

LAURASTAR<sup>+</sup>

IRONING MADE EASY



**#PURIFY**

**#BEAUTIFY**

<sup>+</sup> SWISS ENGINEERING | DESIGN



# A NEW BREATH OF FRESH AIR FROM SWITZERLAND



In the early 80's, an innovative Swiss entrepreneur started working with an Italian engineer towards a single goal: to beautify your life.

How? By creating an ironing board with an integrated, professional steam generator to provide all of steam's beneficial effects, at that point inaccessible to the general public. The result? Unrivaled ironing quality to enhance the beauty of your clothes as well as purify them by eliminating 99.999%\* of bacteria. It was an instant success, and now Laurastar is the world leader in professional ironing systems for home use.

For over 35 years in business, the family-owned Swiss company, continues to manufacture its products in Europe. Created with innovation at its heart, Laurastar provides a breath of fresh air to your life every day.

**\*Scientific tests carried out by the Scitec Research SA laboratory in Switzerland.**

# LAURASTAR IS COMMITTED TO LIFE

STOP OBSOLESCENCE  
PRIORITIZE LIFE

Waste is a major problem today affecting our planet and our lives. This is why Laurastar has committed itself to fighting against planned obsolescence. Loyal to the Swiss values it defends, Laurastar creates reliable, long-lasting quality products that undergo intensive testing to keep you from consuming more than necessary.

Protecting the environment means taking concrete action: Laurastar promises to manufacture products that are built to last.



## Laurastar Iron Lifespan VERSUS the Average Iron



### ( 1 ) Laurastar System

Lasts 10 + years

VS



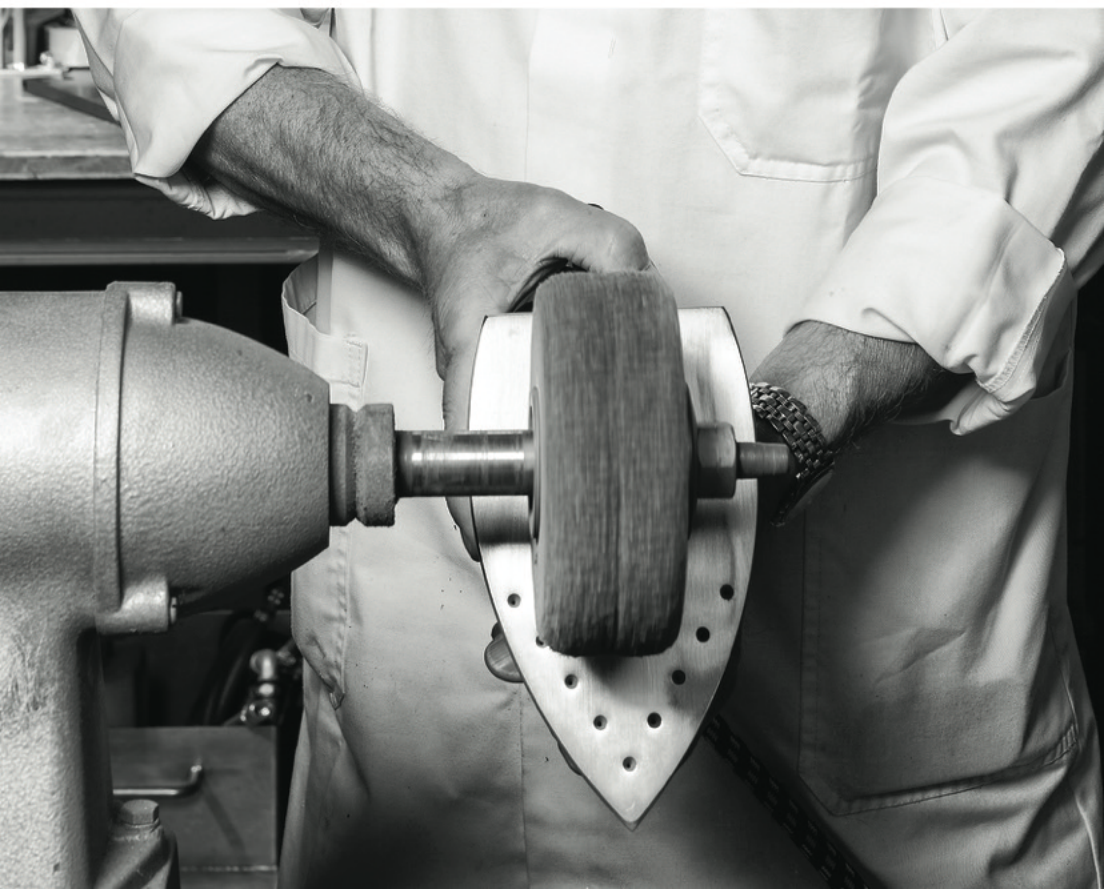
### Average Irons

Lasts 1 - 2 years each

# SWISS SKILL, A STANDARD FOR EXCELLENCE

Laurastar is an investment into quality, performance and efficiency. Like a Swiss watch or a German car, the state of the art technology will help you enhance all your textiles and your everyday life.

 SWISS ENGINEERING | DESIGN



# HYGIENIC STEAM

## What is Laurastar hygienic steam?

The simple act of ironing with a Laurastar iron purifies clothing naturally and lastingly. Bacteria, fungi and dust mites are eliminated effectively and odours along with them. A study carried out by the independent Swiss lab Scitec Research SA has demonstrated that the unique Laurastar hygienic steam (Dry Microfine Steam) kills 99.999% of all unwanted pests and also leaves clothes perfectly dry, leaving little chance for microorganisms to breed.

ONE SIMPLE MOVEMENT AND PESTS DISAPPEAR NATURALLY!



## Uninvited guests



### DUST MITES

They like humidity and heat. They are in our bedding, curtains, and teddy bears.



### FUNGI

Of the over 200,000 species of fungi, about one hundred are susceptible of causing fungal infections.



### BACTERIA

Bacteria can cause rashes on your skin and cause some illnesses. Especially children or when your immune system is weakened.

**HYGIENIC  
STEAM  
EFFECT**

**KILLS 99.999%  
OF BACTERIA AND MITES**

For daily life  
that's hygienic and  
environmentally friendly



Laurastar Dry Microfine Steam (DMS) is the perfectly adapted prevention technique for clothes and fabrics that are in direct contact with the skin of children or babies, as well as for all delicate items that cannot be washed in higher temperatures and for coats and other fabrics that are not washed frequently. A natural solution to effectively eliminate pathogenic organisms while taking care of your clothing at the same time.

DITCH THE CHEMICALS,  
JUST USE OUR SAFE, SUPER-HEATED, POWERFUL, DRY STEAM!

**PREVENT GERMS AND ALLERGIES**



Because ironing  
with Laurastar is fun!

## Why Laurastar?



### SAVE MONEY

- No need to go to the dry cleaners any longer
- No harsh chemicals in your clothing
- No damaged or lost clothing



### DRY STEAM

- No re-wrinkling of your fabrics
- No shrinking or distorting of your fabrics
- Color safe and gentle
- Kills 99.999% of bacteria in textiles



### SAVE TIME

- Iron multiple layers at the same time
- Cut ironing time in half
- 3D soleplate removes even the hardest wrinkles
- Quick and easy setup and storage



### ENJOY IRONING

- Iron a pile of clothes in half the time
- Experience how easily the iron glides over fabric
- We promise an easy and efficient experience
- Designed for both right and left-hand use

PROFESSIONAL TECHNOLOGY TO  
SERVE YOUR EVERYDAY LIFE

# KEY LAURSTAR TECHNOLOGY

## DRY MICROFINE STEAM BY LAURSTAR

### T H E B E S T S T E A M H A S T O O F F E R

One superheated drop of water is transformed into Dry Microfine Steam, expanding in volume by a factor of 1,600. In addition, the steam is diffused 15 times faster than the steam of a standard iron. That's the beautiful secret of Laurastar steam's heightened effectiveness. The expansion and power of the steam as it leaves the iron allows it to penetrate textiles uniformly and effectively, leaving them uniquely plumped. What's more, Laurastar Dry Microfine Steam (DMS) does not leave your clothing damp and fixes fibers in place so that your clothes are perfectly ironed and thoroughly cleaned.

**D | M | S**  
DRY MICROFINE STEAM





## KEY LAURSTAR TECHNOLOGY



### ACTIVE 3D SOLEPLATE

To ensure your clothes remain beautiful, Laurastar created the 3D active soleplate. An exclusive feature that offers unrivalled ironing in a single movement, thanks to the surface of the soleplate that holds the fabric in place while steam is distributed over its entire surface to effortlessly eliminate creases. The fibers are thoroughly refreshed.



# KEY LAURSTAR TECHNOLOGY

## ACTIVE BOARD

Featuring a vacuum and fan system, the Laurastar active ironing board saves you time all while breathing new life in your clothing.

The fan system automatically holds the fabric in place on the board and creates an air cushion to prevent the formation of creases. It also allows you to remove wrinkles by simply using the extraordinary steam without even touching the fabric—saving you time!

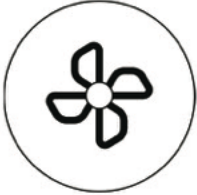
The vacuum features pulls the fabric to the board allowing it to stay flat, making it easy to iron creases. The vacuum feature also saves you time by allowing you to iron multiple layers because it pulls the steam through each of layer of fabric.



LAURASTAR



# UNIQUE LAURASTAR TECHNOLOGIES



## The 4-speed blower and vacuum system

inflates the board with air to hold the fabric in place and prevent unwanted creases, or holds the clothes on the board for perfect folds.

**No more creases!**



## The 3D active soleplate

straightens the fabric while the steam is efficiently distributed over the entire surface, to effortlessly eliminate creases and freshen the fibers deep inside. Unparalleled ironing quality in a single step!

**No more strains!**



## The ideal temperature

for the thermostat has been cautiously studied and selected for a perfect result on all fabrics. Your Laurastar Smart or Lift Xtra will automatically reach the ideal temperature for all your fabrics.

**No more temperature settings!**



## Sensteam Technology

senses the movements you make with the iron and activates the steam automatically. There's no longer any need to press any buttons.

**Just start moving and steam will be released!**



## Pulse Steam

is the ultimate finishing touch to take care of your clothing. Pulse steam is diffused through a series of intermittent bursts.

**Ensures an optimum amount of steam for perfect results!**



L A U R A S T A R  
**SMART**

THE WORLD'S FIRST CONNECTED IRON  
PERFECTION AT YOUR FINGERTIPS

Laurastar wants to provide you with the best to ensure that you'll always have perfect results. Our Laurastar SMART range will allow you to effortlessly give your clothes back to their original beauty. Its connected ironing assistant will make your life easier, and its cutting-edge technologies will make you an ironing expert..



The SMART range ironing systems use Bluetooth technology to connect to the mobile app and acts as your coach to beautify your clothes.

# LAURASTAR SMART

## Engineering genius

in every detail  
and every accessory



Steam cord holder.  
Keeps the steam  
cable out of your way  
while you are ironing.

Iron rest.  
Can be extended to  
increase your ironing  
surface.

Secure compartment.  
Your iron can be safely  
stored even while it is  
still hot.

Hook.  
To store away your  
protective soleplate.

A protective soleplate  
for delicate fabrics.  
Protects and prevents

Anti-scale filter.  
Filters tap water to protect  
your product against limescale.

Removable water tank.  
Can be filled with water  
while you are ironing.

# LAURASTAR SMART U

The most sophisticated model in the range, the Laurastar SMART U is equipped with all of Laurastar's latest technological innovations designed to save you time.

With its motion sensor and connectedness, this system ensures perfect results, without any effort, while protecting your finest garments and textiles.

- + EXCEPTIONAL RESULTS thanks to state-of-the-art technologies: motion sensor to release steam, one ideal temperature setting, ironing coaching and maintenance alerts via our app
- + CARES FOR MATERIALS AND COLORS gently thanks to the iron and Laurastar DMS (Dry Microfine Steam)
- + PREVENTS CREASES thanks to the active ironing board with fan function and the iron with Laurastar 3D soleplate
- + OPTIMUM AMOUNTS OF STEAM thanks to pulse steam feature
- + PURIFIES TEXTILES thanks to Laurastar DMS (Dry Microfine Steam), which eliminates dust mites, bacteria and fungi that resist lower temperature wash cycles\*



REMOVABLE WATER TANK



INTEGRATED WHEELS



SAFE STORAGE SPACE



PRATICAL COVER



FOLD-UP IRON REST



## LAURASTAR SMART U

SWISS ENGINEERING | DESIGN



DRY MICROFINE STEAM



BLOWER AND VACUUM SYSTEM



IDEAL TEMPERATURE SETTING



PULSED STEAM



SENSTEAM TECHNOLOGY



3D ACTIVE SOLEPLATE



CONNECTED

\*99.999% of bacteria and 100% of mites were eliminated in scientific tests by the Scitec Research SA laboratory in Switzerland.

# LAURASTAR SMART i

Innovation joins forces with performance and simplicity in this intuitive system. The Laurastar SMART i is designed to meet today's demand for performance.

It transforms into an expert assistant, making each movement easier for perfect ironing.

- + EXCEPTIONAL RESULTS thanks to state-of-the-art technologies: one ideal temperature setting, ironing coaching and maintenance alerts via our app
- + CARES FOR MATERIALS AND COLORS gently thanks to the iron and Laurastar DMS (Dry Microfine Steam)
- + PREVENTS CREASES thanks to the active ironing board with blower
- + PURIFIES TEXTILES thanks to Laurastar DMS (Dry Microfine Steam), which eliminates dust mites, bacteria and fungi that resist lower temperature wash cycles\*



## LAURASTAR SMART i

SWISS ENGINEERING | DESIGN



DRY MICROFINE STEAM



BLOWER AND VACUUM SYSTEM



CONNECTED



IDEAL TEMPERATURE SETTING



REMOVABLE WATER TANK



INTEGRATED WHEELS



SAFE STORAGE SPACE



PRATICAL COVER



FOLD-UP IRON REST

\*99.999% of bacteria and 100% of mites were eliminated in scientific tests by the Scitec Research SA laboratory in Switzerland.



LAURASTAR  
**GO PLUS**



YOUR  
FIRST ALL-IN-ONE  
SYSTEM

The Go Plus is perfect for discovering the world of Laurastar ironing. Featuring key Laurastar technology, it is an excellent choice that combines comfort and performance.

# LAURASTAR GO PLUS

SWISS ENGINEERING | DESIGN

With Laurastar Go Plus, you have all the essential and exclusive Laurastar technology: an iron and Laurastar DMS (Dry Microfine Steam) as well as an active ironing board that features a vacuum and blower system.

Everything goes smoothly with the Laurastar Go Plus, ensuring perfect results.

- + PREVENTS CREASES with the active ironing board with fan function
- + PURIFIES TEXTILES with Laurastar DMS (Dry Microfine Steam), which eliminates dust mites, bacteria and fungi that resist being washed in lower temperature cycles.



INTEGRATED  
WHEELS



SAFE STORAGE  
SPACE



DRY  
MICROFINE  
STEAM



## PROFESSIONAL IRON

Laurastar's exclusive professional soleplate diffuses an ultra fine, powerful steam that adapts to all fabrics. Its rounded shape helps to prevent unwanted creases.



BLOWER  
AND VACUUM  
SYSTEM



## ACTIVE BOARD

The board includes a blower and vacuum system to prevent unwanted creases. The direction may be changed from blower to vacuum simply by pushing a button.



LAURASTAR  
**LIFT**

THE ONLY 3 - IN - 1  
THAT IRONS, STEAMS AND  
PURIFIES

Laurastar revolutionizes ironing with the Lift portable steam station, the only 3-in-1 that irons, steams and purifies. With a unique design and exceptional steam, ironing becomes simpler than ever to make your life easier. From the ironing board to the hangers in your closet, right down to the finishing touches on a hanging garment, Laurastar Lift is right there with you.



## AN AIR OF FREEDOM

From the ironing board to the hangers in your closet,  
right down to the finishing touches on a hanging garment,  
Laurastar Lift is right there with you.

To iron, steam and purify,  
its portable features give you freedom and peace of mind.



# LIFT

Laurastar's first portable 3-in-1 steam generator, the Laurastar Lift Original irons, steams and purifies your fabrics. With a unique design and exceptional steam, ironing becomes easier.

- + You can IRON ON A BOARD OR STEAM DIRECTLY on a hanger
- + PERFECT RESULTS in a single movement for all fabrics and colors thanks to a professional iron
- + EASY TO PUT AWAY, EASY TO MOVE around and ready in 3 minutes thanks to its unique ergonomics
- + PURIFIES FABRICS thanks to Laurastar DMS, which eliminates the dust mites and bacteria that resist lower temperature wash cycles\*



PURE WHITE



ORIGINAL RED



REMOVABLE WATER TANK



SAFE STORAGE SPACE



DRY MICROFINE STEAM

\*99,999% of bacteria and 100% of mites were eliminated in scientific tests by the Scitac Research SA laboratory in Switzerland.

# LIFT PLUS

Among portable 3-in-1 Laurastar steam generators, the Laurastar Lift Plus includes a 3D soleplate to help you avoid creases.

With a unique design and exceptional steam, ironing, steaming and purifying becomes easier.

- + You CAN IRON ON A BOARD OR STEAM DIRECTLY on a hanger
- + PERFECT RESULTS in a single movement for all fabrics and colors thanks to a professional iron
- + NO MORE CREASES thanks to the 3D soleplate
- + EASY TO PUT AWAY, EASY TO MOVE around and ready in 3 minutes thanks to its unique ergonomics
- + PURIFIES FABRICS thanks to Laurastar DMS, which eliminates the dust mites and bacteria that resist lower temperature wash cycles\*



ULTIMATE BLACK



PINKY POP



BLUE SKY



REMOVABLE WATER TANK



SAFE STORAGE SPACE



STEAM CORD HOLDER



DRY MICROFINE STEAM



PULSED STEAM



3D ACTIVE SOLEPLATE

\*99,999% of bacteria and 100% of mites were eliminated in scientific tests by the Scitac Research SA laboratory in Switzerland.

# L A U R A S T A R LIFT XTRA

Laurastar Lift Xtra is the latest generation of portable 3-in-1 steam generators: it irons, steams and purifies clothing. No more need to adjust the temperature, and the iron's 3D soleplate allows you to avoid creases!

With a unique design and exceptional steam, ironing becomes easier than ever.

- + You CAN IRON ON A BOARD OR STEAM DIRECTLY on a hanger
- + PERFECT RESULTS IN A SINGLE MOVEMENT for all fabrics and colors thanks to a professional iron
- + NO MORE CREASES thanks to the 3D soleplate
- + EASY TO PUT AWAY, EASY TO MOVE around and ready in 3 minutes thanks to its unique ergonomics
- + NO LONGER ANY NEED to adjust the temperature
- + PURIFIES FABRICS thanks to Laurastar DMS, which eliminates the dust mites and bacteria that resist lower temperature wash cycles\*



REMOVABLE  
WATER TANK



SAFE STORAGE  
SPACE



STEAM CORD  
HOLDER



ALUMINIUM



TITAN



DRY  
MICROFINE  
STEAM



IDEAL  
TEMPERATURE  
SETTING



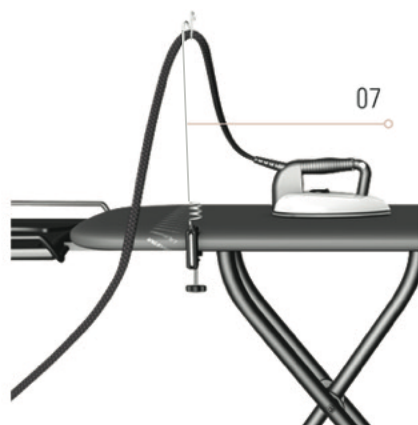
PULSED  
STEAM



3D ACTIVE  
SOLEPLATE

\*99,999% of bacteria and 100% of mites were eliminated in scientific tests by the Scitec Research SA laboratory in Switzerland.





- 01 Carrying handle
- 02 Safe storage for the iron
- 03 Steam cord storage
- 04 Removable water tank
- 05 Its feet make it easy to stand on the floor
- 06 Special insulating mat to place the iron when it is still hot
- 07 Steam cold holder

# ACCESSORIES

FOR YOUR LAURASTAR



Ironing Boards



Ironing Board Covers



Cleaning Mat



Anti-Scale Filters



Steam cart



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