Press Information

September 1, 2016

**Effortless perfection: Philips’ revolutionary Garment Care products provide the perfect finish for your clothing, with the minimum of effort**

**Berlin, Germany** – At this year’s Internationale Funkausstellung ([IFA](http://www.ifa.philips.com)) in Berlin, Germany, [Royal Philips](http://www.philips.com/) (NYSE: PHG, AEX: PHIA) today announced a range of new products that empower consumers to stay healthy, live well and enjoy life.

As the world’s number one ironing brand[[1]](#endnote-1), Philips’ comprehensive portfolio of products and innovations in the Garment Care sector make it quicker and easier to care for your clothes. Philips PerfectCare steam generators ensure faster and easier ironing in one stroke, with no temperature adjustment required.

The Philips PerfectCare Elite is the fastest, most powerful steam generator to date and provides the ultimate ironing experience. What is more, the next generation steam generator from Philips, the PerfectCare Perfomer, delivers ultra-fast ironing with powerful, continuous steam.

To ensure a more convenient ironing experience both products feature a detachable water tank, and include *OptimalTEMP technology***.** Thanks to thisyou no longer have to waste time changing settings, waiting for the temperature to adjust or pre-sort clothes. It enables you to iron fabrics from jeans to silk, with the guarantee of no burns thanks to one perfect combination of temperature and continuous powerful steam.



**Philips PerfectCare Elite is the fastest, most powerful steam generator²**

**Philips PerfectCare Elite: the world’s fastest and most powerful steam generator on the market[[2]](#endnote-2)**

The **PerfectCare Elite** is a revolutionary new way of ironing, and has been proven to be the fastest, most powerful steam generator². It also features superior steam output and *OptimalTEMP technology*, making the PerfectCare Elite the ideal way to ensure perfect results on even your most precious clothes. The PerfectCare Elite delivers more steam than any other steam generator, penetrating deep into clothes. Additionally, when you have difficult clothes to iron like a dress or skirt, the ultra-lightweight iron enables perfect vertical steaming to help get rid of wrinkles in no time.

The Philips PerfectCare Elite has a RRP of €299,99 – €399,99 (dependent on model) and is available in Europe, Russia, Malaysia, Russia, Singapore, Thailand, Turkey, Ukraine, ANZ.

**PerfectCare Performer: Next generation steam generator technology for ultra-fast ironing**

With a large, detachable water tank and powerful, continuous steam, the new **Philips PerfectCare Performer** steam generator uses next generation *ProVelocity* and *OptimalTEMP* technology for effortless, perfect ironing results. It not only saves you valuable time with a faster, easier ironing experience[[3]](#endnote-3), it even has a lighter base station for easy transportation and that can fit on your ironing board. It heats up in only two minutes, and has a 1.8 liter detachable water tank that can be refilled at any time.

**Philips PerfectCare Performer makes for even faster ironing with powerful and continuous steam**



Philips PerfectCare Performer is available in Europe, Russia, Turkey, Australia and New Zealand, Thailand and the Middle East with an RRP of 199.99 to 249.99 Euro.

**Style & Go: get ready in no time with the new Philips StyleTouch Pure handheld garment steamer**

Designed to help you get ready quickly and to help with last-minute touch ups on your way out the door, the new **Philips StyleTouch Pure** is the world’s most powerful handheld garment steamer[[4]](#endnote-4) - ideal for refreshing your favorite garments at the last minute. Ready to use in just 60 seconds and with an extra-large water tank for longer steaming, the Philips StyleTouch Pure handheld garment steamer is the perfect addition to an iron and can help you to perfect your three piece outfit and get ready in no time.



**The new Philips StyleTouch Pure handheld garment steamer guarantees quick and effective crease removal, even on delicate fabrics**

The electric pump provides an automatic, continuous steam flow of up to 30g/min that penetrates deep into garments and the **Smartflow heated plate** prevents any wet spots on your garments, cuts through wrinkles, perfect for last minute touch ups. The new handheld garment steamer also helps to kill up to 99.9% of bacteria[[5]](#endnote-5) and can remove food, cigarette and body odors, perfectly refreshing and sanitizing your clothes without the need for washing or dry-cleaning them.

An ergonomic and compact design means you can easily store the device in a drawer or cupboard, and is ready to pull out when your outfit needs a quick, spontaneous refresh. The world’s first handheld garment steamer with a **quick calc release technology** for longer product lifetime, helps you to quickly descale the product and ensure it continues to provide optimal levels of steam for years to come[[6]](#endnote-6).

Philips StyleTouch Pure is available in October in Europe, Middle East, Russia, Korea and Hong Kong with an RRP of 99,99-119,99 Euro.

Michael-John Kühne, Business Leader at Philips Garment Care says: “As the number one ironing brand globally, we create unique and meaningful innovations to simplify the way we iron and to help make people’s lives easier. We deliver products that utilize innovative technology to guarantee the best results in less time. We’re constantly looking to improve people’s ironing experience. Our T-IconicGlide soleplate and unique OptimalTEMP technology make for faster and easier ironing, and the new StyleTouch Pure is the world’s most powerful handheld garment steamer – ideal for refreshing your favorite garments at the last minute. Meaning no one needs to get stuck behind an ironing board, but can instead look their best and spend time doing the things they enjoy.”

**ENDS**

**Philips at IFA**

The Philips Press Conference takes place on September 1 at 12.15pm in Hall 22, Messe Berlin. The live stream of the event can be seen at [www.ifa.philips.com](http://www.ifa.philips.com). Pieter Nota, CEO Personal Health Businesses and Chief Marketing Officer at Philips, will be joined on stage by Chris Worp, Head of Business Group Home from Philips Lighting and Kostas Vouzas, Senior Director Business EMEA at TP Vision.

For further information on the latest Philips innovations at IFA 2016 please visit [www.ifa.philips.com](http://www.ifa.philips.com), follow Philips at IFA on twitter @PhilipsLiveFrom, or visit our additional social media channels on YouTube and LinkedIn.

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**About Royal Philips**

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people’s health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. The company, headquartered in the Netherlands, is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips’ health technology portfolio generated 2015 sales of EUR 16.8 billion and employs approximately 69,000 employees with sales and services in more than 100 countries. News about Philips can be found at [www.philips.com/newscenter](http://www.philips.com/newscenter).

1. Source Euromonitor International, per irons category, definition retail sales 2002-2015 [↑](#endnote-ref-1)
2. Steam rate (norm IEC60311) vs. the 10 bestselling steam generators; tested Dec. 2014 [↑](#endnote-ref-2)
3. Compared to Philips SpeedCare steam generator [↑](#endnote-ref-3)
4. With the steam output of up to 30 g/min. The measurement is done using a sequence of 10 seconds steaming, 15 seconds resting in the course of 150 seconds. [↑](#endnote-ref-4)
5. Tested by external body for bacteria types Escherichia coli 8099, Staphylicoccus aureus ATCC 6538, Canidia albicans ATCC 10231 with 8 minutes steaming time [↑](#endnote-ref-5)
6. In HH steamers category compared against Steam&Go [↑](#endnote-ref-6)