

The Hamilton Beach® Easy Touch™ Iron

Three Heat Settings, Oversized Controls and Lights Take the Guesswork Out of Ironing

So many irons have confusing, hard-to-read fabric settings and most consumers end up only using one or two. That's why Hamilton Beach® developed the Easy Touch™ iron with just three choices: low, medium or high. These colorful settings, located on the side of the iron, are large and illuminated for easy reading.



The Hamilton Beach® Easy Touch™ Iron's heat settings match typical garment-care instructions with just three color-coded choices – low, medium and high. Simply press the oversized temperature buttons on the side of the iron, and they blink to indicate clearly the setting. When the button stops flashing, the iron is ready. For consumers confused about which setting to use, a fabric guide is printed on the heel to remove the guesswork. The settings and status of the iron can be seen from across the room – perfect for busy parents or seniors.

With 1500 watts powering the iron, even the high setting is ready in just a few moments. The Easy Touch™ iron has a dedicated “off” switch that eliminates the need to turn a dial or to scroll through temperature options to an “off” setting. It comes equipped with auto-shut off safety feature.

A floating water indicator makes it easy to see when more is needed, and it has vertical steaming, a spray trigger and an oversized blast button.

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

KEY FEATURES

Ironing Simplified – Just three temperature settings (low, medium, high) match care instructions on garment tags. A fabric guide is printed on the heel for quick reference.

Easy Controls – Press oversized, color-coded temperature controls that light up to indicate setting. Lights stop blinking to indicate when iron is ready. Oversized steam-blast button on the top of the handle and dedicated spray trigger underneath. Dedicated “off” button; no need to scroll through options or turn dial to the “off” position.

Filling Made Easy – The water level is easy to see from a distance with a floating indicator in the reservoir window. The iron has anti-drip.

Other Features – Vertical steam, multi-position auto-shutoff and 1500 watts to get to full heat quickly.

MSRP – Model 14413 (nonstick soleplate, white), \$36. Model 14414 (stainless-steel soleplate, white), \$39. Model 14415 (stainless-steel soleplate, white with chrome accents), \$44. Model 14416 (diamond nonstick soleplate, black with chrome accents), \$49.

Availability – Now

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.”