

## PRESS RELEASE



**LEIFHEIT**

So geht Haushalt heute.

New Jubilee Edition from Leifheit brings trendy colours

# Now housework is going to be colourful!

**Nassau, 25.01.2019. A Special Edition from Leifheit now brings colour into the housework. On the occasion of its 60th anniversary, Leifheit is releasing a selection of its most successful household products in a combination of new bright colours and modern anthracite. This includes items for floor cleaning, standing laundry dryers and ironing boards. The anniversary edition is now available in stores.**

The colour pink has long arrived in the area of living. It gives fabrics and walls a special freshness — far from the “typical girl cliché”. So why not spice up the housework a little? In combination with an elegant grey, the intense pink now features on an ironing board cover and mop.

The Special Edition products are available in three areas: There are three models of standing floor dryers in the selection — including the Pegasus 180 Solid, which are all ideal for drying long pieces of laundry. The Air Board ironing boards which feature the new colour edition also attract attention. They are made of ultra-light material, which makes the opening and closing of the ironing boards a breeze. Consumers can enjoy the trendy colours in a selection of floor cleaning mops and wipers. And in addition to the well-known mop set ranges, there are several other helpful Special Edition items including the XL Duster. For more information, please visit [www.leifheit.de](http://www.leifheit.de).

**About Leifheit:**

*For decades, millions of people have relied on the Leifheit brand for domestic housework. In Germany, 25 million households use at least one product from the brand, and, in addition, a Leifheit product is purchased every 1.5 seconds somewhere in the world. Leifheit's high quality ideas stand for functionality, reliability and saving time, with a wide range of household solutions for a clean home, fresh laundry and smart kitchen.*

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