 francs.)
  - Here you can care for your nice clothes and linens without any worries, save money, and you can iron any time without having to go to the dry cleaner's.
  - It's the best option.

What do you think?

Would you like to take it home with you?