

# LAURASTAR

## How to Demonstrate the Laurastar Smart U to a sewing and quilting customer:

You sell high quality items - \$1,500 vacuums or \$10,000+ sewing machines. This is a \$2,000 ironing system.

Same demonstrations rules apply: Showing the features and explaining the benefits is what we have to convey to the customer. Build up the benefits that are specific to the sewing and quilting consumer so they can see it justifies the amount they are going to pay.

You didn't learn to demonstrate a \$10,000/\$15,000 sewing machine in 10 minutes. It took some time. The same is true for the Laurastar, the demonstration needs to be *practiced*.

**It's a visual demonstration. You have to turn on the iron, show the fan in the board, blow the steam, have them feel the coolness/dryness of the steam, feel how dry the fabrics and quilt blocks are.**

Explain to the customer it's NOT an iron, it's a SYSTEM – a professional system designed and made for home use

- Same heat as a professional unit – 360-degree soleplate

- Same steam as a professional unit – 300 degrees

- Same pressure as a professional unit – 50 psi

- Same active board as a professional unit

To demo, you must **have the proper fabrics** – Each item demonstrates a particular feature that the customer can associate to their own use.

Keep demo area clean and neat so it doesn't look like a messy laundry or sewing room. Have all the demos in a pretty basket or box. This helps reinforce the overall feeling that this is a quality product.

When you demonstrate a particular stitch on the sewing machine you know the fabric you are going to use, how to fold the fabric, set the stitch length, width, etc. You do it step-by-step-by-step. To demonstrate the Laurastar, it's *exactly the same thing* – you demonstrate exactly the same way. You have your fabric, quilt block, or quilt binding, you put it on the board a particular way, and you demonstrate the feature a certain way.

Learn the different sewing and quilting demos. That way you can demo to your audience – there will be one or two things that will excite the customer. If you know all the demos, you will most likely demo one of those to them.

Should Laurastar be in the classroom? Yes, as well as the selling floor. Teach the teachers how to use it, they can become some of your best salespeople.

**Water:** Laurastar works with most drinking waters. **Do not use distilled water!** If you live in an area with lots of minerals in the water (for example Florida) or your house is equipped with a water softener please use for example **ICE Mountain Natural spring water!**

**Please make sure to flush the system after the first week of use!** After that once a month. (Laurastar recommends to flush your system every 15h of use). This is very important to prevent problems such as spitting or leaking. If you see a discoloration of your water when flushing your system, you know its probably better to use store bought water.

**The filter needs to be changed too!** A new filter is completely navy blue. Over time and use the granulates will change color to a light brown. Once its complete light brown, its time to change the filter.

## Demo a Laurastar Smart U:

If you want the Iron to be on **permeant on Mode/classroom mode**, press the ON button for at least 10seconds until all lights flash. **The iron will not turn off unless you turn it off!**

**Important:** because the steam will cool and condensate in the hose when the Iron is not used for several minutes it is necessary to blow out the liquid water before resuming ironing. (just steam for 2 seconds next to the iron and it will blow out all the water that was formed in the hose)

## Starting the DEMO:

Have a piece of lightweight cotton (about 36 Or 45 inches square) on the board with the fan in blow-mode. This creates a visual statement to customers.

*Always have the fan on HIGH speed – makes for a better visual and helps customers understand the fan-in-the-board feature.*

Don't SELL the item to the customer. Allow the customer to see all the benefits of the Laurastar and how it can directly benefit her and her quilting or sewing.

You aren't *teaching* the customer how to use the system, you are showing her/them the benefits of the system. Unless they have purchased it, or, want to know more, teach as much as you want. Because the customer *will* have to be taught how to use this *properly*. But for now, only demonstrate and inform.

Remember: After each demo – RE-WRINKLE the fabric or quilt block.

## Overview:

It's a SYSTEM. The iron and the generator and the board all work together as one.

Show the steam and allow people to feel the coolness and dryness of the steam – that's what makes Laurastar different. It's dry, microfine steam.

## Introduction

This new Laurastar Smart U offers you a professional ironing SYSTEM made for home use.

Let me explain it to you *(take out the water reservoir and show the water tank)*  
You fill with tap water here, thanks to the anti-scale filter that creates perfect water for ironing. *(re-install the water reservoir on the tank. If the customer questions*

*what this is, briefly explain that this takes out the “bad stuff” and leaves in the “good stuff” in their water.)*

*(show boiler)* There, inside is a stainless steel boiler that produces a constant pressure 50 psi (3.5 bars) and 300 degree steam, just like a professional system.

*(show hose )* The steam travels up the hose and may cool down just a bit.

*(show the iron soleplate)* The steam is heated a second time in the iron’s soleplate bringing the temperature back up to 300 degrees, that’s why we call it “twice-heated” steam. And at 300 degrees, it will kill 99.999 percent of bacteria in your fabrics while giving you a perfect press.

*(Still showing the soleplate)* This model here, the Smart U, has an active **3D soleplate**. *Show the customer the illustration attached to the end of this document for better understanding.* While moving the iron, the “bump” on the soleplate straightens the fabric while steam is injected evenly onto the fabric. The groove allows the steam to evenly disperse.

Traditional irons have holes or “points” of exit that the steam comes out of. The steam is concentrated in those areas. That’s not a bad thing, it just shows you that the active 3D soleplate disperses the steam evenly and has a quicker, better press with the “bump” on the bottom of the soleplate.

**This is one of the reasons why you can Save up to 50% of your ironing time with this Laurastar!**

Now, take a look at the top of the iron. You can see there is NO temperature gauge. We have one temperature for the soleplate and that’s 360 degrees. There is no need to use a dial to change temperature. If you need to iron on silk or synthetic and need a cooler iron, attach the soft-press soleplate *(show and demonstrate by putting it on the iron)* and in about 1 minute the soleplate temperature is lowered to 250 degrees. *(If you are going to show steam going through the soleplate, make sure you wait 30-60 seconds before using it. Otherwise you will get water from the condensation from the steam going through the cold soft-press soleplate.)* A perfect temperature to iron silk or synthetics or wool. The best part is when you want to iron at a high temperature again, remove the soft-press soleplate *(remove the plate and place somewhere that it won’t damage fabrics or burn anyone as it is VERY hot)* and the iron’s soleplate is ready to go *immediately* at 360 degrees. No waiting for it to re-heat.

## Steam

By the steam being so hot, it creates *microfine steam*. The steam feels “dry”, that’s because there are NO water molecules in it, only water in a gaseous state. This puts less moisture into the fabric for a better press and fabrics won’t re-wrinkle. Wrinkles in fabrics happen when there is moisture left in the fabric.

Since the steam is sooo hot, it *sanitizes* the fabrics and quilts and eliminates 99.999% of bacteria, dust mites and fungi in textiles. That’s a good thing when making baby quilts, using an heirloom quilt that’s been sitting in grandma’s dresser drawer for a few decades, or simply ironing pillowcases during cold and flu season. *(Emphasize this especially if it’s cold and flu season, or the customer has small children.)*

*(While blowing steam on their own hand, the demonstrator should stand close to the customer) You see? ... (allow the customer to feel the coolness and dryness of the steam. Pull back the ironing board cover to show the fan in the board. Most people don’t realize there is a fan IN the board – even after you tell them – unless you show them. Show the steam by putting the iron on the board, over the fan with the vacuum activated - customers will see the steam going through the board and leaving below by the fan)*

“Wait a minute... I was taught in my quilting classes NOT to use steam.”

That’s because quilters might run the risk of shrinking fabrics or quilt blocks, or possibly distorting finished blocks. **With the Laurastar, there is not enough moisture in the steam to shrink fabrics.** Period. There is only enough to create a perfect press. In fact, when you see how well the Laurastar presses fabric, quilt squares, quilt blocks, and garment pieces as you sew, it will become an integral tool for you to use while assembling those quilts or garments.

*Some demonstrators talk about the “steam-then-heat” as the proper way to iron/press clothes and fabrics – and so should you. The steam fixes the fibres and the heat sets them.*

## Quilt Backing ( yardage, tablecloth or bedding)

Why yardage fabric?: It simulates a quilt backing, tablecloth, and/or bedding

Performing a demo using the yardage will demonstrate:

- Feature – powerful - 50 psi /dry micro-fine steam/ vacuum /automatic steam
- Benefit – iron multiple layers / time saver / fabric remains dry / won't re-wrinkle / when ironing large sheets or similar bedding it sanitizes

**Prop:** 100% cotton broadcloth, good quality, that measures 45" wide and about 1½ or 2 yards Activate the automatic steam feature.

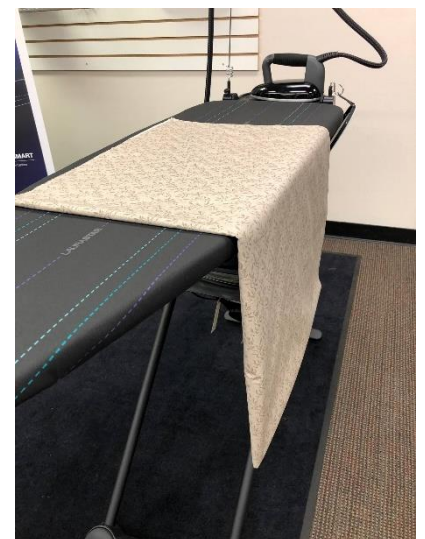
### Script:

Do you have large pieces of fabric to iron, like, for a quilt back? I bet you iron it one layer at a time? When you're done, the fabric is puddled on the floor in front of the board and wrinkled again, isn't it?

*(Demonstrate how the customer probably irons quilt backs by putting a large piece of yardage completely open, one layer, on the board and have it puddle on the floor.)*

You probably also use a squirt bottle because you were told not to use steam and you can't get a good press with a dry iron. Right? The problem is, the "steam" a squirt bottle creates is at a lower temperature than the Laurastar, and the moisture from the squirt bottle is still in the fabric causing it to re-wrinkle once you've ironed it.

*(Now, fold the yardage in quarters leaving the open edges on the top right. Folding in quarters cuts ironing time to a fraction of what it would have been if ironed in one layer. Activate the vacuum then iron: Steam-then-heat, steam to fix the fibers (*moving the iron in a forward motion to fix them*) and then backward for heat-only to set them (*no steam going backward*).*



*(Open and peel back the layers) 1 ... 2 ... 3 ... 4 ...*

This is a benefit of the automatic Sens-Steam. By using the Sens-Steam feature, moving the iron in a forward motion steams the fibres and fixes them, and using only heat going backward sets them. That's how you get a perfect press – steam, then heat. And on the Smart U, it's totally automatic when activated.

The fabric is dry because there was no moisture put into it, and with the fan in the board drawing the steam down, through, and away from the fabric, helps keep the fabric dry and cool. And when the fabric is dry, it doesn't re-wrinkle!



*Note: When ironing all four layers, do not iron a crease in the fold. If asked, how to that area gets ironed, demonstrate by opening the fabric to 1 layer. Iron open the fold. If the fabric should puddle, it won't re-wrinkle because the fabric is dry, not damp. This completes ironing the entire backing.*

## Batting:

Most of the times batting is full of wrinkles! Only the powerful steam of Laurastar allows you to get the wrinkles out without even touching the fabric!

Set the Active board to **blow modus** and just **slightly touch/hover** over the batting and steam the wrinkles out.





## Quilt Block

It is essential that quilters have square, flat blocks. By using the steam to achieve both, it makes assembling them in a quilt easy and fast. There's nothing worse than trying to piece together blocks that aren't pressed, or quilt a finished quilt top that isn't laying flat. Demonstrating this, you show the customer the benefit of the steam.

Why a quilt block or two fabric patches sewn together? It goes right to the heart of what quilters do – sew fabrics together.

Performing a demo using the quilt block/sewn fabric patches will demonstrate:

- Feature –dry microfine steam/ vacuum, fabric remains dry,
- Benefit – holds fabric to the board / seams remain flat (won't relax back on itself) / blocks stay square or whatever shape is desired

**Prop:** a quilt block or two fabric patches (3"-4" sewn together in one seam)

### Script:

If you use a dry iron, the press on your block will probably look like this *(take a small quilt block or fabrics that have been pieced and press with the dry iron. Hold up to eye-level and show the customer that it doesn't lay flat. You can see "the turn of the fabric".)* If you



use a squirt bottle to press, it might look OK for a few minutes, but because there is so much moisture in the fabric, the fibers will relax and look like it did *before* you pressed it.

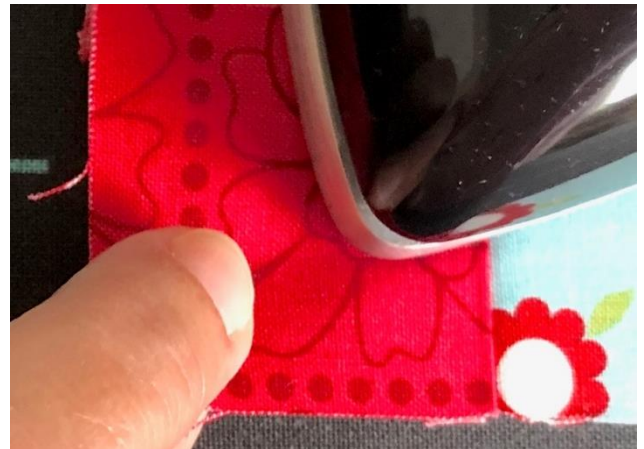
But, if you use a Laurastar and the microfine steam, not only will it press flat – it will **STAY** flat *(Press the sewn seam closed to meld it using steam, then open from the back and dry press the seam allowance to the dark fabric, then turn over and give a final press using steam, followed by heat. Show the seam at eye-level again.)* Do you see how flat this is? And it will *stay* that way. Why? Because there is no moisture in the fabric to allow it to relax. *(Give sample to customer to see and feel for themselves. They will be amazed.)*



*(Unless you have lots of quilt blocks to demo with, use a spray bottle and spray the seam of your block so it will relax again and you are ready to do another demo.)*

Sometimes blocks start out a bit distorted and not square or flat. With a Laurastar you can use the steam to straighten and/or flatten the block.

The VACUM feature of your board is a big benefit if you need to press something close to your fingers. This will draw the steam down and away from your fingers. I also angle the iron *ever so slightly* away from my fingers. This way I get a great press with the steam, I can get close to where I want to press, and I don't scald my fingers. \*\*But this is only recommended if you have the VACUUM feature activated.



## Quilt Binding Demo

Quilters usually make their own quilt binding (the piece of fabric on the edge of the quilt that holds everything together and finishes the edge) which consists of a 2" – 2½" strip of fabric folded in half lengthwise and pressed. It's essential that a nice crease is put into the binding strip when pressing so attaching to the quilt (on the folded side) is easy because the stitches "catch" on the nice crease AND it looks good when finished. This is why we are using quilt binding to demo. It's small and shows the benefit.

During the demo, the association between the strip and the quilt blocks and quilt top needs to be made. That's key to the whole demo.

Why quilt binding? To show the power of the steam to provide a good crease to the fabric.

Performing a demo using the quilt binding will demonstrate:

- Feature – vacuum / dry steam
- Benefit – Can "shape" crease a quilt binding / shape quilt blocks to be square again / can square-up quilt tops if necessary (associate these benefits by using the binding)

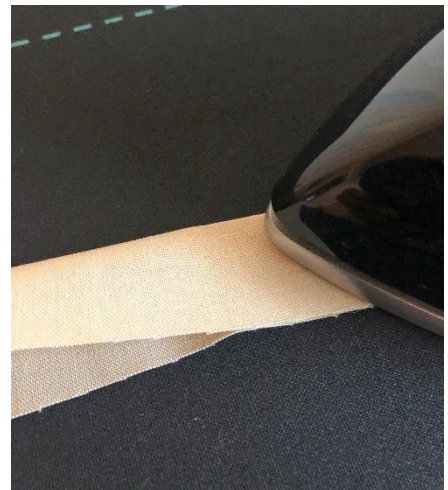
**Prop:** 2" wide cotton strip that is approx. 15"-18" long

**Script:**

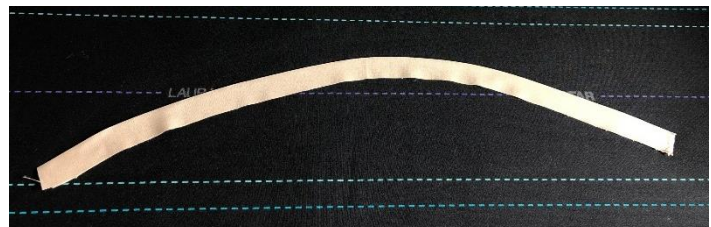
Here we have a straight-of-the-grain (*this means cut along the thread lines*) quilt binding. It's cut on grain so it doesn't curve or stretch, correct?

*(Begin folding in half wrong-sides-together toward you and ironing by applying steam-then-heat steam-then-heat, etc. to make a nice crease.*

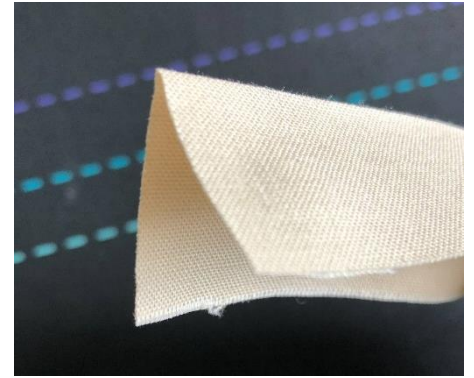
*To shape like an arc, gently pull the center of the strip with your thumb and forefinger while pulling down on the strip to iron in an arc.)*



But with Laurastar, I can make this straight fabric curved. See?  
*(Take away the iron and let the customer see the curved fabric on the board. Then pick it up to show the customer.)*



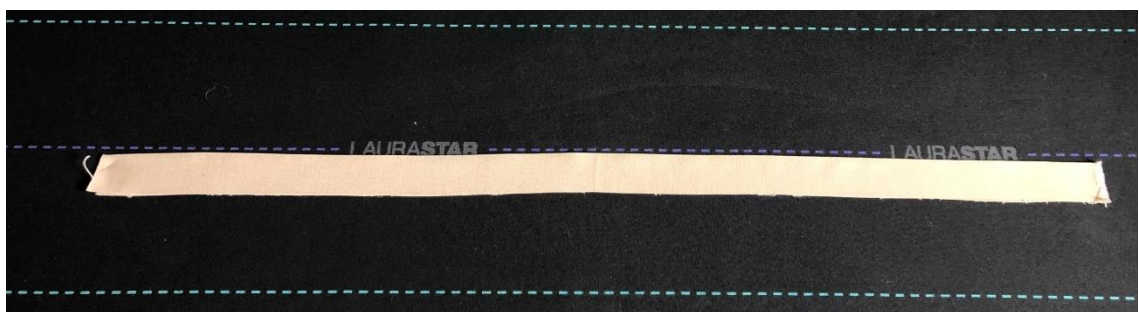
Look at this nice crease on the edge. And it will stay that way because the fabric is dry and won't relax when I take it off the board. See? *(Remove from the board and hold in front of the customer. Open the fabric slightly to show them on the right side (printed side of the fabric) how nice the edge is. Let the customer feel the sharpness of the crease.)* See and feel how sharp and crisp that crease is?



But, if I didn't want this curved, and I wanted it straight, I could straighten it out. Or... if I have a quilt block that looks distorted and I needed it to be square, I can straighten it out like this...

*(Now take the fabric, place back on the board again and gently pulling with the thumb and forefinger from the bottom, or open side of the binding strip, to straighten out the strip while ironing and applying steam and heat. You can use the lines on the ironing board cover as a guide.)*

See? You can start with something distorted and with the power of the steam of Laurastar you can square up your blocks – and quilt tops – and quilt bindings - and be assured they won't return to their former shape.



## Machine Embroidery

Many quilter and sewers stitch machine embroideries onto their quilting fabrics or in their garments. But once stitched, the embroidery needs to be ironed perfectly flat before continuing on to the next step. Regular irons just don't do the job or damage the embroidery threads. But with the Laurastar you can amaze them how flat embroideries can be and eliminate some gathering of the fabric on which the embroidery is now stitched. Laurastar steam can cure a lot of "ills".

Why machine embroidery? Many quilters/sewers machine embroider, and those fabrics on which the embroidery is sewn needs to be pressed, but at the same time, the embroidery and threads needs to remain "un-smashed" and not damaged.

Performing a demo using machine embroidery will demonstrate:

- Feature – vacuum / blower / dry steam / one-temp ironing
- Benefit – Won't smash the threads in the embroidery / iron small puckers flat / soft-press soleplate prevents damage to threads and fabrics.

**Prop:** machine embroideries on fabric

**Laurastar prep:** Attach the soft-press soleplate and allow about 30 – 60 seconds for it to get to temp by talking to the customer to prepare them as to what they will be seeing and why you are attaching the soleplate (to drop the temp of the soleplate while ironing the embroidery). If you use steam before soleplate has gotten to temperature, the hot steam on the cold plate will condense into water and drip! *Note: You can start this demo with the soft-press soleplate on the iron going through the process previously outlined. Using the soft-press soleplate will prevent any melting or damaging of the threads, interfacing, and/or fabric. If using the iron without the soleplate will not damage the fibers, then it can be removed during the demo to show the one-temp feature of the Laurastar.*

**Script:** Do you machine embroider? Then you know the importance of getting a good press while at the same time, not smashing or damaging the threads. Do you experience fabric that doesn't lay flat once it's been embroidered? Laurastar can press those embroideries flat WITHOUT damaging the embroidery, the fabric, or the threads. *(Take a*



*machine embroidery stitched on fabric, put it right-side down on the board, and activate the vacuum. Begin pressing from the BACK using steam to get a nice press. Turn the embroidery over and activate the blower.)* Now we are going to press this from the front with our soft-press soleplate. This will protect our threads while we press. AND since we are using the blowing feature, we can get a good press using steam-then-heat, and have the fabric cooled by the fan for a good, flat press. *(Let the customer see and feel the sample. If the embroidery will be pressed better with the fan in vacuum mode, then demonstrate how easy it is to change modes, then press.)*

## An Entire Quilt

Many quilters/sewers make items for infants, babies and small children. With the hygienic steam of the Laurastar that kills 99.999% of bacteria, the customer can sanitize the item BEFORE giving it to the child. Also, many people use (or collect) heirloom quilts that have been in a chest or drawer for decades. Because the steam of a Laurastar contains no water, only vapor, the steam would be safe to use on the Grandmother's Flower Garden quilt that Aunt Sally gave you.

Why demonstrate on a small finished quilt? It demonstrates the blowing feature of the Smart U and Smart I.

Performing a demo using a quilt will demonstrate: **Cleaning your Quilt with the Steam of Laurastar.**

- Feature – blowing / dry steam
- Benefit – Won't smash quilting of the quilt / sanitizes the quilt/garment / removes creases from quilts being folded

**Prop:** Small finished quilt

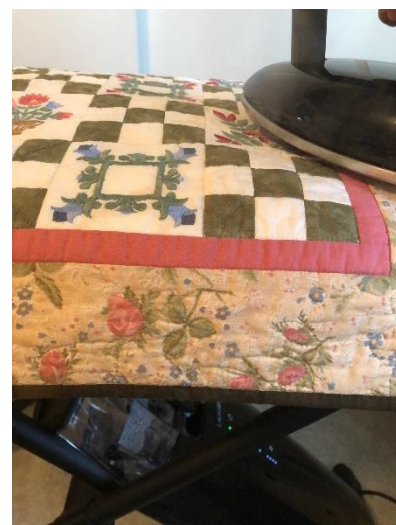
**Script:**

Have you ever made a baby quilt for a gift? The next time you make a quilt to give a baby, would you like to make sure it's sanitized first? Because the Laurastar can do that for you! By simply activating the fan in the board to blow the air, the steam in the iron can sanitize the quilt while the fan prevents smashing or flattening the quilting or the embroidery in the quilt. *(Activate the fan in blower mode with the small quilt on the board.)*

See? With the fan activated, you won't smash the quilting in the quilt. Even if you wash the quilt, the water you wash it in probably isn't hot enough to sanitize the quilt the way the steam in the Laurastar will. *(Demonstrate by steaming both sides of the quilt while on the board with the blower activated. Notice in the photo on the right that the iron is not touching the quilt, it's just hovering above the quilt. The fan is in blow mode to keep the iron from smashing the quilting. Although, some quilters DO iron their quilts.)*

See? It's been steamed and sanitized!

And to remove these creases in the quilt *(if there are any)* steam the crease while the iron hovers over the quilt. The batting and the fabric will relax and flatten.



## Pressing Interfacing

Laurastar is *perfect* for fusibles.

While quilters may not press interfacing on the back of fabric that they will be quilting, they may need interfacing on the back of t-shirt fabric for a t-shirt quilt, purses, totes, etc. So this is the demo that should be shown if this is what the customer may be doing.

For fusible interfacing (the kind with the small dots), there is no paper backing and a Laurastar is almost necessary to apply this kind of fusible. I have found that sewers get frustrated with this fusible because it just “doesn’t stick”. That’s because the soleplate of their iron is not hot enough and their steam is too cool. This kind of interfacing is part of my demo because it’s the *steam* that provides the necessary heat to make the interfacing melt and adhere to the fabric.

Users need to be aware that the steam will NOT penetrate a fusible such as WonderUnder when initially applying it to a fabric. The paper prevents the steam from penetrating the fabric. Using steam might also scald the user’s hand since the steam can’t go down, it will go up. Heat-only when initially using it with paper backing. Once cooled, the paper will peel off the fusible and will be ready to be applied to the base fabric. Using steam for this will ensure the fusible is melted enough to adhere and create the bond that is required. Too low a temperature on the soleplate or low temperature steam will not create a secure bond.

Why demonstrate interfacing? It demonstrates soleplate heat and steam that will meld the interfacing onto the fabric for a truly stable press.

Performing a demo using an interfacing will demonstrate:

- Feature – vacuum / dry steam, soleplate heat
- Benefit – the heat will provide a secure bond between the stabilizer and the fabric

**Prop:** Piece of stabilizer and a slightly larger piece of fabric. This will ensure that the glue from the stabilizer does not extend beyond the edge of the fabric onto the cover.

**Script:**

Have you made, or are you planning on making, t-shirt quilts? Garments that will need stabilizer pressed onto it? Tote bags that need a bit of stabilizer to stiffen the fabric? The heat of the Laurastar steam and iron in along with the vacuum in the board is the perfect combination to get this done.

*(Place stabilizer piece adhesive side down onto back of fabric patch. Do not allow the stabilizer to extend from the fabric as this may get on the board cover.)*





By applying steam-then-heat along with the vacuum in the board to keep the fabric cool, it provides a secure bond between the fabric and the stabilizer. *(Give the fabric and stabilizer a second shot of steam-then-heat “just to be sure”, allow to cool on the board for a few seconds, then pick up and allow the customer to have a closer look and that it won’t come off – unless you really work at it, so don’t!)*



See what a perfect bond the stabilizer has on the fabric? And depending on what fabric or stabilizer you are using, you can attach the soft-press soleplate for delicates or synthetics. The steam is exactly the same temperature with the soft-soleplate on. So remember, don't hold the iron in one place while using steam, always keep it moving. Steam-then-heat.



## Overcoming objections to close the sale...

Do you see how awesome the Laurastar is? Is there anything else you would like to see? Can I write one up for you?

- *I like it, but it's really expensive.*
  - a. Since you are purchasing the top of the line sewing/embroidery machine as well, how about we bundle the financing and include the Laurastar?
  - b. You are making an investment in this system. No more having to replace an iron every year. If you take care of your Laurastar and use it properly, you can expect to use this system for at least 10 years. When the cost is broken down over that time, it figures out to be about 55 cents a day. You're worth 55 cents a day!
  - c. You are making your sewing and quilting easy and less time-consuming and that's worth something.
  - d. If a Smart U or Smart I system isn't in your budget, take a look at the Laurastar Lift. It's not a system, but it does have exactly the same dry, hygienic steam. And with 50 psi, that steam can be forced through the fabrics for a really great press. The Lift Plus also has pulsing steam, just like the Smart U. We also have a few more models of the Lift.  
  
And with these choices, something can work into your budget. Can I write one up for you?

- *It's a really big board and large machine, I don't think I have the room for it. Besides, it won't fit in my car.*

With its articulated legs, it folds up flat and can be put away easily. It even has built in wheels. If it won't fit in your car, we will work something out to get this to your home.

- *It seems complicated to use.*

Once you understand how to use it, it's actually easy! We do training here! There are instruction materials in the box, and you can always come back here if you have any questions or would like instruction on how to use a particular feature.

One of the Laurastar exclusives is that both Smart systems have an app for your smart phone. This Laurastar app is your ironing "coach." In it there are instructional how-to videos, it will tell you when to change the filter, when to wash the cover, how many hours of ironing you have done. There are multiple tools for you provided by Laurastar to make using the system *easy!* Can I write one up for you?

- *I don't like the auto-off feature.*

It's a UL safety requirement. Fortunately, the new Smart U has an audible "tone" when it gets to temp, and more importantly, when it is about to turn itself off. When you hear the tone, you can activate the steam and it's good to go again. If it does turn off, the boiler keeps the water hot for a long time. So turning the boiler on takes less time to bring up to temperature now that it's been heated than it did from a cold start. The audible tone is really handy for knowing when it's up to temp and about to turn off.

But if you still want an always-on feature (*lean into the customer and treat this like it's a secret, because it is*) we have found that if you hold in the power button for about 10 seconds all the LED lights flash on the tank. Then, if you release the power button it will override the auto-off feature and always stay on! BUT if that is done, you have to remember to turn it off! Can I write one up for you?

- *I'm still not sure...*

Remember, the Laurastar has hygienic steam that can sanitize your fabrics, quilts, and clothing. During cold and flu season, iron and steam the pillowcases for everyone in the house. Just by steaming (and remember Laurastar has vertical steam), you are killing bacteria. How about I write one up for you, so you can take it home today?

- *I brought in this cotton tablecloth that I can't iron the wrinkles out of. Show me your stuff.*

Perfect! This is exactly what Laurastar was designed for. (*Take a spray bottle and dampen the fabric, but don't make it wet. This will relax the fibers and get them ready to take a good, Laurastar press. Wait a few minutes after spraying as you want the fabric SLIGHTLY damp, not wet. Wait about 15 seconds.*) So, what I did was give the fibers a bit of moisture to allow them to relax. Now that they are damp, and not wet, I'm going to iron the fabric. If I iron it while wet, the fabrics will re-wrinkle because there's too much moisture. So now, with the steam, hot soleplate, and the fan in the board, we should be good to go. (*Begin to press the fabric by using steam-then-heat. At this point engage the customer and talk about how Laurastar was able to do what her traditional iron couldn't.*) See, a perfect press exactly like you wanted! Can I write one up for you? (*Note: there may be some wrinkles that even the Laurastar can't get out. But using the spray/mist bottle helps!*)

- *I'm thinking about purchasing the Smart I because the only difference I see between that model and the Smart U is the price.*

There are quite a few differences between the two models, let's look at them:

The Smart I only has steady steam that you can use on-demand by pushing this button. *(Demonstrate by pressing the button on the iron)* But that's the ONLY kind of steam it has. The Smart U has a feature called Pulsing Steam. Set the system to pulse *(demonstrate by pressing the pulse button on the tank)* and whenever the steam-on-demand button is pressed, the steam automatically pulses. No need to even think about this – just press the button and iron. It uses one third less steam/water than that of steady, constant steam. By using less steam, it keeps the fabrics drier because there is less moisture in it. It also uses less steam than the Smart I because the pulses on the Smart U are quicker and shorter than you can get by manually pressing the button on the Smart I.

The Smart I only has steam-on-demand, that means you want steam, you press this button *(demonstrate by pressing the button on the iron)*. But on the Smart U, it really IS smart because it has SenSteam. By pressing this button on the tank *(demonstrate by pressing the SenSteam button )* you are now in automatic steam mode. That means that the iron will “sense” the forward movement and automatically steam! When moving in a backward motion, the steam stops. This gives a perfect press because the steam (going forward) fixes the fibers and the heat (going backward) sets them. Something else that's automatic and you don't even need to think about.

The two models even have different soleplates. The Smart I has a traditional soleplate that looks like the one you are used to – the one that you grew up with – it's flat and has holes to allow the steam to exit the iron. The Smart U on the other hand, has an active 3D soleplate *(point this out on the bottom of the Smart U)*. While moving the iron, the dimensional soleplate straightens the fabric while steam is injected evenly onto and through the fabric. The opening along the center of that “bump” allows the steam to evenly disperse along the entire opening. Smart I has holes or “points” of exit that the steam comes out of and steam is concentrated in those areas. That's not a bad thing, that just shows the difference in the soleplates between the Smart I and the Smart U.

So, there ARE differences between the two models. For the difference in price, you can see there are many more features on the Smart U than Smart I. With those features, you can see the benefits to you and your ironing and pressing. Can I write up a Smart U for you?

- *OK, I love it, I want one!*

Great! Let's do that! And before you take one home, let me give you a short orientation of the system so you can go home and start using it right out of the box!

