

# LG *styler* | Steam Clothing Care

# OVERVIEW

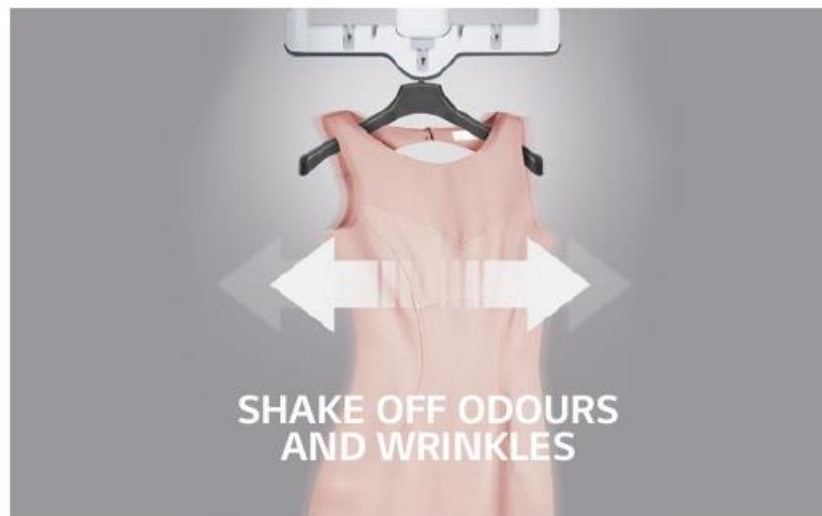
- I. Product Features
- II. Unique Selling Points
- III. Pricing & Offers
- IV. Components
- V. Product Comparison
- VI. Specs
- VII. Certifications
- VIII. LG ThinQ
- IX. Sale Strategy



SCAN ME



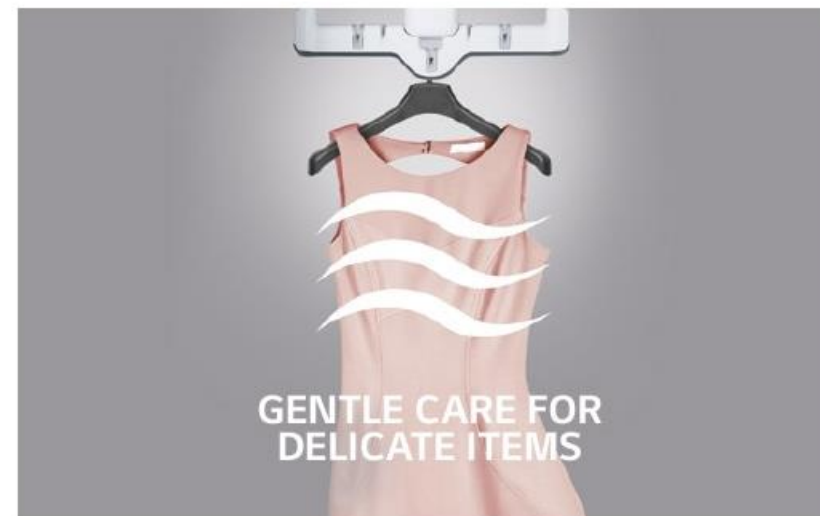
## Moving Hanger



## LG TrueSteam™



## Gentle Dry



# PRODUCT FEATURES

## REFRESH Mode

Shakes Off Wrinkles & Odours as Fast as 20 Minutes



Jacket



Trousers



Hijab



Cardigan



Dress



Chiffon Skirt



## PRODUCT FEATURES

### SANITARY Mode

Eliminates 99.9% Viruses, Bacteria, and Allergens



#### FABRIC SANITIZE

99.9% Eliminates bacteria,  
virus & allergens<sup>1,2,3,4</sup>



Face Mask



Helmet



Jeans



School  
Uniform




Soft Toy



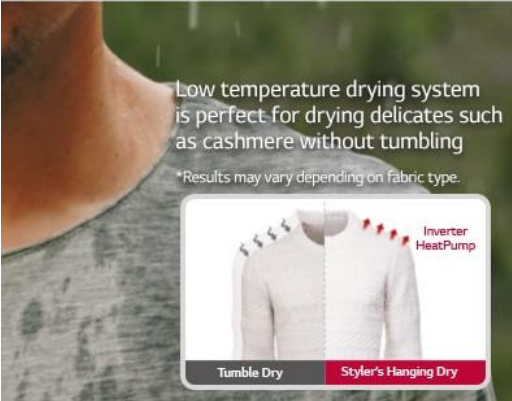
Bedding/  
Cushion

GENTLE DRY Mode

Keep Your Precious Items Dry And Clean At All Times




TREAT YOUR DELICATES,  
DELICATELY




Low temperature drying system is perfect for drying delicates such as cashmere without tumbling

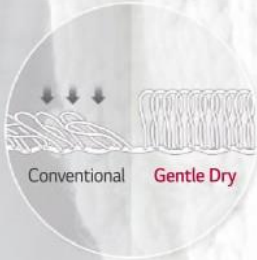
\*Results may vary depending on fabric type.



Inverter HeatPump

Tumble Dry    Styler's Hanging Dry





Conventional    Gentle Dry



Dress  
Shirt



Polo  
Shirt



Linen  
Dress



Knitwear



Windbreaker



Scarf

## PRODUCT FEATURES

# SPECIAL CARE Mode

Smart Custom Cycles for Your Fashion Pieces



DRY CLEAN  
LESS OFTEN



Suit



Wool/Knit



Sportswear



Fur



Leather



Winter Coat



# PANTS PRESS Mode

Smoothens Wrinkles & Get Crisp Crease in Your Pants



**EASY WRINKLE CARE**

Special compartment adds a neat, precise crease while reducing wrinkles to keep your trousers looking sharp.



Rayon



Cotton



Wool



Linen



Chiffon



Corduroy



# UNIQUE SELLING POINTS

**SANITIZATION**

**GENTLE CARE**

**CONVENIENCE**



**SPACE SAVING**

**ENERGY EFFECIENT**

**VERSATILITY**

PRICING & OFFERS

Product Name			LG Styler White (S3WF)									
Outright	Price (RM)		5899									
	CareShip		Not Inclusive									
	Warranty		1 Year									
Rental	Rental Fee (RM)	5 Years	120									
		5 Years Contract : 36 months Minimum, 60 months Maximum										
		7 Years	90									
		7 Years Contract: 84 months Minimum										
	CareShip Part Delivery	Aroma Sheet	Every 6 Months (2 boxes)									
		Water Tank	Every 2 years (Water Supply Tank & Water Drain Tank)									
	*Rental only come with Self-Service CareShip Package											
CareShip Purchase	Self-Service (Filter Delivery) <i>*Only 2Y Self-Service CareShip available to purchase.</i>		<table><tr><td>Year</td><td>2Y</td></tr><tr><td>RM</td><td>600</td></tr></table> <table><tr><td>Aroma Sheet</td><td>Every 6 Months (2 boxes)</td></tr><tr><td>Water Tank</td><td>Month 24<sup>th</sup> (Water Supply Tank &amp; Water Drain Tank)</td></tr></table>		Year	2Y	RM	600	Aroma Sheet	Every 6 Months (2 boxes)	Water Tank	Month 24 <sup>th</sup> (Water Supply Tank & Water Drain Tank)
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RM	600											
Aroma Sheet	Every 6 Months (2 boxes)											
Water Tank	Month 24 <sup>th</sup> (Water Supply Tank & Water Drain Tank)											
CareShip Part Sales	Aroma Sheet		RDC: RM58.65/ box (with 20 sheets)									
	Water Tank		RDC: Water Supply Tank: RM89.43 Water Drain Tank: RM77.53									
Channel Selling	Product		DST (LG Vendor Delivery & Installation, additional charges may impose)									
	Filter		LG PuriCare RDC									

LG Styler



White

S3WF

4 Items (3 hangers + 1 pants)



# COMPONENTS



**1 MOVING HANGER**  
Slides back and forth to release wrinkles and shake out pesky odors.



**3 VERSATILE RACK**  
Refresh items that need to lay flat. Great for drying hats, gloves and scarves.



**4 AROMA KIT**  
Add a choice of fragrance sheet to infuse your clothing with your favorite scent.



**2 TROUSERS CREASE CARE**  
Helps restore trousers creases while reducing wrinkles at the knee, waist and everywhere else your trousers can wrinkle.



**5 WATER CONTAINER & WATER DRAIN TANK**  
A detachable water container makes it easy to fill and drain the water needed for LG's unique TrueSteam™ Technology.



DIMENSIONS

Product (W x H x D) mm 445 x 1850 x 585

Weight (Product) 78kg

POWER SOURCE

Electrical Requirements/Type 230V, 8 Amps/Electric, 50 Hz

Energy Consumption 1850W

CAPACITY

4 Items (3 Hangers + 1 Pant)  
5.2Kg

FEATURES

Hidden LED Display  
TrueSteam™  
Inverter Heat Pump Compressor  
Wi-Fi Compatible (Android, iOS Mobile OS)

COLOR

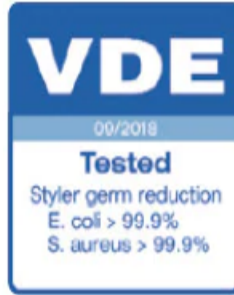
White

# CERTIFICATIONS



## Certified by BAF

Endorsed by BAF for 99.9% reduction in exposure to live house dust mite and bacteria (E.coli and S. aureus)



## Certified by VDE

Certified by VED for reducing 99.9% of bacteria (E.coli and S. aureus) with Sanitary – Normal program.



## Tested by Intertek

1. Tested by Intertek for removing 92% of hazardous substances (Perchloroethylene) generated during dry cleaning based on Sanitary – Normal Program.
2. Tested by Chungnam National University for removing 99.9% of viruses during Sanitary - Heavy program.

## Easily Monitor And Control Your LG Styler™ At Your Fingertips



**Monitoring**



**Download Cycle:  
Jean Care**

### Remote Control

The cycle can be started or monitored any place any time using a smartphone.

### Cycle Finish Alarm

You can know when cycle is finished while you are away of Styler.

### Download Cycle

Downloads new cycles to your Styler. e.g. fur/leather care, jean care, school uniform care, down jacket dry, quite care\*.

### Smart Diagnosis

Helps you quickly troubleshoot almost any minor issue before it becomes a bigger problem.

### Energy Monitoring

Checks energy usage for recent cycles and for the month.



# PRODUCTS COMPARISON



LG Styler		BESPOKE AirDresser
Outright: <b>RM5,899.00</b> N/P: RM8,499.00 Rental: <b>RM120/M (5Y)</b> <b>RM90/M (7Y)</b>	Price	Promo Price: <b>RM7,399.00</b> N/P: RM8,799.00 Installation From <b>RM205.53/M</b> *For 36 Months
Sanitary Refresh TrueSteam™ Remove Odor Gentle Dry Dehumidify	Key Features	JetSteam JetAir + AirHanger Deodorizing Filter AI Control
Net Dimension (WxHxD) <b>445 x 1850 x 585mm</b>  Net Weight <b>78kg</b>	Physical Specification	Net Dimension (WxHxD) <b>595 x 1960 x 632 mm</b>  Net Weight <b>106 kg</b>
Rental with CareShip or CareShip Purchase	Service & Maintenance	N/A
<b>1850W</b>	Power Source	<b>1700-2000W</b>



## SALE STRATEGY

The LG Styler is a unique appliance that offers a range of benefits, including sanitization, gentle care, convenience, space-saving, and energy efficiency.

To develop an effective sales strategy for the LG Styler, you could consider the following approaches:





## Emphasize the benefits:

One of the most important aspects of selling the LG Styler is to highlight the benefits that it offers. This could include promoting the appliance's ability to sanitize clothes, its gentle care for delicate fabrics, its convenience, space-saving, and energy efficiency.

## Target the right customers:

It is important to target the right customers who are likely to be interested in the LG Styler. This could include people who live in small apartments, have busy lifestyles, care about cleanliness and hygiene, and value the convenience of having an appliance that can refresh clothes without needing to visit the dry cleaner.







## **Provide product demonstrations:**

Providing product demonstrations can be an effective way to showcase the LG Styler's features and benefits. This could include demonstrating how the appliance works, how it sanitizes clothes, and how it refreshes and removes wrinkles from delicate fabrics.

## Use social media and online marketing:

Social media and online marketing can be effective ways to reach potential customers and promote the LG Styler. This could include using targeted ads on social media platforms, creating informative and engaging content about the appliance, and leveraging influencer marketing.





## **Provide excellent customer service:**

Providing excellent customer service is crucial in selling the LG Styler. This could include providing customers with detailed information about the appliance, answering their questions promptly and accurately, and offering installation and maintenance services to ensure that the appliance works properly over time.



SCAN ME





# LG styler | FAQ

**The Smart Wardrobe with Refresh, Sanitary & Gentle Dry – Essence Mirrored Finish**