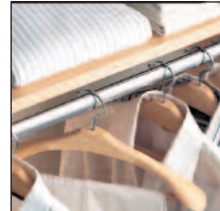
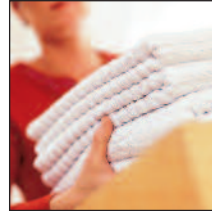




BOSCH

Invented for life

PRESS INFORMATION



Bosch Generates A Head Of Steam!

Just when you thought Bosch's highly-successful range of steam generators couldn't get better, they did – with the launch of three new models. The Premier Power (TDS 3569GB), The Premier Protect design (TDS3540GB) and the Premier Eco (TDS3531GB) offer even more impressive features than their predecessors.

Removing any worries about a long wait for the steam generator to warm up, Bosch models offer very fast start-up – only two minutes for the water to boil – and over an hour's ironing on a full tank. The permanent refill system means the boiler is continuously replenished from an ample 1.4 litre cold-water tank as steam is used. If you do need to refill, you don't need to stop and wait for the boiler to reheat, just top up the tank and carry on.

Each model also offers 130g-min of variable steam (horizontal and vertical) and a five-bar operating pressure. The super-smooth Palladium Glissée ceramic soleplate glides effortlessly as the steam powers through the heaviest creases.

Other key features include an extra-long 2m hose from tank to iron and removable iron pad, illuminated on/off switch, stainless steel boiler, storage for the steam hose and mains cable.

Bosch's efficient anti-calc system keeps the irons working perfectly, even in heavy hard-water areas; while "tank-empty" and "steam-ready" indicators, variable temperature control and over-heat protection make these steam generators the ultimate ironing machines.

The excellent list of features doesn't end there. Each steam generator has an individual feature: the Premier Power's 2800W element makes it the most powerful steam generator on the market; the Premier Eco's (*pictured below*) energy-saving button and auto shut-off offers up to 25% energy saving, and it comes with a practical anti-calc timer. The Premier Protect soleplate cover, acts like a second skin to hold pressure and heat away from delicate fabrics while preserving the maximum crease reduction. If you have lots of beautiful, delicate fabrics to iron, the Premier Protect design is the perfect choice.

"We've taken the best features of the previous models and made them even better, as well as adding special extras to meet the consumption of people who want great ironing performance and who want to reduce power requirements," said Jane Lee, category manager, BSH Consumer Products Division.



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