

NEW PRODUCT BULLETIN

Name: Proctor-Silex Electronic Lightweight Steam and Dry Iron.

Model Number: I3300.

Introduction tactics: A general introduction to the trade at the January 1989 Housewares Show.

Product Position: A brand new, sleekly designed mid-size iron featuring Electronic Shut-Off Memory.TM This unit will aid in expanding the presence of Proctor-Silex in the growing electronic segment of the iron category.

It is the opening price point electronic unit.

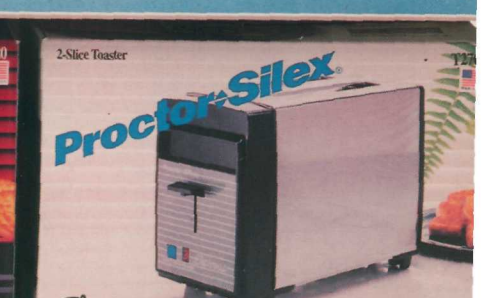
FEATURES

BENEFITS

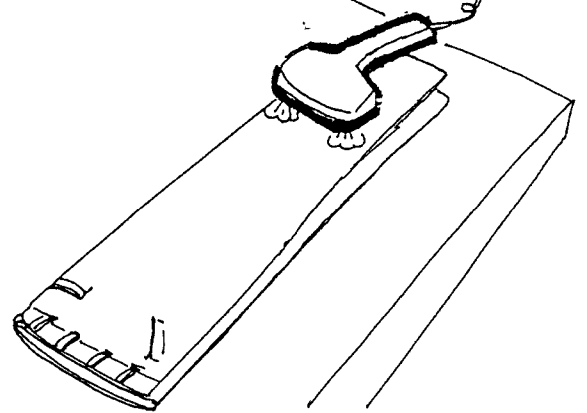
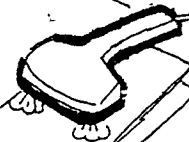
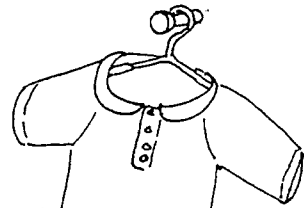
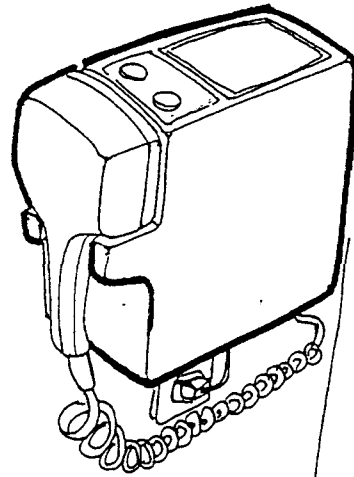
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| -Lightweight | - Makes ironing easy, less fatigue. |
| -Electronic Shut-Off Memory TM | - Turns the iron off if you forget.
- Shuts-off in 30 seconds if left unmoved on its soleplate.
- Shuts-off in 15 minutes if left unmoved on the heel rest. |
| -Power-On-Light (Red) | - Glows whenever iron is plugged into electrical outlet. Flashes when Shut Off Memory is activated. |
| -Large 6oz. Water Reservoir | - Easy to fill, large capacity allows unit to steam longer. |
| -Water Reservoir Cover | - Prevents spills and splashes. |
| -SilverStone Soleplate | - Du Pont SilverStone coating helps iron glide with ease over fabric. The non-stick surface eliminates starch build-up. |
| -25 Steam Vents | - Concentrated steaming action penetrates deeper to reduce wrinkles fast. |
| -Steam or Dry | - Versatile, for a full range of fabrics. |
| -Water refill Indicator | - Lets you know at a glance when to refill. |
| -Temperature Dial and Fabric Guide | - Easy to read, simple to adjust for all fabric settings. |
| -Contoured Handle w/Thumb Rest | - Comfort Assured. |

Proctor-Silex®

HIGH-IMPACT DISPLAYS



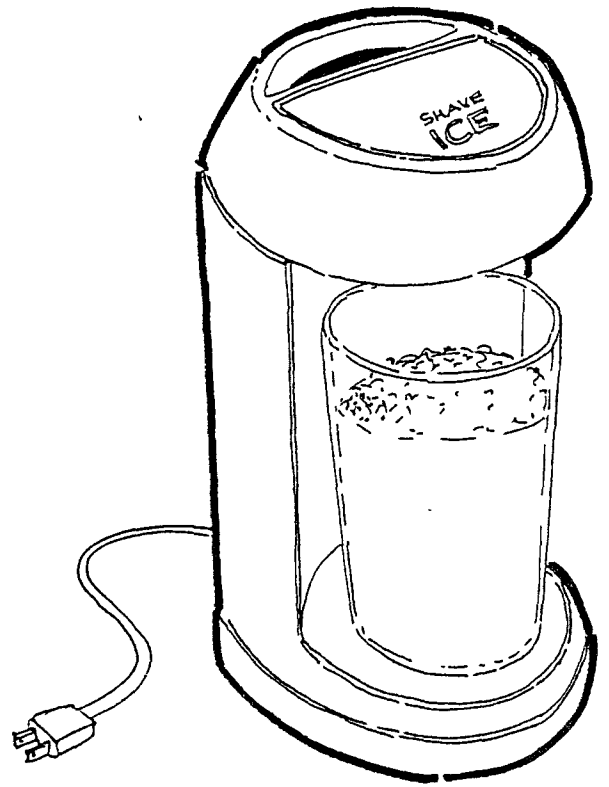
READY TO USE STEAMER



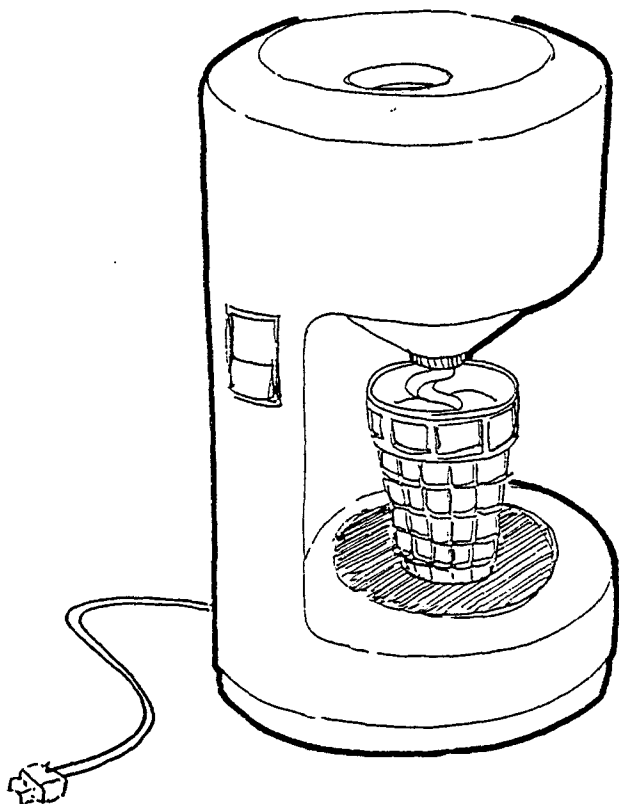
FOOD PROCESSOR/BLENDER

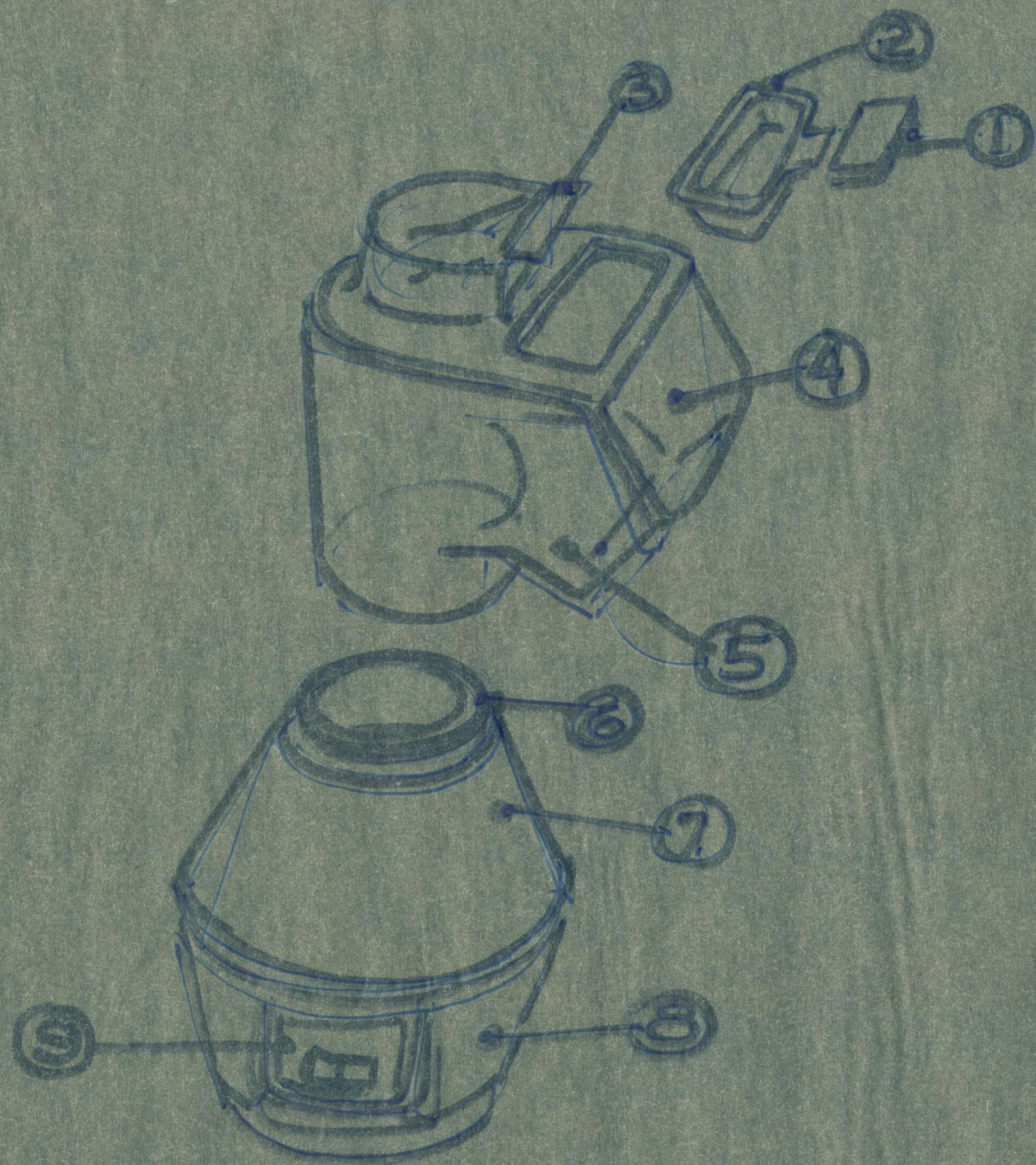


SLURFEE (Shaved Ice Drink) MAKER

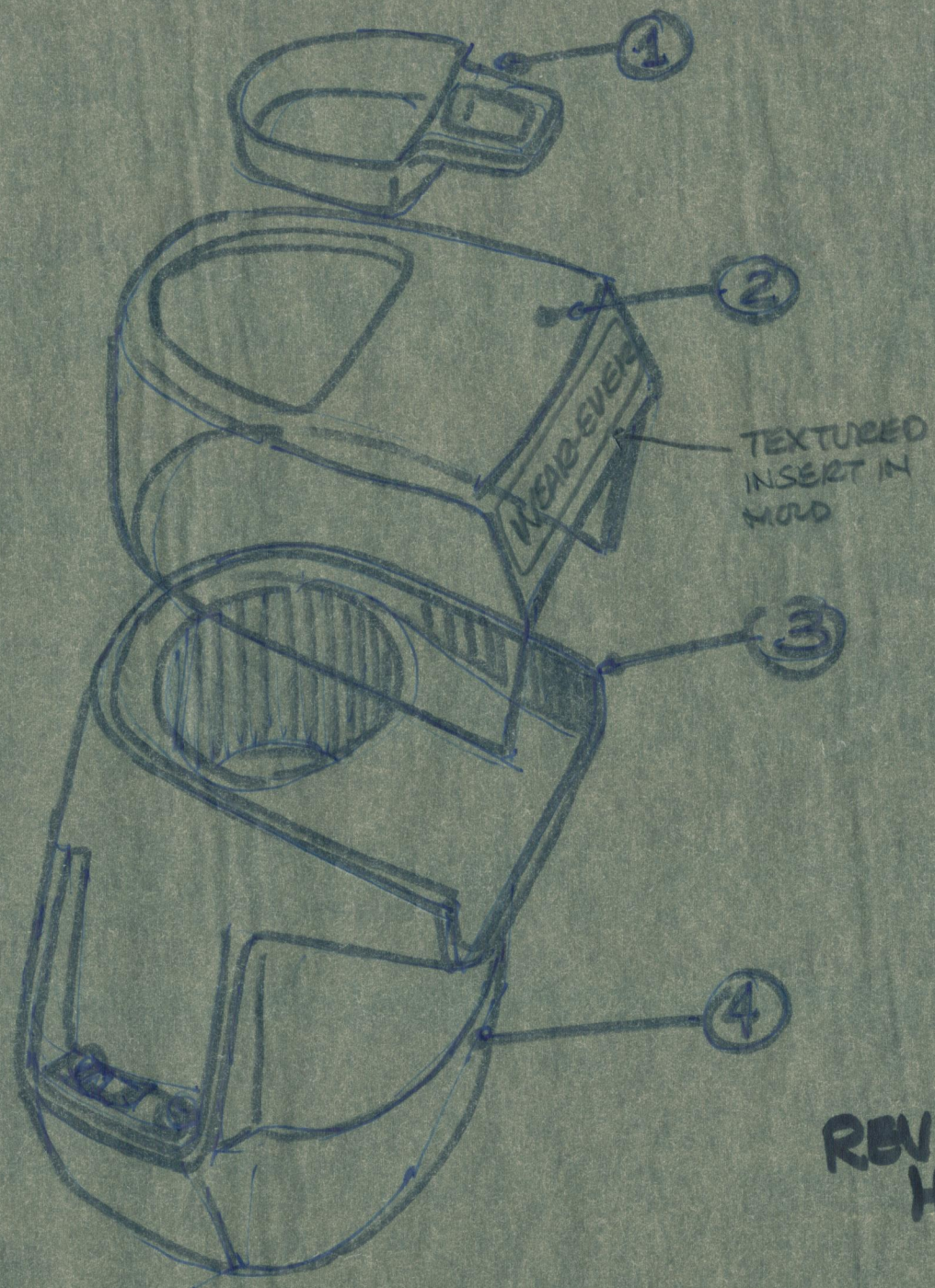


SOFT SERVE ICE CREAM MACHINE





73000 HAP



REVISED HAP

