

PRESS RELEASE



How housework's done today.

Power Mop 3in1 with unique material component

3-way power with the new Leifheit Mop

Nassau, Germany, 07/05/2019 Leifheit AG is expanding its mop range with the Power Mop 3in1. This new top-of-the-range model features a unique blend of materials, comprising of three different components: the new, particularly absorbent, outer strips are made of 100% microfibre; the Power Scrub strips are designed for lifting away stubborn dirt; and the Power Pick-Up strips are created to absorb hair and dust. This now upgrades the entire category of mops for quick floor cleaning. Leifheit will be supporting the market launch from July 2019 at the POS with an attractive set of displays, brochures, samples and shelf stoppers. Further information is available at www.leifheit.de.

Mops are irreplaceable and essential for floor cleaning in almost every household. Thanks to their mobility, they clean tiles, stone floors or stairs reliably and cannot be slowed down by corners and edges in the home. In the Power Mop 3in1, Leifheit now offers a particularly powerful blend of functional materials, because the extra long outer strips are not only a practical 27 cm, but are made of 100% microfibre to absorb an increasing amount of dirt and dirty water. They make floor cleaning faster and more efficient. The Power Scrub strips are made with a special granular texture to remove tough and even the most stubborn and dried-on floor stains. The Power Pick-Up strips ensure that all dirt particles on the floor of the home, such as dust, hair and dirt, are ideally absorbed. To keep hygienic and clean, the mop head can be simply unscrewed from the handle and machine washed at 60 degrees, before it is ready for use again.

The Power Mop 3in1 is available individually with a telescopic handle (78 - 137 cm) or within a set (incl. mop head, 3-piece handle, bucket and wringer).

The Mop and Bucket set is especially user-friendly for consumers. The mop can be squeezed within the wringer with little effort, and removes the need for bending over or dipping hands into the bucket's dirty water.

About Leifheit:

For decades, millions of people have relied on the Leifheit brand for domestic work. In Germany, 25 million households use at least one product from the Leifheit brand and a Leifheit product is purchased every 1.5 seconds somewhere in the world. The high-quality and reliable products for a clean home, fresh laundry and smart kitchen stand for functionality and time savings.

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