

E-NEWSLETTER

September 2009



This autumn is your chance to be the STAR!

Our autumn STAR OFFERS promotion: an offer not to be missed!

ORIGAMICOVER: an exclusive LAURASTAR cover with folding lines

Personal recommendation from a satisfied LAURASTAR user

Tricks and tips: ironing beads and sequins

Useful link: LAURASTAR fairs and demos

Dear Mrs, dear Mr,

We are delighted to enclose our latest e-newsletter, bringing you news of all the latest LAURASTAR products and enhancing your knowledge of ironing.

Whether you are looking to save yourself time, treat yourself or simplify your life by benefiting from unparalleled ironing quality, you will find everything you need in this e-newsletter.

We hope you enjoy reading it!

Your LAURASTAR team

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Our autumn STAR OFFERS promotion: an offer not to be missed!

LAURASTAR is launching its *STAR OFFERS* on 26 September 2009. This is your chance to benefit from an exceptional reduction when you purchase a LAURASTAR in exchange for your old iron.



ORIGAMICOVER: an exclusive LAURASTAR cover with folding lines

Do you know the origin of the term "origami"? It comes from the Japanese word *oru*, which means "to fold" and *kami* meaning "paper". Japanese origami has its origins in ceremonies where the folded paper was used to decorate tables.

LAURASTAR was inspired by this age-old technique to launch ORIGAMICOVER, an exclusive ironing board cover with folding lines, for perfectly aligned piles of clothes



Personal recommendation from a satisfied LAURASTAR user

For Anne of Belmont-sur-Lausanne in Switzerland, LAURASTAR is a family tradition: "My mum bought her MAGIC iron in 1996 and is still using it!"

Encouraged by her mother, Anne treated herself to the latest model in the range, the [MAGIC i-S6](#), in January 2009: "I'd been thinking about it for a long time... I'm a perfectionist and I iron almost everything! With the arrival of my baby daughter, my ironing load increased substantially so I decided to take the plunge!"



"My mum had already told me about the ultra efficient steam function, but on my new model, it's automatic! It's great; I use it all the time!"

As well as the [CLiCK™ technology](#), Anne also appreciates the following features: "The integrated wheels allow me to move the table easily and to iron in front of the TV... I can relax whilst I'm ironing!" "The automatic rewind allows me to use exactly the right length of cable, which helps improve safety with my daughter in the house". "With the non-stick soleplate, I can iron anything without ruining fabrics!"

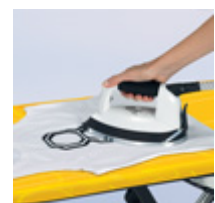
Anne is staggered by the amount of time she saves: "The demonstrator said that my ironing time would be halved ... and it's true! You simply run the iron over the garment once and it's done! It's so fast that I can hardly keep up with the folding!"

If, like Anne, you would like to reduce your ironing time by half thanks to the new MAGIC i-S6 ironing system, we invite you to attend a [demo in your area](#).

Tricks and tips: ironing beads and sequins

Here is the procedure to follow to iron garments with beads and sequins using your LAURASTAR iron: iron on the wrong side using the SOFTPRESSING soleplate, while the thickness of the cover absorbs the contours of the beads and sequins

For more details on how to do this, you can view this tip on video by clicking the link below.



[Useful link: LAURASTAR fairs and demos](#)

To attend a LAURASTAR demo in your area, visit the “Events” section of our website.



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