



TOWER®

BUILT FOR BETTER SINCE 1912

**PURE
STEAM**
INFINITY XPRESS
8 BAR STEAM GENERATOR IRON



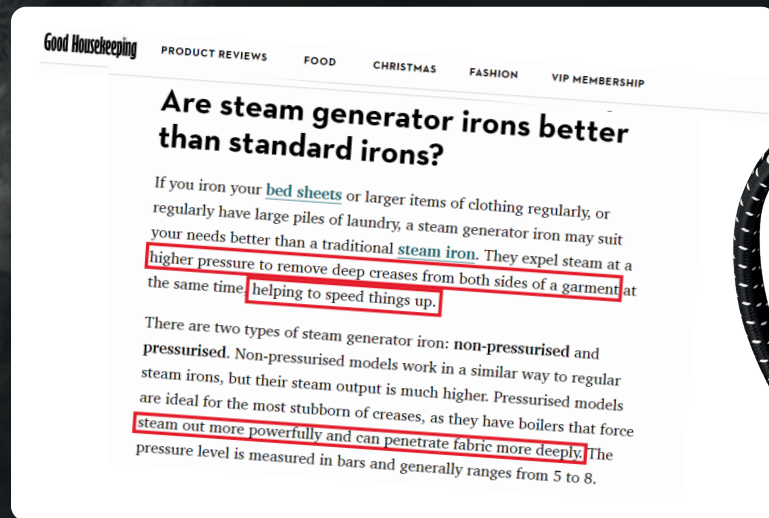
INTRODUCTION

Steam generator irons offer a much-improved performance vs steam irons.

“**Higher pressure** removes deep creases from both sides”

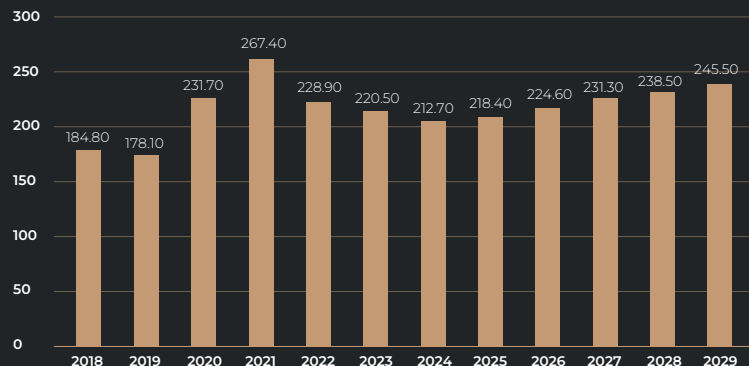
“Helping to **speed things up**”

“Steam more powerfully, **penetrate fabric** more deeply”



CUSTOMER MARKET DATA

Steam Generators account for 35% of the market,
projected to grow to £250m*



*Source: Statista 2024

CONSUMERS WILLING TO PAY A SIGNIFICANT PREMIUM



35%
is in the £200
plus segment.

65%
of the Steam Gens market is in
the £100 plus price segment.

HOWEVER...

LOTS OF
STEAM

=
issues with
limescale and
loss in performance

UNTIL NOW

AI-AUTO
LIMESCALE



ATTACK
SYSTEM

AI technology senses limescale and automatically flushes powerful steam through the steam generator attacking limescale.

Any damaging limescale and water pollutants are instantly removed and flushed into the dirty water tank. Empty the dirty water tank to keep the PureSteam InfinityXpress limescale free!

NO-LOSS OF STEAM GUARANTEES POWERFUL
STEAM PERFORMANCE AND ELIMINATES
STAIN SCALES ON CLOTHING!



AI-AUTO
LIMESCALE

ATTACK
SYSTEM

AI-controlled dual tank self-cleaning system

SAY GOODBYE TO LIMESCALE!

INFINITE STEAM POWER

No loss of steam guarantees constant powerful steam performance for removal of tough creases time after time!

NO EXPENSIVE FILTERS NEEDED

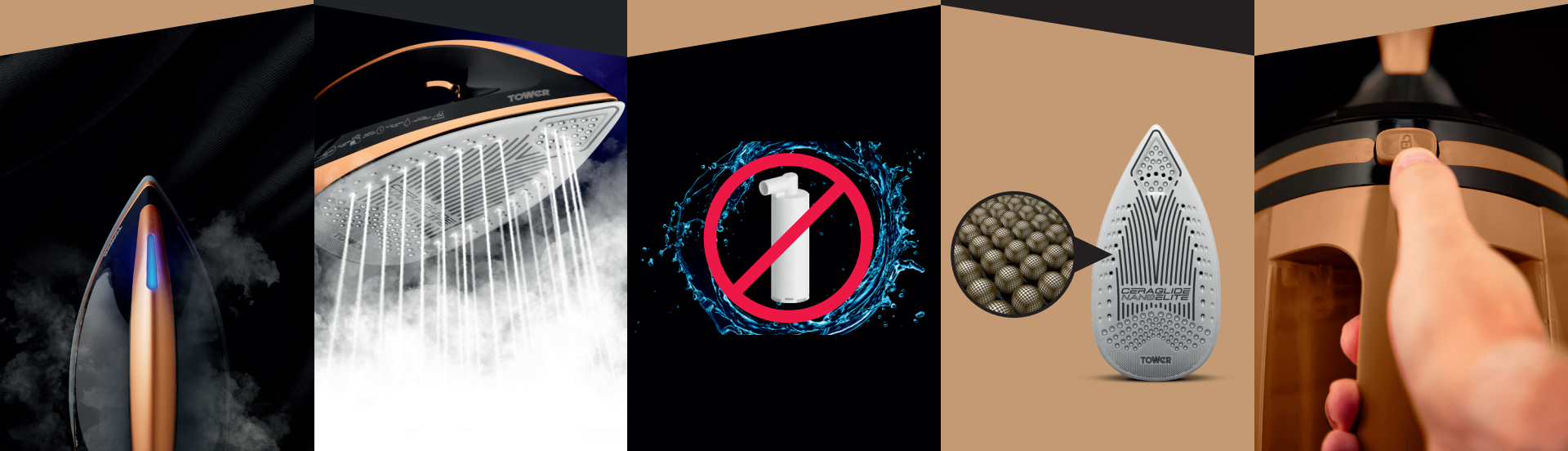
Save up to £60 per annum on replacement limescale filters

CERAGLIDE NANOELITE

Easy-glide self-cleaning soleplate combined with the micro ultra tip nose provide effortless seams, crisp lines and immaculate finishes

AUTO SHUT-OFF AND SAFETY TRANSPORT LOCK

The steam generator iron automatically turns off when not in use for a period of time or if it's left unattended, whilst the safety lock fastens the iron to the base for safe storage or easy transportation



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PURE STEAM INFINITY XPRESS 8 BAR STEAM GENERATOR IRON

INFINITE PURESTEAM PERFORMANCE

No loss of steam guarantees constant powerful steam performance for removal of tough creases time after time!

- No loss of powerful steam
- No expensive replacement filters
- Eliminates scale stains on clothing
- Peak performance for longer

160G/MIN
CONSTANT
STEAM

600G/MIN
STEAM
BOOST

3^{*}
YEAR
GUARANTEE



T22030GLD

SSP - £299.99

AI-Auto
Limescale
Attack
System

Infinite
Steam
Power

Filtered
Pure
Steam

No
Filters
Needed

Iron
up to 50%
Faster

Safe Heat
Resistant
Iron Rest

Silent
Steam
Operation

Ultra-Light
Easy Move
Iron

Powerful
Vertical
Steam

Extra-Long
Cord &
Storage

XL 1.5L
Dual
Tank

Safety
Transport
Lock

Ceraglide
NanoElite
Soleplate

Auto
Safety
Shut-Off

Active
Steam
Holes

TOWER

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PURE STEAM INFINITY XPRESS 8 BAR STEAM GENERATOR IRON

- 3000W Steam Generator (1000W iron, 2000W boiler)
- Powerful steam with 8 Bars of Pressure
- 160g Continuous Steam Rate, 600g steam shot
- Dual tank self-cleaning limescale removal system, no filter
- 1.5L Dual Tank Capacity (1L water tank, 0.5L dirty water)
- Safety auto shut off
- Iron soleplate with Ceraglide ceramic coating
- Constant temperature for all clothing types
- Lock function for safe transportation & storage
- Water shortage reminder
- 1.6m power cord and 1.4m water tube
- Steam & power indicator light
- H29.8cm x W41cm x D23.4cm
- Black & Gold

SSP - £299.99



3*
YEAR
GUARANTEE

The Tower Steam Generator Iron has been designed with best in class packaging and online content to maximise sales conversion.



INFINITE STEAM PERFORMANCE!





**THANK YOU
FOR YOUR CONTINUOUS SUPPORT**



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