

The Hamilton Beach® Smart Grip™ Iron

Optimized Design to Fit Your Hand Like a Glove



Images of Hamilton Beach® products are available online at www.hbps-imagebank.com

With so many irons designed from the soleplate up, Hamilton Beach® decided it was time for an iron designed from the hand down.

It starts where the hand does all its work, the handle. The downward angle of many iron handles can cause the hand to clench uncomfortably. The handle on the Hamilton Beach® Smart Grip™ iron has an upward angle that places the hand in a more comfortable position during the repetitive motion of ironing. The soft handle is comfortable to hold, and its ergonomic design allows for more comfortable ironing.

The controls are all optimized for ease and comfort. The temperature dial is on top of the iron and angled at 45-degrees so it is easier to read and adjust. The water spray and steam blast controls, after careful study of how the hand grips an iron, were designed to fit the natural contour of the fingers and placed at angles that are the most comfortable. That means no small, sharp-edged buttons that act as irritating pressure points. The spray and blast controls are also separated to take the guesswork out of ironing.

This full-sized Hamilton Beach® Smart Grip™ iron has a stainless steel soleplate that quickly comes up to temperature with 1500 watts. The iron is anti-drip and self-cleaning, has a multi-position auto shutoff safety feature, adjustable steam and vertical steaming.

KEY FEATURES

Upward Handle – The handle is sloped upward so the hand grips the iron in a more comfortable position. The handle is comfortable to grip, and is ergonomically designed for more comfortable ironing.

Optimized Temp. Dial – The temperature dial is on top of the iron and angled 45 degrees so it is easier to read and adjust.

Optimized Controls – The spray and blast controls are designed to fit the natural contours of the fingers and at angles that are the most comfortable to press. They are also separated to take the guesswork out of ironing.

Availability – Now

Other Features – Anti-drip soleplate. Adjustable steam. Self-cleaning. Vertical steam, multi-position auto-shutoff and 1500 watts to get to full heat quickly. Stainless-steel soleplate. Water spray and blast of steam.

MSRP – Model 14432 (black, stainless-steel soleplate, Soft Grip® insert), \$39.99. Model 14431 (white, nonstick soleplate, soft-touch handle), \$34.99.

Toll-Free Number and Web Site:
800.851.8900; www.hamiltonbeach.com

Media Contact:
Mary Beth Perreault 804.418.8868
marybeth.dukes@hamiltonbeach.com

Press Room:
Go to www.hamiltonbeach.com and click on “press room.”