

PRESS RELEASE



How housework's done today.

New Air Flow: Ironing board with inflatable function by Leifheit

New generation of ironing board for steam ironing

Nassau, Germany, 30/11/2018 With the Air Flow M Solid Plus, Leifheit will launch a new generation of high-quality ironing boards for steam ironing from January 2019. With this new category, retailers receive products with a high ironing performance, which are positioned at an attractive price of 124.00 EUR (SRP). The trading partners therefore have an unbeatable portfolio of three strong Leifheit-product categories in the area of steam ironing: In addition to the “entry” level with the ironing boards of the Air Board category and the high-performance products from the Air Active range, ironing fans can now enjoy another “hot iron” with the Air Flow M Solid Plus. The new ironing board allows for wrinkle-free ironing. In addition to the two-side ironing effect due to thermo-reflect technology, the Air Flow offers an extra stress-free and gentle ironing for fine fabrics, shirts and blouses thanks to the additional inflatable function. Thus, on the one hand, it shortens the ironing time and additionally facilitates ironing greatly. More information on www.leifheit.de.

The Air Flow M Solid Plus is suitable for commercial irons and steam irons. It contains a number of technical details that greatly facilitate ironing and make it faster. For example, a clever inflatable mechanism in the ironing board ensures this. An integrated fan creates a kind of air cushion under the laundry and allows the textiles to be ironed gently and effortlessly smoothly even with delicate fabrics. This effect is supported by the thermo-reflect technology of the ironing board cover. The Leifheit-special cover reflects the steam and heat of the iron instead of letting it escape. Due to the resulting two-page

Iron-on effect, the laundry is ironed from the top and bottom at the same time. The Air Flow M Solid Plus weighs only 5.6 kg, but is still stable and compact. Leifheit's Air Flow range stands for a completely new ironing board segment and brings category growth through new target groups. For the first time, end users will receive a top-of-the-line product with the latest technology at an attractive price — so even price-conscious consumers can purchase an ironing board from Leifheit.

For the marketing of the new ironing boards, Leifheit relies on POS activities such as second placements, demonstrations and attractive shelving tools. In addition, the Air Flow products are made known through online marketing and PR. Communication is under the motto “Turn on the ironing board and turn off the head. Done “— meaning: Ironing has never been easier.

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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