



The LG Styler

**LG styler** | Steam Clothing Care System

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# HOTELS, AMENITIES, AND THE COMPETITIVE ADVANTAGE

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In the competitive world of hospitality, hotels are always looking for ways to stand out from the crowd. Not only do they have to compete with other hotels, they now have to contend with the rising popularity of vacation home and room rentals. So in order to distinguish themselves, hotels have often relied on amenities as an added selling point. Those amenities range from commonplace items like plush bathrobes to extravagant services like in-room massages. While they've all worked to varying degrees of success, often it becomes the case that what one hotel offers as an amenity, another could just as easily provide.

### **A Refreshing Way to Stand Out**

Now hospitality technology leader LG Electronics offers a truly unique amenity to help hotels to stand out and elevate the guest experience for leisure and business travelers alike. Introducing LG Styler, a revolutionary new way to care for travel-weary clothes. In as little as 20 minutes, this innovative product breathes life into any garment with the delicate power of steam. Give guests an amenity and an experience unlike any they've encountered before. Run their garments through the Styler and it will be the guests who feel like they're getting special treatment.



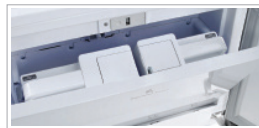
# STYLE AND SUBSTANCE

With just the touch of a button, the Styler will have any garment looking fresh and ready to go so guests can be on their way. But don't confuse ease of use with a lack of features. It's uniquely designed with an array of features, ones not found in traditional washing machines, to safely and efficiently refresh and revitalize any piece of clothing.

- TrueSteam technology delivers steam of 100% water with no chemical additives.
- TrueSteam also sanitizes difficult or impossible to wash items and in the process, reduces allergens and bacteria by up to 99%.
- The Moving Hanger system gently vibrates approximately 180 times per minute to shake out wrinkles.
- The Odor Removal feature reduces odors caused by everyday wear to keep clothes smelling fresh.
- The Gentle Dry feature uses a built-in heat pump to keep warm air circulating during the drying process, making it ideal for fabrics that require gentle, waterless treatment to keep clothes from shrinking or being damaged.
- A pants press creates creases and keeps them crisp.



1. Moving Hanger



5. Portable Water Container



2. Interior Lights



6. Pants Press



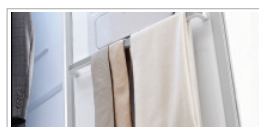
3. Versatile Rack



7. NFC Tag On



4. True Steam™



8. Accessories Hanger



# AN EXTERIOR FOR ANY INTERIOR. A PURPOSE IN EVERY PLACE.

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With rounded edges, a glass door with subtle linen pattern, and an aluminum handle, the LG Styler features an elegant, modern exterior that makes it a seamless fit into any area of a hotel. But its versatility not only comes from the stylish form but also its unique function. The LG Styler doesn't require plumbing connections nor does it need to be professionally installed, so it can be added to any hotel space with minimal effort. Reduce wrinkles and refresh guests' road-wear clothes in lobbies and front desk check-ins. Sanitize and deodorize outfits in the privacy of a suite or guestroom. Breathe life into any garment anywhere in the hotel with the LG Styler.



## CONCLUSION

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The LG Styler's combination of form and functionality perfectly complements the lifestyle of modern travelers and enhances their hotel experience. As an unconventional amenity, the LG Styler offers hotels a unique way to stand out in a crowded marketplace.

**To learn more about the LG Styler, [click here](#) or [contact us today](#).**

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