

1) Multi-Purpose Editorial on AMBA Towel Warmers

Step Up the Heat with AMBA

Towel Warmers Towel warmers get a bad rap in the U.S. market. Associated with comfort and indulgence, they are seen as luxury bathroom accessories that homeowners can't afford. But this perception couldn't be further from the truth. Towel warmers don't just warm towels. And they don't cost a fortune. Affordable and easily accessible, these multipurpose household items solve many problems caused by cold, damp living spaces.

So why don't consumers know this? Part of the reason is the name itself.

What's in a Name?

The term, "towel warmer," is misleading. It implies a single purpose—warming towels and nothing else. In Britain, where these products are widely used and seen as standard items in homes, they are known as drying racks. It's no wonder the misperception exists: a towel warmer just warms towels while a "drying rack" does so much more—it dries towels, clothing, sportswear, and even damp rooms. What a difference a name makes!

So Much More Than Warmth and Comfort

Towel warmers heat towels in bathrooms. And who can deny the appeal of a fluffy, warm towel after a shower? But that's not all they do. In fact, towel warmers offer more than warmth and comfort after a bath or shower. Their uses are so wide-ranging that Fred Salati, product manager at AMBA Products claimed, "Once you've used a towel warmer, you can't live without it."

So what are towel warmers used for if not only for warming towels?

No More Moldy, Cold and Damp Spaces

- Controlling dampness: Mold and bacteria thrive in bathrooms, mudrooms, basements and other damp spaces. Even if these areas have windows or central heating and air, ventilation is usually not adequate to rid the air of excess moisture. And when the air is not dry enough, mold and other moisture-loving bacteria are hard to control. That's why towel warmers are the perfect solution! They can function as space heaters and dry out the humidity in damp spaces—which destroys the environment that harmful mold and bacteria need to grow.

- Providing extra heat: Not only do towel warmers heat towels, bathrobes or other items attached to them—they can also be used to heat the air around them. Some models also work as space heaters and can be the sole sources of heat in rooms that don't have central heating. In areas that need extra heat, towel warmers are also the ideal option. Some AMBA towel warmer collections can heat up to the maximum temperature in as little as 15 minutes. The JEEVES collection, for example, comes with a built-in thermostat and internal thermal cutout for added safety and optimal energy efficiency.

Dry, Fresh and Fluffy

- Drying clothes, towels, linen and more: Towel warmers are handy for drying delicate clothing not suitable for the dryer. They're also excellent for drying towels and other damp items so that they can be re-used rather than washed too frequently.

Healing and Care

- Warming blankets, clothes and linens: Everyone enjoys the luxurious feel of a heated towel. But in some instances, a warm blanket, sheet or pair of pajamas can mean more than mere indulgence. For babies, the sick or the elderly, gently warmed blankets, linen or sleepwear go a long way to alleviate discomfort.

Mother Earth Benefits Too

- Reducing laundry loads: Towel warmers are useful for drying towels, clothing and other lightly used damp items—and keeping them fresh and mold free. Rather than being washed unnecessarily, these items can be reused or re-worn. The benefit is reduced laundry loads, which means less water consumption. A win-win for all!

- Saving energy: They consume minimal energy. Depending on the unit, AMBA towel warmers consume the same as a single light bulb, and users can control energy consumption by adding 24/7 programmable timers. Some AMBA towel warmers come with digital heat controllers that have different temperature levels to choose from.

Decorative Touch

- Adding aesthetic appeal: Towel warmers come in a variety of styles and designs to complement any living space. AMBA towel warmers are available in different finishes, shapes and sizes, and can be combined with a range of accessories. Whether in a bathroom or any other living space, AMBA towel warmers are the perfect combination of function and style.

Bathrooms and Beyond

A common misconception is that towel warmers are used only in bathrooms. But why limit their use to the bathroom—and miss out on the many other benefits they offer? They have so many uses that they can become indispensable in a variety of living spaces.

- In laundry rooms, they are ideal for drying delicate items of clothing not suitable for tumble dryers.
- In musty, damp basements, they are effective space heaters that provide warmth while controlling mold.
- Often cold and drafty, workshops and garages instantly become more pleasant spaces when towel warmers are installed to provide extra heat.
- In mudrooms, they are the perfect solution for wet, dripping shoes, coats and sportswear.
- In pool houses, saunas and even boats, they come in handy for drying towels, swim suits and other damp items.
- In hotels, towel warmers offer a touch of luxury as well as aesthetic appeal.
- In locker rooms of gymnasiums and other sports facilities, towel warmers are useful for drying damp towels and clothing, and for managing humidity and mold growth.
- In hospitals, clinics and other medical facilities, they are convenient for warming blankets and linens to offer extra care and relief for ailing patients.
- In spas and beauty salons, towel warmers keep towels, sheets and blankets warm and dry, and ready for staff to pamper clients. They are also indispensable for keeping humidity under control.
- When installed in kitchens, they control humidity and keep dishcloths dry, fresh and mildew free.

Whether in the home or elsewhere, towel warmers transform cold, damp and moldy spaces into pleasant and inviting living areas. But beware! Not all towel warmers are made equal. With all the options available to consumers, how do they make the right choice?

What to Look for in a Towel Warmer

A towel warmer is a long-term investment, so it makes sense to ask the right questions before rushing into a buying decision.

- Quality: What is the towel warmer made of? How durable is the material? Will it rust? What kind of technology does it use? What kind of warranty is offered?
- Energy consumption: How much energy does it consume?
- Safety: How hot does the towel warmer get? How safe is it to use?
- Options: Which designs, styles and sizes are available? Does it come with useful accessories?

• Price: How affordable is the towel warmer?

What's So Special About AMBA Towel Warmers?

In a market that offers many options, what makes AMBA towel warmers stand out? The answer is simple: high quality at affordable prices.

Winning Combination

Made almost exclusively from 304 Stainless Steel, a top-grade material, AMBA towel warmers are strong and durable. Those collections that are designed and made in Italy, are the AMBA towel warmers that use advanced heating technology—the fastest and most efficient cable heating systems available in the towel warmer industry. Unlike other towel warmers on the market that are made of nickel, brass or a coated, mild steel and older technology, AMBA towel warmers are not prone to chipping, corroding, flaking or rusting. And they come with a three-year warranty.

Earth Friendly

The units are efficient sources of heat and yet, they use minimal energy to operate. Depending on the unit and its location, AMBA towel warmers consume approximately the same amount of energy as a few light bulbs. And accessories such as timers and digital heat controllers make it easy for users to maximize energy savings.

Safety First

AMBA towel warmers meet stringent safety standards for the U.S. and Canada, and are perfectly safe to use indoors when correctly installed. Maximum temperatures reach no higher than those of regular radiator heaters. AMBA towel warmer units have no exposed heating elements, and surface temperatures remain within the safe range of 136 °F and 167° F.

Something for Everyone

AMBA offers hydronic and electric towel warmers, and several collections are available in both versions. Some electric units are plug-in while others need to be hardwired. With the exception of the freestanding and swivel plug-ins, most AMBA towel warmers are designed for wall mounting. Some units can be installed in any direction—vertically, horizontally or upside down—depending on the available wall space.

Timers, switches and other accessories such as bathrobe hooks or hangers, shelf bars and additional towel bars can be added to AMBA units for optimal functionality and aesthetic appeal.

AMBA towel warmers come in a wide range of styles, sizes and finishes. Depending on the collection, consumers can choose from several finishes: polished, brushed, oil-rubbed, bronze or white. A polished nickel finish is an option for the TRADITIONAL collection; this is the only collection made of traditional brass material due to the finials. Styles and designs vary based on size, number of bars, shape of bars, bar spacing, direction of bars, straight bars versus curved—and even by the amount of heated surface space the bars offer. Many units are also available in custom sizes, which can allow large dimensions for more heating capacity.

Some collections are primarily towel warmers although they also heat small living spaces. Other collections feature dual-purpose radiators that are used as towel warmers as well as space heaters that can function as the sole sources of heat in rooms.

Choosing the right option depends on the needs of the consumer and the space available for the towel warmer.

Money Talk

At AMBA Products, quality and affordability go hand in hand. True to its mission to offer superior products at affordable prices, the company goes to great lengths to keep its prices competitive. That's why AMBA towel warmers can cost as little as \$220 (list price). The result? More U.S. consumers get to experience AMBA towel warmers!

Towel Warmer Myths Debunked

When it comes to reasons for using towel warmers—fluffy, warm towels are just the beginning! AMBA towel warmers offer so much more than luxury and comfort. For example, they work wonders for drafty, damp areas. All it takes is the right AMBA towel warmer to transform a cold, musty room into an enjoyable living space. And the units heat and dry more than just towels: clothing, linens, blankets, shoes, dishcloths, sportswear. The list goes on. If it's cold and wet and needs heating or drying, chances are that an AMBA towel warmer can rise to the challenge!

Italian-made with top-grade steel and unrivaled heating technology, AMBA towel warmers are among the best on the market—globally. And yet, they are surprisingly inexpensive. Prices start as low as \$220, so more consumers can enjoy the many benefits AMBA towel warmers offer.

Any concerns about safety can be laid to rest. AMBA towel warmers meet U.S. and Canadian safety standards (UL and ETL certified) and are built to maintain safe surface temperatures no higher than those of regular radiator heaters. When installed correctly, the units are safe to use indoors in homes, hotels and many other public and private facilities.

So, the word is out—there's no reason not to love towel warmers! They offer benefits far beyond comfort and luxury, and they don't break the bank. U.S. consumers are missing out if they don't give them a try!

*** 2) Boilerplate Corporate Statement AMBA products offers the North American market high-end European stainless steel decorative products that enhance lifestyle and living spaces at affordable prices: German-engineered sliding door hardware systems, leather cabinet hardware, glass connectors, locking pulls, and a range of Italian-designed and Italian-made towel warmers featuring advanced, patented heating technology. For more information, visit www.ambaproducts.com.

*** 3) AMBA Towel Warmer Photo Selections and Descriptions

JEEVES Model C Curved - Polished This model is from the JEEVES collection, a classic towel bar design featuring a gentle curve. The spacing of bars is ideal for holding small and large towels or items of clothing. Electric and hydronic versions are available. This collection has a built-in thermostat and internal thermal cutout for optimal energy consumption and safety.

SOLO 24 This model forms part of AMBA's flagship SOLO collection. Lightweight and portable, this plug-in freestanding unit is versatile and can be used in any room. The design features 10 horizontal bars spaced evenly in two sets of five for more surface area. It comes in a polished or brushed finish.

SWIVEL Jill B002 The SWIVEL collection features swivel hinge units that rotate 180°, ideal for small spaces. Each arm moves independently to accommodate several small towels. This model is a plug in and installs easily. Polished and brushed finishes are available.

TRADITIONAL T2534 The TRADITIONAL collection design features rounded bars with finials at each corner. This is the only AMBA towel warmer collection made of brass and also available in a polished nickel finish. The unit comes with a built in thermostat and a cut out feature for optimal energy consumption and safety. This expertly crafted collection works well for large towels, bathrobes and items of clothing.

ELORY AMBA's award winning ELORY collection features dual purpose units that work as space heaters and towel warmers. The new, patented Italian heating system uses no liquid, so there is no risk of leaking. The units come with touch screen LED display panels and integrated digital heat controllers. Innovative and contemporary, the design features a large, flat surface area to heat vast spaces and dry thick towels and clothing. The unit is available in polished and brushed finishes, and can be ordered in custom sizes.

QUADRO Q-2016 This dual purpose radiator from the QUADRO collection features square bars with large, flat surface areas, and functions as a space heater or a towel warmer. The flexible design means that the unit can be installed vertically, horizontally or upside down depending on the available wall space. Its patented Italian heating system uses no liquid, so there is no risk of leaking. Custom sizes and hydronic versions are available by special order. ***

