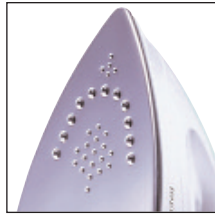




BOSCH
Invented for life

PRESS INFORMATION



Safe and Secure with Bosch iron

BOSCH's new Premier Sensor Secure (TDA7650GB) iron could be the safest you have ever used.

That's because the Premier's advanced, next-generation "active control" auto-shut off knows when the iron is being held — and shuts off power when it isn't!

In independent trials, safety-conscious users were impressed that the Premier Sensor Secure had such a feature — because there was no loss of performance even after it was left unused for 10 seconds.

"That's far longer than most users leave an iron while folding freshly-ironed clothes," explained Jane Lee, BSH category manager, consumer products division.

"It's like the new car engines with stop-start control. While they work primarily to save fuel, ours has a double advantage; it saves power and prevents mishaps if the iron is left unattended for longer periods.

Users loved the feature: "It's an amazing product," said one. "I'd buy it myself."

And being from award-winning iron-manufacturer Bosch, all the other keenly-prized attributes of a great iron are present too.

The iron's powerful 2,400W element heats a Palladium Glisseé ceramic soleplate that has ultra-low friction, to speed its way through the ironing.

The iron's large 400ml water tank and steam capabilities mean it can provide a continuous 40g a minute steam flow, or a shot of high-power steam at almost four times that rate.

The iron comes with vertical steam capability, drip-stop and anti-calc features, is self-cleaning and has a full three-metre cord.

For fine, fast ironing and total safety in operation, you can't do better.



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The TDA7650GB, in sophisticated night blue and ice blue, is available from June 2011, RRP £79.99.

For those with more basic needs and a hankering for a traditional stainless steel soleplate — and great value — the Bosch Stainless Steel Edition (TDA3605GB) has a super-polished base to speed through your ironing.

Developed in response to buyer demand for a shiny-smooth baseplate, we went further and gave it a beautiful stainless steel “toe-cap” too — as well as a striking night-blue and white finish.

The iron has a 2,400W heating element capable of supplying a continuous 35g per minute of steam and a shot of steam at 100g per minute.

There is vertical steam capability, drip-stop, anti-calc and self-cleaning features, as well as a three-metre cord and a slim ironing tip to get into creases and between small buttons.

“It’s the perfect, general purpose iron, weighs 1.4kg, with a highly-polished soleplate for easy ironing and great features,” said Jane.

The TDA3605GB is available now; RRP £49.99

