

PRESS RELEASE



How housework's done today.

Leifheit's LinoPop-up 140 appeals to new customers

New clothes dryer can be placed in every apartment

Nassau, 02.01.2019. As is widely known, washing line innovations come from the heart of Nassau. With the LinoPop-Up 140, Leifheit has once again accomplished another successful innovation! Because this small laundry dryer finds a space in any small apartment, out on the balcony or even in the caravan. As a result, new customer groups emerge for retailers, which previously had to make do without a laundry line. In addition, it is very easy to use: It weighs only 3.5 kilograms and opens ultra-fast at just one push of the button. Leifheit underscores its expertise in the market segment of laundry lines — it is no surprise that every second product in Germany comes from the market leader.

The LinoPop-Up 140 completes the Leifheit laundry range as a unique and easy-to-use stand-alone rotary airer. It has a patented "one-handed operation", which makes opening and closing a breeze. Existing standing rotary airers in the market usually consist of two separate parts and therefore do not offer the practical comfort of opening and closing like Leifheit's. Whilst the LinoPop-Up 140 is small and handy, it has a line length of 14 metres — that's room for more than one washing machine load. As a true space-saver, it just needs one square metre of floor space. The XL outer line has a length of 110 cm — and is also suitable for larger pieces of laundry.

With the new stand-alone laundry rotary, new target groups - such as single households and those in the caravanning and camping sectors - are opened up for retailers, as the LinoPop-Up 140 can be easily stored, packed away and taken on holiday. Moreover

Leifheit can provide retailers with virtually the entire range of laundry dryer products for laundry care. The Leifheit brand which is hugely known, with products found in at least 25 million homes, is also a door opener for the LinoPop-Up 140.

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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