

SALES TRAINING

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1) TWICE HEATED STEAM

What does it mean:

Water is pumped from the water container into a boiler where it's heated to boiling point and generates steam. Steam travels through a hose and it's heated up for the second time inside the plate of the iron. Steam is then forced out under pressure to prepare the fabric for ironing.

Competitors:

Some competitors only heat up water just over the boiling point and then force the steam out under big pressure. This creates wet aggressive steam being sprayed onto fabric, making it wet and possibly damaging it. Some competitors will claim they produce large "grams per second" or "bar pressure" to confuse consumers and hide the fact of generating wet steam.

Why Laurastar:

Only Laurastar converts 100% of water into steam generating DMS (dry microfine steam) at approx 170°C. Laurastar steam is 15 times faster and has 1600 times more volume than any other competitor in the ironing market. DMS penetrates the fabric more efficiently leaving no moisture behind but instead softening fibre to be prepared for ironing.

2) HYGIENIC STEAM

What does it mean:

We wash clothes at lower temperatures to save energy, but this doesn't eliminate any microorganism living inside the fabric. Hygienic steam eliminates over 99.999% of bacteria, fungi and dust mites.

Competitors:

Some competitors claim to have “hygienic steam effect” on clothing but this is not supported or certified by valid health institute and mainly only describes effect but not an actual performance. Some competitors claim to kill 99.99% of bacteria but again without valid certification and also this is not possible on single pass due to their temperature setting.

Why Laurastar:

Only Laurastar has certification from BAF (British allergy foundation), Swiss allergy foundation and Polish allergy foundation to support claim of Laurastar hygienic steam killing 99.999% of bacteria, funghi and 100% of dust mites. The speed and volume of Laurastar steam also play an important part in the process. Even vertical steaming with Laurastar ensures elimination of bacteria and unwanted odours.

3) TEMPERATURE SETTING

What does it mean:

Temperature of the soleplate plays vital part in ability to deal with various materials -e.g. delicate fabrics require temp around 120-130°C but tougher materials such as cotton or linen need much higher temperature around 170-180°C. Most fabrics would have a guide for best result when ironing. The combination of heat and steam also allows fabric to be shaped to desired effect.

Competitors:

Some competitors claim to have optimal temperature setting suitable for all fabrics. This is usually achieved by setting the temp of the plate at the lower spectrum of heat (around 120-130°C). Some competitors pay more attention to smooth surface of the plate rather than its temperature and ability to de-wrinkle. Some competitors use wet aggressive steam with a warm plate to create “an illusion” of performance; this only works whilst the material is slightly damp.

Why Laurastar:

Only Laurastar has temperature set around 190°C and with the use of protective soleplate this is reduced to approx. 140°C but without affecting quality or performance of the steam, which is always at its finest, driest and hottest. Laurastar has done extensive research for best temperature of the iron which allowed for the removal of thermostat setting on Laurastar top models

4) COLD IRONING

What does it mean:

Cold ironing is a process ensuring that fabric is left cool after being ironed, dry and wrinkle free. Just like when blacksmith heats up metal, shape it when it's hot and then cool it down to set it in its shape. The process is as follows: steam softens the fibres, heat of the iron shapes the fibres, fan from the active table cools down the fabric to set it in shape. This prevents wrinkles from reappearing again on the fabrics.

Competitors:

Some competitors claim to have optimal temperature and steam for all fabrics but in most cases fabric is not shaped properly and moisture is left behind – this allows fabric during “drying” to retract back to original shape. Some competitors have heating elements in their tables which also doesn't allow fabric to cool and set in desired shape

Why Laurastar:

Only Laurastar products produce DMS (Dry microfine steam) able to penetrate and soften fabric without leaving moisture behind, hot plate shapes the fabric (with or without protective soleplate) and built in fan in Laurastar active table cools the fabric down and sets it into shape to prevent reoccurring wrinkles

5) STORAGE

What does it mean:

We all like convenience when it comes to storage. Customers want to limit waiting time and space used to store appliances

Competitors:

Some competitors have solutions to storage but in most cases iron/ generator is stored separately from the board and needs lot of space to accommodate. Units are often bulky and need time to cool down before storage

Why Laurastar:

Laurastar systems fold away easily whilst still hot. One single move to fold and a pair of integrated wheels ensure that system can be put away easy. And only takes a space of width of a shoe box. System is protected and safe

6) WHY IS IT EXPENSIVE

What does it mean:

Every product in the market is produced to certain standard. Laurastar is usually priced higher than most competitors. In many markets competitors are starting to raise their prices to be in the same price category but this doesn't necessary mean good quality product.

Competitors:

Some competitors focus on lowering their prices (running continuous promotions) as they can compensate their revenue through selling accessories or additional services.

Others do the opposite and with each new model they increase their price to be closer to premium like Laurastar

Why Laurastar:

Laurastar remains great value for money. Laurastar has all the benefits of latest technology – DMS, connectivity, prevention of obsolescence and great quality built (produced in EU)

Laurastar uses high quality raw materials available and constantly improves the quality and performance of its irons.

Laurastar invests a lot of money into technology, design, testing, engineering with 100% only in ironing category. We also hold few patents for our products to protect our technology

7) VERTICAL STEAM

What does it mean:

Vertical steam is the ability of a product (iron or steamer) to produce enough steam to deal with wrinkles whilst hanging on a hanger or held in hand. These results shouldn't depend on making fabric damp and "appearing" to be wrinkle free

Competitors:

Some competitors offer steam production under high pressure but this pressure is not constant and steam produced is wet and aggressive leaving fabric moist and only "appearing" wrinkle free due to the weight of the moisture in clothes. Some competitors claim continuous high pressure but still only able to produce aggressive wet steam

Why Laurastar:

Only Laurastar DMS (Dry microfine steam) can penetrate fabric and shape fibres without leaving moisture behind. And only Laurastar can kill 99.999% of bacteria, fungi and 100% of dust mites getting rid of odours, bacteria and wrinkles at the same time in a single pass. With no moisture left behind you can wear your clothes straight after steaming with perfect results

8) SPEED

What does it mean:

Speed of steam contributes to many aspects of ironing – effective crease removal, penetration through layers, volume of steam, hygienic aspect, etc...

Increased pressure doesn't mean higher speed as this is regulated by the output – more concentrated output, higher steam speed

Competitors:

Most competitors have plates covered in holes for “better distribution of steam” but this way they reduce the speed as the steam is coming out through large area. Even higher pressure just increases the volume but not speed. “Garden hose” scenario

Why Laurastar:

Only Laurastar has concentrated and focused holes on iron plate to “squeeze” steam out of the iron and increase speed. This is 15 times faster than any other competitor! Only Laurastar steam can penetrate through 4 or more layers of fabric and remove creases effectively as well as kill 99.999% fungi, bacteria and 100% of dust mites. Fast dry steam removes wrinkles and leaves the fabric dry and crisp