

# LEARNING OBJECTIVES

- Benefits, functions and applications
- Technology
- How to Sell
- Collections and Accessories





# BENEFITS

There are 3 major benefits of Heated Towel Racks

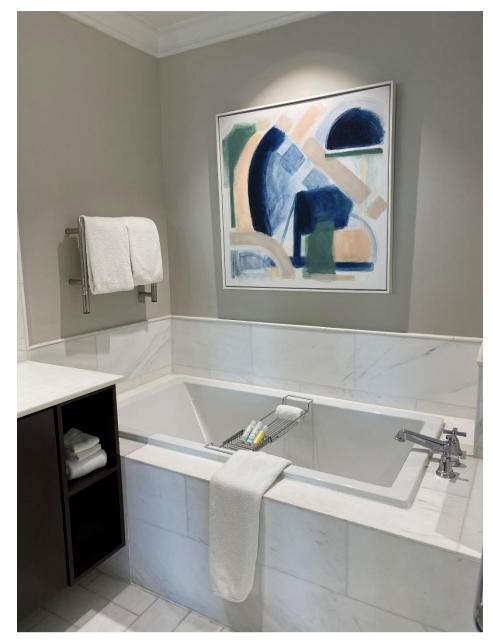
- 1. Luxury & Comfort
- 2. Health & Wellness
- 3. Cost Savings





# LUXURY & COMFORT

- Heated Towel Racks provide a wonderful luxury and comfort as one finishes their bathing routine.
  - Wrap yourself in a warm, cozy towel or bathrobe after a shower/bath.
  - Provides radiant heat to a bathroom, improving the guest's comfort.
- Plays into the senses of temperature & touch: It's like a warm embrace.
- Never use a damp and smelly towel again!



The Spectator Hotel – Jeeves HSP



# HEALTH & WELLNESS

Health & Wellness has become an important element in interior design.

- Heated Towel Racks have been proven to reduce bacteria growth on towels:
  - 94% reduction after 3 days
  - 99% reduction after 7 days
  - Eliminates foul odors caused by mold and bacteria towels always smell fresh and clean.
- Reduce humidity in bathroom by eliminating moisture.
- Promotes a healthier and more hygienic environment by drying towels and spaces which helps prevent mold, mildew and bacteria growth.

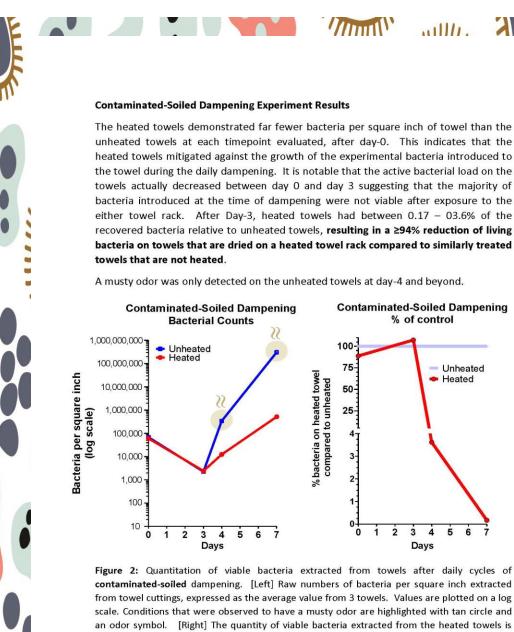


Figure 2: Quantitation of viable bacteria extracted from towels after daily cycles of contaminated-soiled dampening. [Left] Raw numbers of bacteria per square inch extracted from towel cuttings, expressed as the average value from 3 towels. Values are plotted on a log scale. Conditions that were observed to have a musty odor are highlighted with tan circle and an odor symbol. [Right] The quantity of viable bacteria extracted from the heated towels is expressed as a percentage of the control (unheated) towels at the same timepoint.

Heated Towel Rack Mitigates Bacterial Growth Assessment of the EMSL Analytical Report on the Efficacy of the Solo 33" Freestanding Towel Warms

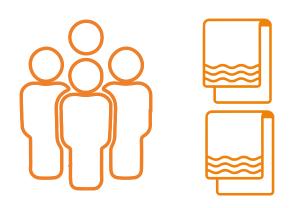
Unheated

Heated

# **COST SAVINGS**

Heated Towel Racks can provide significant savings to any household:

- Time less laundry as towels are used longer = more time doing the things you love.
  - About 2 2.5hrs to wash, dry & fold a single load of towels
- Electricity it costs about \$4/mo to run for 4hrs day/7 days a week. It costs \$16/mo to wash & dry a single load of towels.
- Water average washing machine is 14/gal per load or almost 675gal/yr assuming 1 load per week. Reducing your wash frequency to every other week will cut your water consumption in half.
- Wear & tear washing your towels less frequently will prolong the life of the towel and reduce how frequently they get replaced.





#### Assumptions:

Average household: 4 people

Towels per week per person: 2

Laundry loads per week: 1

National avg cost of power: \$0.23 kWh

Average Towel Warmer rating: 150W

Reducing your laundry frequency from 4x per month to 2x per month will save you on average:

Time: 4-5hrs per/mo. or 48-60hrs per/yr.

Electricity: \$8/mo. or \$96 per/yr.

Water: 28gal/mo. or 336/gal per/yr.



### **APPLICATIONS: BATHROOMS**

Most Heated Towel Racks are installed in bathrooms. Whether its to provide radiant heat, dry damp towels after use, or warm them up, they offer many improvements over a standard towel bar or robe hook.

- Add comfort and luxury to bathing experience
- Keep towels and bathrobes dry and warm
- Clean, fresh and fluffy towels every time!
- Provide radiant heat to bathroom take cool edge off during cold winter mornings







### WET AREA APPLICATIONS -JEEVES COLLECTION

When installing a towel warmer in a 'wet area', additional precautions need to be taken to meet code & safety requirements

- Jeeves collection offers a UL Certified wet rated kit that makes any Jeeves model safe for wet areas
- Wet Rated Kit eliminates restrictions and provides more convenience and flexibility for installation
- Approved for NEC Zone 1 & Zone 2 locations:
  - Above a bathtub
  - In a shower
  - In a wet room or wet area

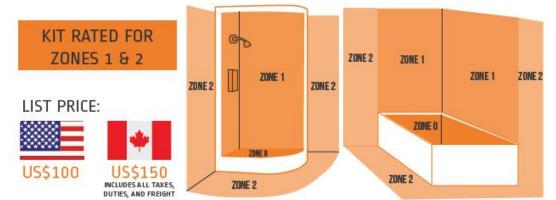
#### JEEVES WET-RATED KIT



2021.10

The Jeeves Wet-rated Kit is a UL certified upgrade kit that allows for the installation of any Jeeves towel warmer in a 'wet area.' These include but are not limited to above a bathtub, in a shower alcove or walk-in shower stall, or in a wet room. Following proper installation, the wet-rated kit ensures any Jeeves towel warmer is safe to use in these areas.







FINISH SKUS:







**GLOSSY WHITE** 



Jeeves Model M Shelf with the AJ-WRK-P Wet-Rated Kit Installed

www.ambaproducts.com | +1[404]350-9738

OIL-RUBBED BRONZE



# APPLICATIONS: LAUNDRY & MUD ROOMS

- Laundry Rooms:
- Dry delicates, silks and other fabrics/garments that don't go in a tumble dryer.
- Reduce wrinkles while gently drying clothes.
- Keeps laundry organized no longer hanging on banisters, shower curtain rods or door handles.
- Mud or Wet Rooms:
- Hang and dry coats, scarves, mittens etc on cold & wet winter days.
- Dry bathing suits, pool/beach towels, wet suits and life jackets during the summer.
- Reduces humidity and provides warmth during colder months.





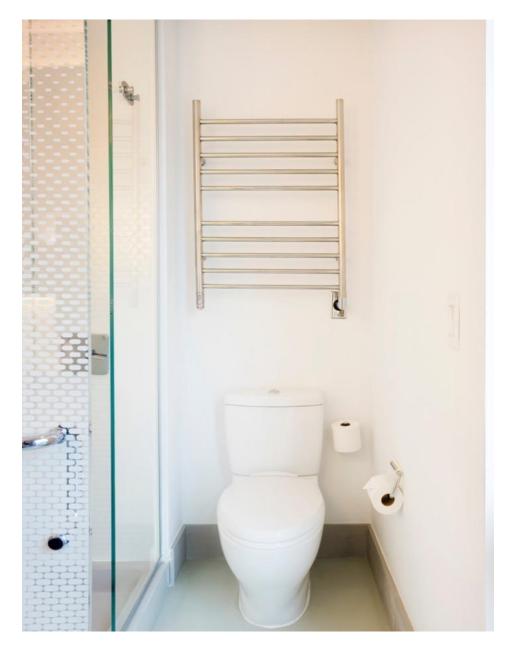


# **APPLICATIONS: OTHER**

Some applications that are less common, but still offer plenty of benefits include:

- Pool house
- Basement
- Garage/workshop
- Nursery
- Boats/RVs

Commercial: Hotels, assisted living, spas/gyms, multi-family



Yotel Hotel - Radiant RWH-SP



# HEATING TIME & TECHNOLOGY

**Dry Element (DE) Technology** - units have a wire cable that run through all *vertical* & *horizontal* bars (Many competitors only heat the horizontal bars).

- Pros: Fast heat up time only 10 to 15min with heat starting in as little as 5min
- Cons: Heating cables cannot be repaired – entire unit must be replaced

**Collections:** Sirio, Quadro, Antus, Vega, Radiant, Solo & Swivel

- **Liquid Filled (LF) technology** Units are filled with a glycol-water solution. A heating element heats the liquid which heats the bars.
- Pros: Heating element can be replaced if it fails; entire unit does not need to be replaced
- Cons: Longer heat up times range from 15 to 45min depending on the size of the unit

**Collections:** Jeeves & Traditional



### WHY SELL AMBA?

#### Choose from 9 different collections

- Good: Radiant, Solo, Swivel
- Better: Jeeves, Traditional
- Best: Antus, Quadro, Sirio, Vega

#### Choose from 10 stocked finishes

 Polished SS, Brushed SS, Polished Nickel, Brushed Nickel, Matte Black, Satin Brass, Brushed Bronze, Polished Gold, ORB, White

Over 175+ stocked SKUs with <1week lead time

We offer custom sizes & finishes – can color match other MFGs unique finishes.



### **CUSTOM SIZES & FINISHES**

- Only available for Italian Collections:
  - Sirio, Quadro, Vega & Antus
- RAL Color Codes match your towel warmer to your faucet or tub surround
- Custom Finishes match almost any finish from MFGs to keep a consistent look
- Lead time is 10-16 weeks
- Factory may require sample chip to analyze and match your finish

#### SPECIAL ORDER FINISH OPTIONS



Amba Products offers custom finishes when our stocked options don't satisfy the aspirations of customers when designing the perfect bathroom! Only available on select collections - Sirio, Quadro, Vega & Antus - your client can now choose from any RAL Color (a European color matching system, similar to Pantone color codes), specialty finishes like polished or brushed Golds, Brasses, Nickels, as well as color matching many manufacturers unique or specific finishes. Almost any color can be done!

### SPECIAL ORDER LEAD TIME: 10-16 WEEKS FROM WHEN ORDER IS PLACED CANNOT BE CANCELED OR RETURNED

### MADE IN ITALY LIST PRICES FOR US CUSTOMERS FOR CANADA, PLEASE CONTACT US

#### CUSTOM FINISH PRICING — ALL NON-RAL FINISHES

When specifying a Custom Finish, please indicate the finish and manufacturer you are trying to replicate: We may request a sample chip to analyze the finish to ensure accuracy. Finish chips will not be returned as they are sent directly to our factory in Italy.

SIRIO	LIST PRICE
52121	\$4,463.60
52133	\$5,121.20
52142	\$5,668.80
52921	\$4,653.60
52933	\$5,588.80
52942	\$5,828.80

QUADRO	LIST PRICE
Q2016	\$4,353.60
Q2033	\$5,261.20
Q2042	\$5,828.80
Q2054	\$6,536.40
Q2833	\$5,798.80
Q2842	\$6,416.40



VEGA	LIST PRICE
V2338	\$6,008.80
V2356	\$6,776.40

#### RAL COLOR PRICING

When specifying a RAL product, please include the RAL color code and indicate if this is a matte or glossy finish.

SIRIO	LIST PRICE	
52121	\$1,312.09	
S2133	\$1,687.95	
52142	\$1,980.02	
S2921	\$1,528.30	
S2933	\$1,900.02	
S2942	\$2,215.37	

QUADRO	LIST PRICE	
Q2016	\$1,221.74	
Q2033	\$1,860.71	
Q2042	\$2,198.99	
Q2054	\$2,696.93	
Q2833	\$2,168.99	
Q2842	\$2,544.17	

	FOR A LIST OF RAL COLORS VISIT RALCOLOR.COM
VEGA	LIGT DRIGE

VEGA	LIST PRICE
V2338	\$2,470.72
V2356	\$3,028.66

ANTUS	LIST PRICE
A2056	\$3,004.16
A2856	\$3,352.44

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# HOW TO SELL HEATED TOWEL RACKS

- Accessories are usually the last to be picked, leaving minimal budget
- In most primary bathrooms, you specify 2x towel bars & 2x robe hooks
- Reallocate that \$\$\$ to 1 towel warmer you're not adding more costs!
- 1 towel warmer replaces all 4 accessories
- Upgrades the bathroom and provides a more luxurious, bathroom oasis.
- Some models can even save money compared to the cost of robe hooks and towel bars



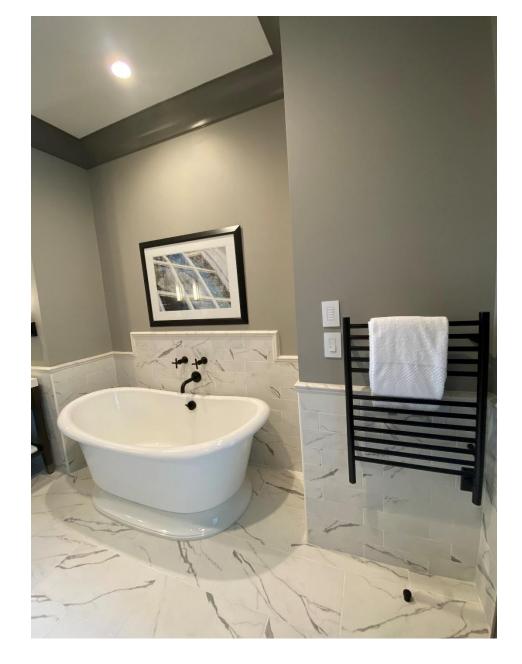
There are two sections on this towel warmer to hold 2 towels; the vertical bars double as robe hooks to hold 2 bathrobes



# REQUIREMENTS

It is important that your client will be able to install the product. Below are some basic requirements.

- Electricity:
  - Requires standard 120V connection.
  - <u>Doesn't</u> require a dedicated circuit.
- Space:
  - They must have the wall/floor space for the unit to fit.
  - Backing is recommended for wall mounted units.
- · Code:
  - National Electrical Code (NEC) dictates a towel warmer must be 3' from water source (unless using Jeeves Wet Rated Kit).
  - Local codes supersede national code.
  - All products are UL or ETL certified for USA & Canada

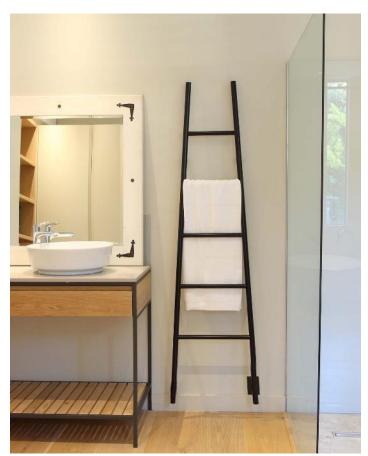


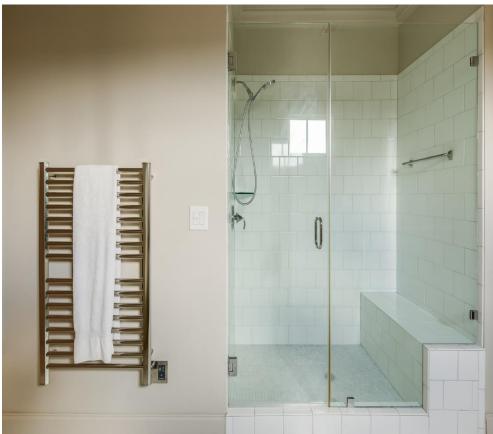
Liberty Hotel by Hilton – Jeeves ESMB













### **COLLECTIONS & ACCESSORIES**









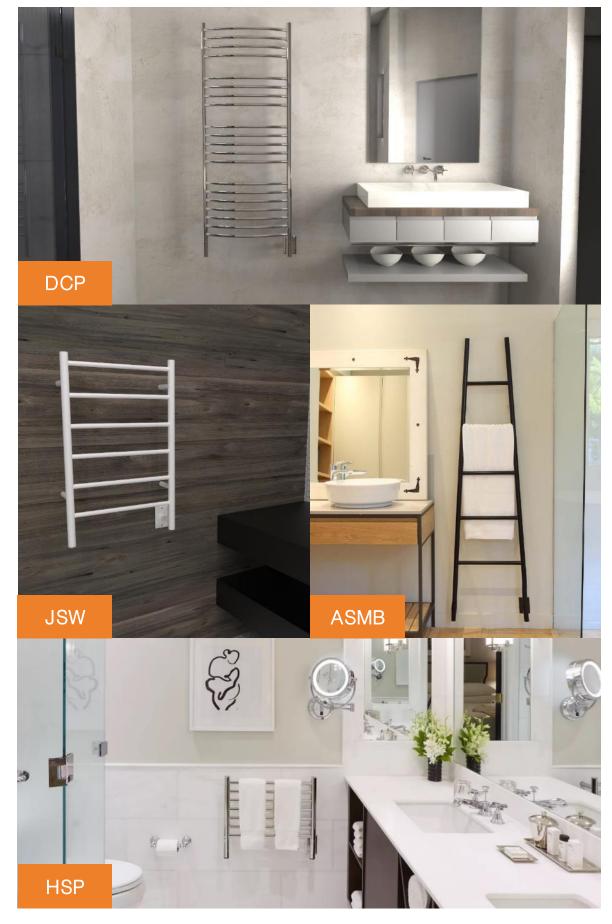
# JEEVES COLLECTION



#### **Highlights**:

- 5 Stocked Finishes: Brushed, Polished, Matte Black, ORB & White
- Custom Sizes available in catalog
- UL-certified "Wet-rated Upgrade Kit" available
- Heat up time: 15 to 45min
- Liquid filled heating technology replaceable heating element
- · Left hand electrical wiring available

- Included: Hardwire kit & mounting hardware
- Required: Timer or On/Off Switch
- Optional: Double gang plate; bathrobe hanger





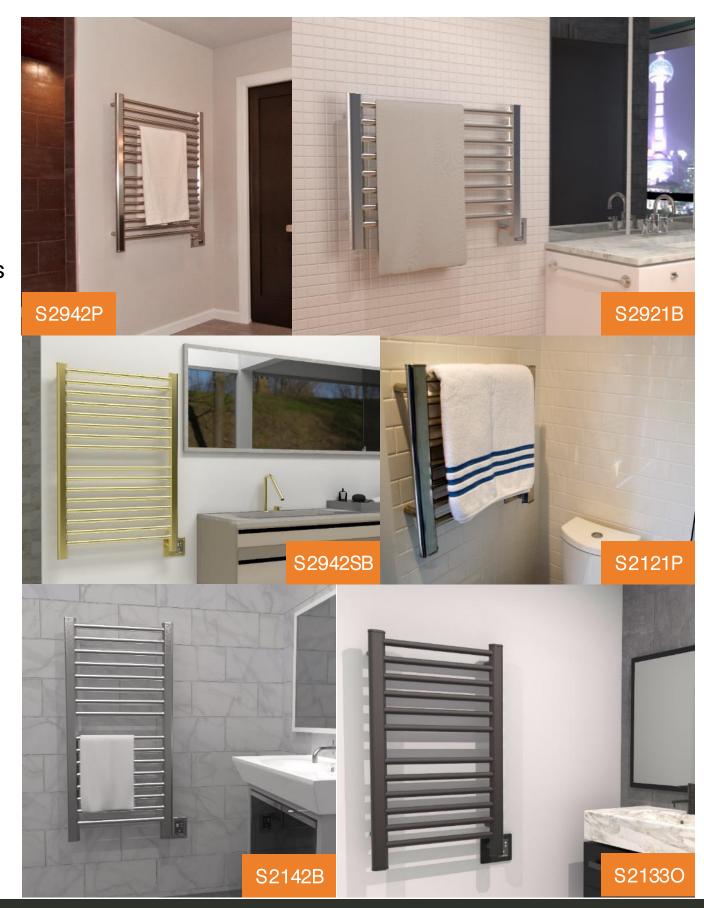
### SIRIO COLLECTION



#### **Highlights:**

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Polished, ORB and Satin Brass
- Digital Heat Controller: 9 levels of temperature control (standard on all models except \$2121 optional)
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order
- Left hand electrical available special order

- Included: Hardwire Kit, Mounting Hardware, Digital Heat Controller (except S2121 – On/Off switch)
- Required: Nothing additional
- Optional: Remote DHC; Timer; Bathrobe hook





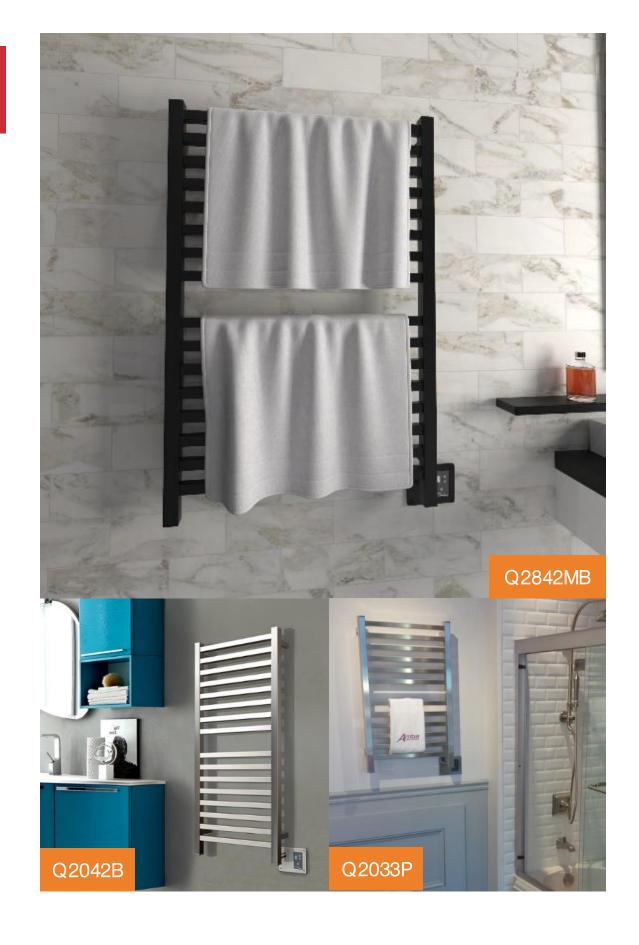
### QUADRO COLLECTION



#### **Highlights:**

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Matte Black & Polished
- Digital Heat Controller: 9 levels of temperature control (standard on all models except Q2016 – optional)
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order
- Left hand electrical available special order

- Included: Hardwire Kit, Mounting Hardware, Digital Heat Controller (except Q2016 – On/Off switch)
- Required: Nothing additional
- Optional: Remote DHC; Timer; Bathrobe hook





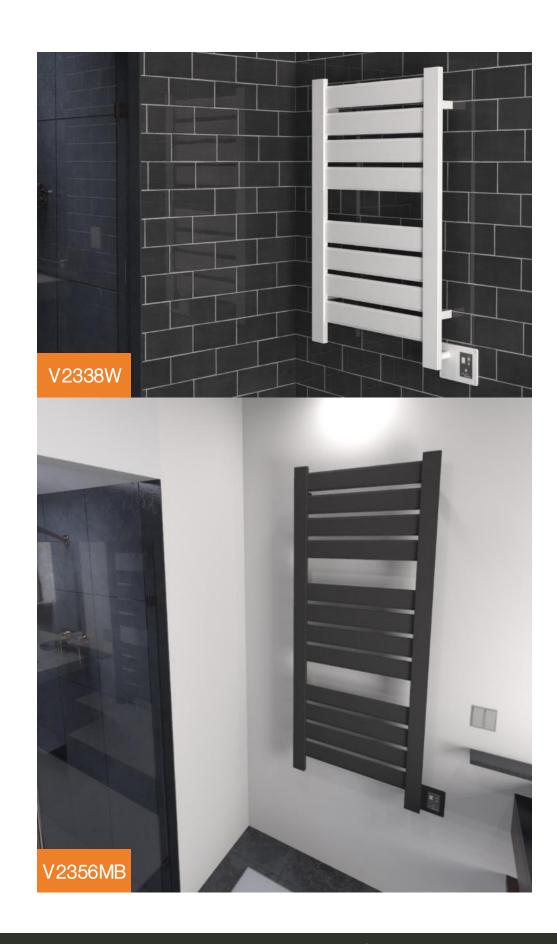
### **VEGA COLLECTION**



#### <u>Highlights:</u>

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Matte Black, Polished & White
- Flat panels = more surface area most efficient collection
- Digital Heat Controller: 9 levels of temperature control
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order
- Left hand electrical available special order

- · Included: Hardwire Kit, Mounting Hardware, Digital Heat Controller
- Required: Nothing additional
- Optional: Remote DHC; Timer; Bathrobe hook





### ANTUS COLLECTION



#### **Highlights:**

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed & Polished
- Digital Heat Controller: 9 levels of temperature control
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order
- Left hand electrical available special order

- Included: Hardwire Kit, Mounting Hardware, Digital Heat Controller
- Required: Nothing additional
- Optional: Remote DHC; Timer; Bathrobe hook





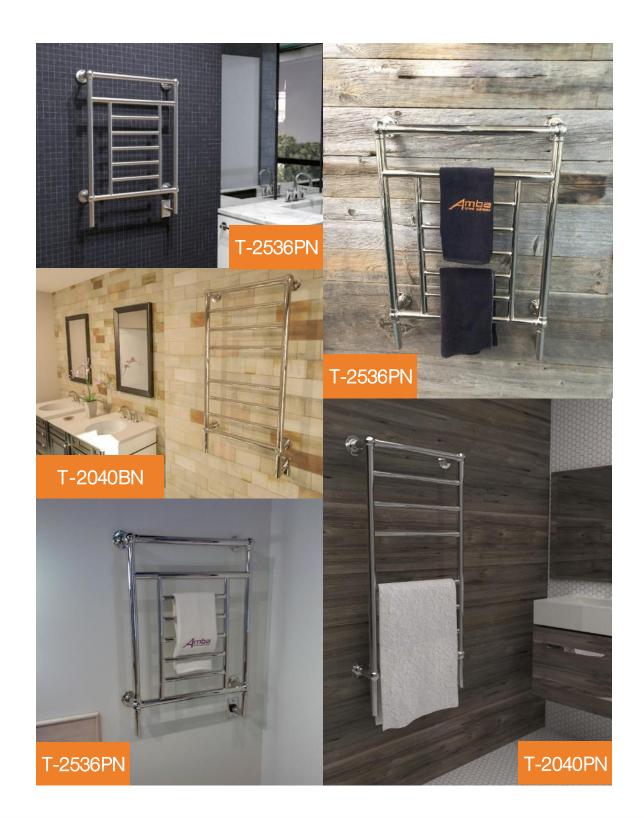
### TRADITIONAL COLLECTION



#### **Highlights:**

- Beautifully crafted finials create a decorative design
- Liquid filled heating technology replaceable heating element
- Stocked finishes: Brushed Nickel & Polished Nickel
- Heat up time: 30-40min
- Left hand electrical wiring available

- Included: Hardwire kit & Mounting Hardware
- Required: Timer or Switch





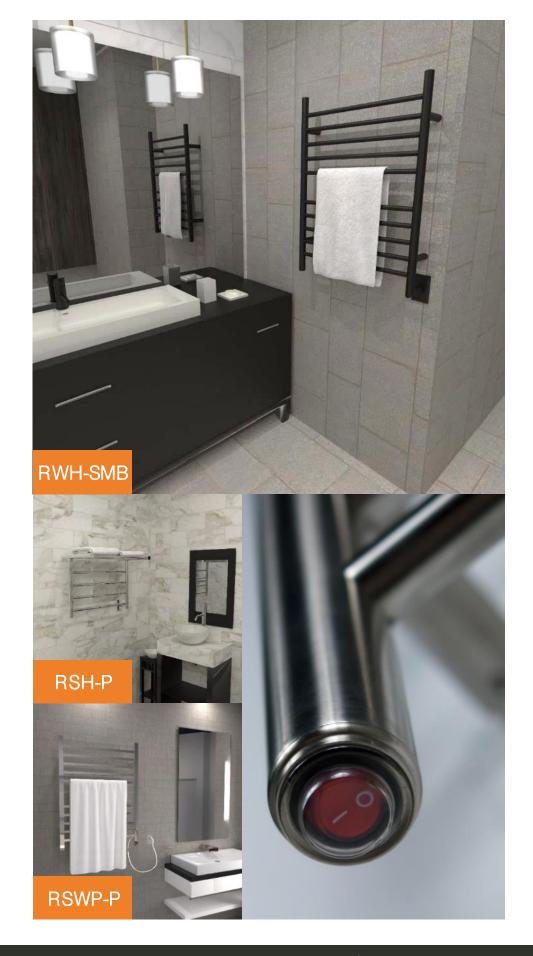
### RADIANT COLLECTION



#### **Highlights:**

- Round and square bar options available to suit your style
- Stocked finishes: Brushed & Polished (all models); Matte Black, Satin Brass and Polished Gold in specific models only
- · Sizes: Small, Medium & Large and a Shelf unit
- Dry element technology: 10-15min heat up time
- Integrated On/Off switch located on bottom of vertical bar
- Hardwired and plug-in options available for most models

- Included: Mounting Hardware; Hardwire Kit for hardwired models; On/Off switch
- · Required: Nothing additional
- Optional: Timer; Double gang plate





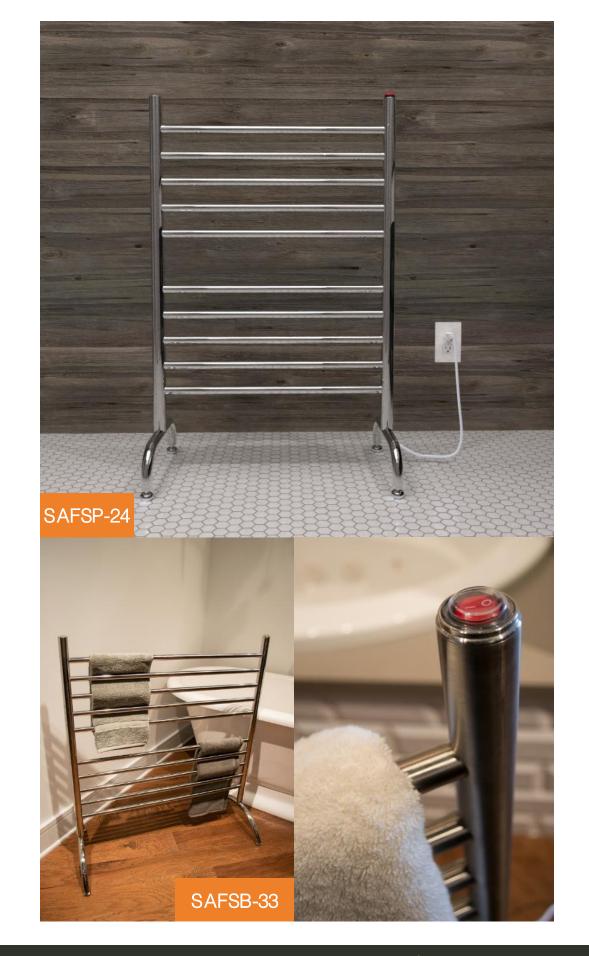
### **SOLO COLLECTION**



#### **Highlights:**

- Freestanding model stands on its own and plugs into outlet
- Stocked finishes: Brushed, Polished & Matte Black
- Lightweight & portable move from bathroom to laundry room or outdoor pool/jacuzzi etc
- Ideal for use next to freestanding and walk-in bathtubs
- Dry element technology: 10-15min heat up time

- Included: Mounting legs, plug-in kit, On/Off Switch
- Optional: Plug-in programmable timer





### **SWIVEL COLLECTION**



#### **Highlights:**

- External Temperature range: 110F to 160F
- Plug-in collection
- Stocked Finishes: Brushed & Polished
- Dry element technology: 10-15min heat up time
- Individual bars can swivel 180 degrees
- Each arm can be moved independently
- · Simple to install

- Included: Mounting Hardware & Plug-in kit
- Optional: Plug-in programmable timer





# DIGITAL HEAT CONTROLLER



- Designed to allow users to have control over the temperature; there are 9 heat levels to choose from.
- Digital Heat Controller is included with our Italian collections: Quadro, Sirio, Antus, &Vega.
- A remotely wired DHC is available if you want to locate the controller away from the unit itself. This could be due to space constraints or to make it easier to interact with.

## TIMERS & SWITCHES

A choice of controls that can be used with our heated towel racks.



PLUG-IN PROGRAMMABLE TIMER

#### On/Off switch:

ATW-S-W – Hardwired

#### 24hr/7day Programmable Timers:

- ATW-T24 Hardwired
- ATW-T24-BL Black color change kit
- *ATW-P24* Plug-in

#### Wi-Fi Smart switch:

- ATW-SS Hardwired
- ATW-SS-BL Black color change kit

#### Countdown timer:

- ATW-CDT Hardwired
- ATW-CDT-BL Black color change kit



ON/OFF SWITCH



COUNTDOWN TIMER







Wi-Fi Smart Switch & Hardwired Programmable Timer

Note: BLACK COLOR CHANGE KITS SOLD SEPARATELY

## DOUBLE GANG PLATE

The double gang plate is an optional accessory which replaces the standard single gang plate.

It allows for placement of switch/timer next to towel warmer. This makes for a cleaner, more purpose designed look.

Fits a standard US double gang box, and comes in matching finishes

Jeeves: AJ-DGP-\*Finish Code\*

Radiant: AR-DGP-\*Finish Code\*

Radiant Square Models use the Jeeves Double Gang Plate







# BATHROBE HOOKS

- Available for Jeeves, Sirio, Quadro, Vega & Antus Collections.
- Only stocked in Brushed
   & Polished finishes –
   Special finishes available
   upon request
- Easily secures to the unit









### SHIPPING & HANDLING CHART

1. Take the first 3 digits of the Ship To zip code to determine your zone



AMBA SHIPPING AND HANDLING RATES BY ZONE (January 2023)

Take the first 3 digits of the ship to address' zip code (eg: 30062, find where "300" falls in the lists below = Zone 1)

ZON	NE 1		ZONE 2		ZONE 3
150 – 163	600 - 609	004 - 149	527 - 564	660 - 693	590 - 592
166	613 - 634	164 – 165	565 - 567	730 - 748	594 - 598
168	636 - 639	167	570 - 571	750 - 754	599
170 - 174	650 - 659	169	372 - 588	757 - 820	821
199 – 218	700 - 729	175 - 198	593	822 - 823	824 - 825
220 – 483	749	219	610 – 612	826 - 828	829 - 838
490 – 492	755 - 756	484 – 489	635	865 - 885	840 - 864
526		493 – 525	640 – 649		*889 -994
			•	\	*shipping to AK/HI not
					included
				•	

2. Match your zip code zone with your model (example Jeeves Model D in Zone 1

= \$53.00 in shipping cost)			
ZONE	1	2	3
	\$ PER UNIT	\$ PER UNIT	\$ PER UNIT
JEEVES Collection			
Model H	25	29	36
Models E, J and F	30	40	52
Models C, D, K and L**	53	66	82
Model M**	69	87	109
Model A Ladder** †	237	257	280

SOLO Collection			\
SAFS-24	30	41	54
SAFS-33**	59	73	91

RADIANT Collection			
Radiant Small	25	30	38
Radiant	30	41	54
Radiant Large	35	48	65
Radiant Shelf**	47	70	91

2. Find the collection and model you are shipping, then find the appropriate zone to see the freight cost

TRADITIONAL Collection			
Traditional T-2040	32	44	59
Traditional T-2536	33	45	60

QUADRO Collection			
Q 2016	26	32	42
Q 2033	32	44	59
Q 2042**	61	76	94
Q 2054**	66	85	107
Q 2833**	62	77	95
Q 2842**	65	86	107

SIRIO Collection			
S 2121	27	35	45
S 2133	32	44	59
S 2142**	60	74	92
S 2921	31	42	56
S 2933**	60	76	94
S 2942**	65	85	106

ANTUS Collection			
A 2056**	66	85	105
A 2856** †	240	261	285

VEGA Collection			
V 2338	37	51	68
V 2356** †	239	260	281

SWIVEL Collection			
J B003 / J D005	28	37	48
J B004 / J D006	31	41	55

ACCESSORIES			
Timer / Switch / Bathrobe Hook	14	16	18
ATW-DHC	21	23	25
Heating Element	21	23	25
Bracket Pack / Wet Rated Kit	15	17	19

Please note – accessories are shipped separately from towel warmers.

Items shipped UPS Ground prepay & bill are <u>fully insured</u> – Any claims must be filed within

of days of delivery to <u>customerservice@ambaproducts.com</u>

\*\*\*tems incur additional handing/large package surcharges from UPS due to size of package

† Freight quotes or 3<sup>rd</sup> party shipping available on request for these items due to package size

Ex: Jeeves model E, shipping to zip: 10005 Step 1: First three digits of zip = "100" ... so it falls within Zone 2

Step 2: Find the Collection & model on chart

Step 3: Freight rate is \$40



# **CUSTOMER SERVICE**

- Fast deliver of all stocked items –
   24hr order processing time
  - Drop shipping at no extra price
- Telephone Customer support available 8am-6pm EST:

+1(404)350-9738



# **ONLINE RESOURCES**

**CATALOGS & PRICE LISTS:** 

ambaproducts.com/catalogs

**EASY ORDER TRACKING:** 

ambaproducts.com/order-status/

STOCK CHECK:

https://ambaproducts.com/stockcheck/

**CEU COURSES:** 

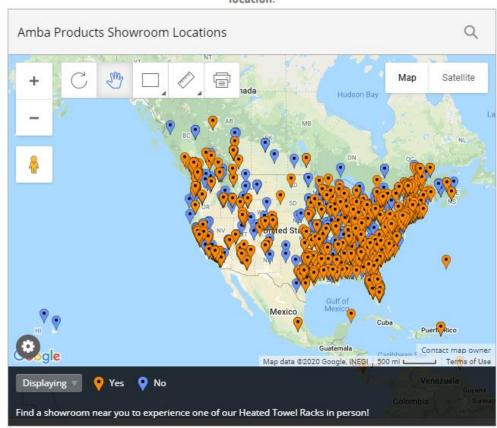
ambaproducts.com/CEU

**Display Program** 



#### SHOWROOM LOCATOR

Type Address/Zip Code into search bar and hit 'enter' for Closest Showroom to that



ambaproducts.com/showrooms

### **EMAIL CONTACTS:**

customerservice@ambaproducts.com
orders@ambaproducts.com
returns@ambaproducts.com



# IN SUMMARY

- Pamper and indulge yourself with an affordable luxury
- Prevent growth of bacteria and promote health, wellness & hygiene
- Use in a variety of locations, not just bathrooms
- Help keep rooms mold and mildew free
- Variety of designs, finishes, and sizes
- US List Prices start at \$370
- Add comfort to any room
- Keep towels warm and dry
- Reduce laundry loads, electricity and water consumption



