

# HEATED TOWEL RACKS RODUCT KNOWLEDGE TRAINING

TOWEL WARMERS | SPACE HEATERS | DRYING RACKS



### LEARNING OBJECTIVES

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





### BENEFITS

There are 3 major benefits of Heated Towel Racks

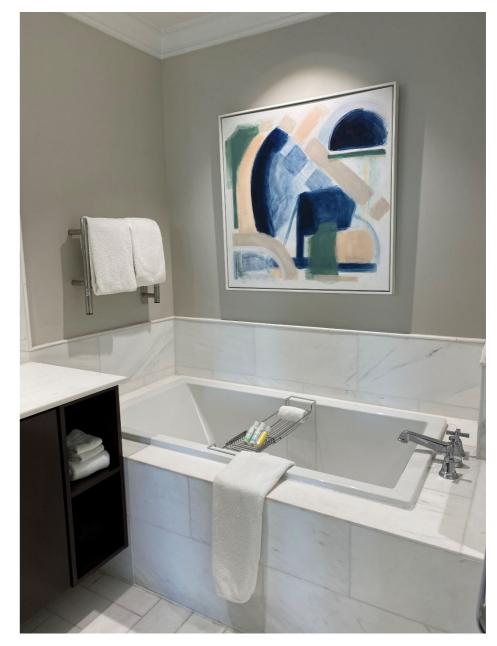
- 1. Luxury & Comfort
- 2. Health & Wellness
- 3. Cost Savings





### 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!



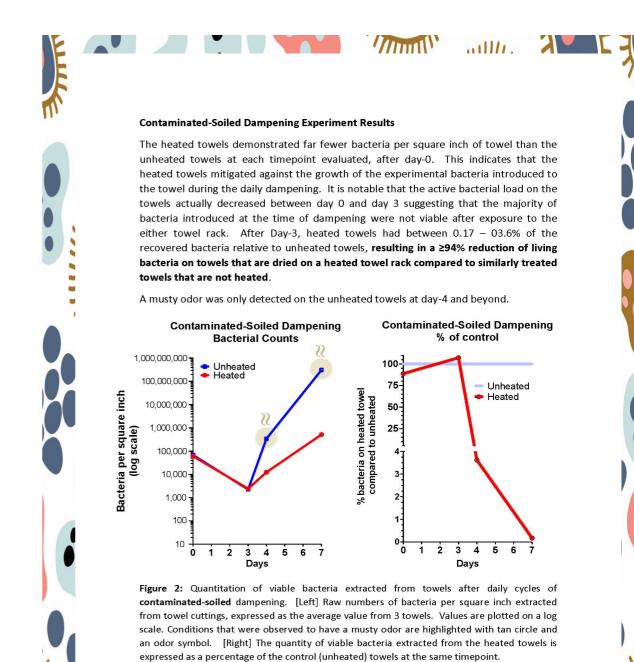
The Spectator Hotel – Jeeves HSP



### HEALTH & WELLNESS

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

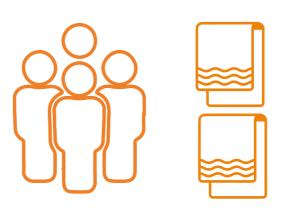
- Heated Towel Racks have been proven to reduce bacteria growth on towels:
  - 94% reduction after 3 days
  - 99% reduction after 7 days
  - Eliminates foul odors caused by mold and bacteria – towels always smell fresh and clean.
- Reduce humidity in bathroom by eliminating moisture.
- Promotes a healthier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



Heated Towel Rack Mitigates Bacterial Growth

### **COST SAVINGS**

Drawing from a survey of 3,000 households, we've distilled key insights into the everyday savings afforded by heated towel racks. Our analysis quantifies the savings in terms of time, electricity, water, and detergent use.





**Time Savings:** 

If laundry takes 2 hours per week, using a heated towel rack to extend the time between washes to every other week frees up roughly **26 hours a year** for an average household.

**Electricity Savings:** 

A heated towel rack costs about \$4 per month to run. In contrast, the average washing machine and dryer can cost around \$16 per month to operate weekly. By extending towel use and halving laundry frequency, a household could save roughly \$8 per month on their electricity bill.

#### **Water Conservation:**

By shifting to bi-weekly laundering, a household that uses 20 gallons of water per laundry load can **save an impressive 520 gallons of water yearly**, a stride toward more sustainable living.

#### **Detergent Savings:**

Decreasing wash frequency by half means you also halve your detergent consumption, fostering financial savings and a lighter ecological footprint.

#### Wear & Tear:

Heated towel racks can reduce towel wear, **extending their lifespan** and reducing the need for replacements—a subtle yet significant saving.

#### <u> Assumptions:</u>

Laundry Loads per Week: 1
Average Household: 4 People
Towels per person per Week: 2
Average HTR Rating: 150W
Electricity Cost: \$0.17 per kWh

### Savings with Bi-Weekly Towel Washing Using a Heated Towel Rack:

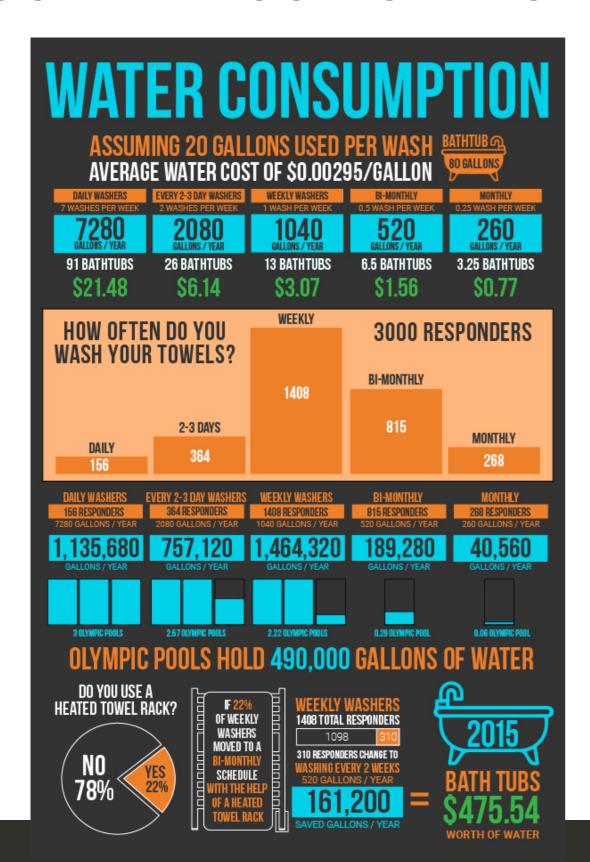
Time: 2.17 hours monthly / 26 hours yearly saved

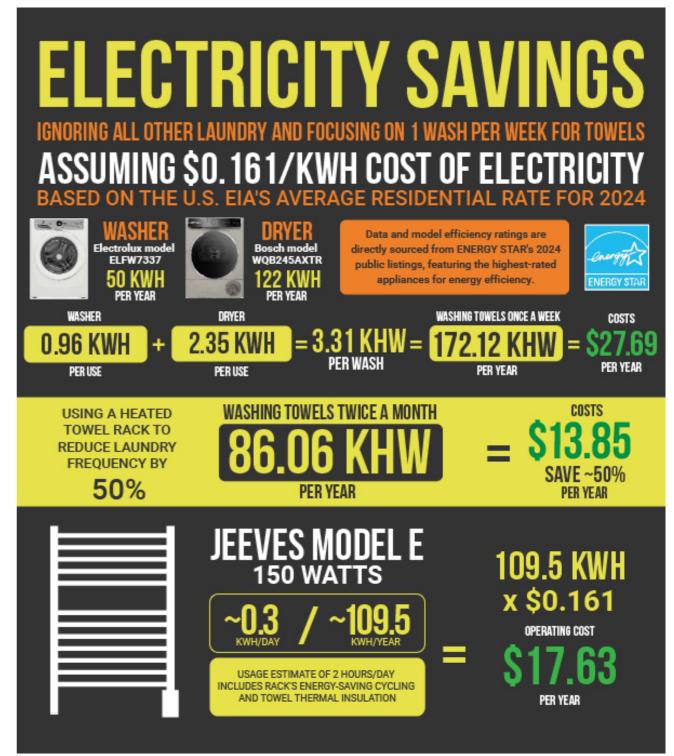
**Electricity:** ~\$10 yearly

Water: 40 gallons monthly / 520 gallons yearly saved



### COMPARISON STATS - WATER & ELECTRICITY

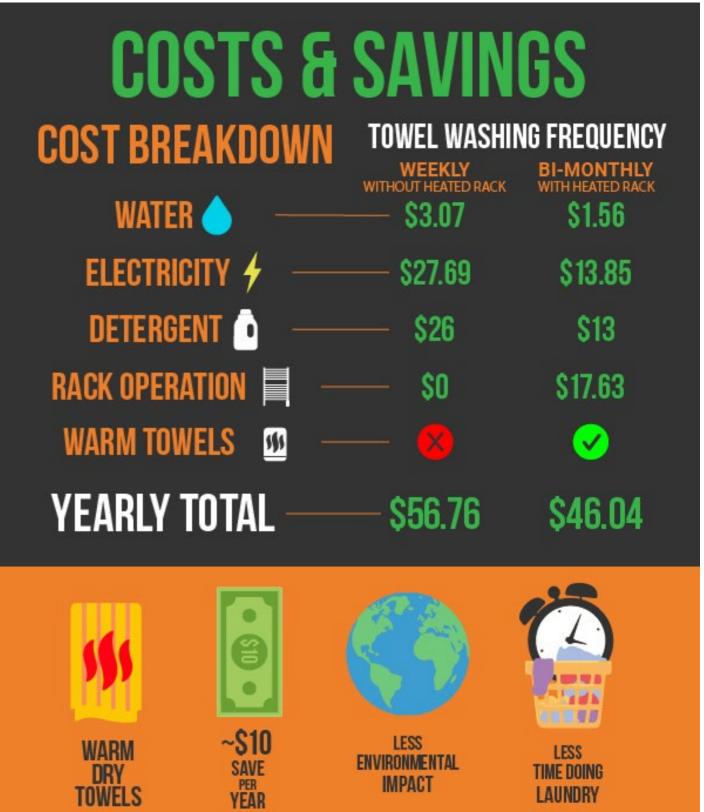






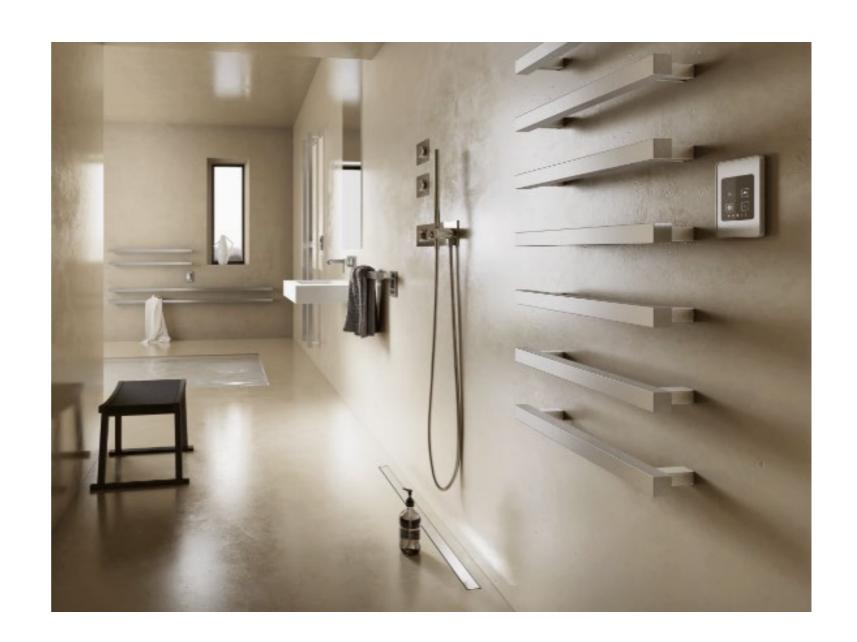
### **COMPARISON STATS & SUMMARY**







# WHERE TO USE HEATED TOWEL RACKS

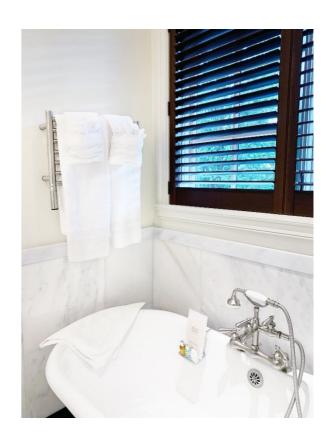




### **BATHROOMS**

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
- Reduces humidity & moisture in bathroom
- Replaces need for towel bars & robe hooks







## WET AREA APPLICATIONS – JEEVES & CAPE COLLECTIONS

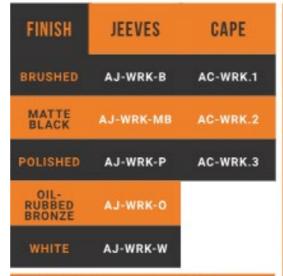
When installing a towel warmer in a 'wet area', additional precautions need to be taken to meet code & safety requirements

- Amba's *UL Certified* wet rated kit makes any Jeeves or Cape 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

### COMPATIBLE WITH JEEVES CAPE COLLECTION COLLECTION

Wet-rated kits are optional UL certified upgrades that allow for the safe installation of towel warmers in wet areas. These kits enable the use of towel warmers in locations such as above bathtubs, in shower alcoves, walk-in shower stalls, or wet rooms. By following proper installation procedures, these kits ensure that towel warmers are safe to operate in environments exposed to moisture.

Currently, wet-rated kits are available for the Jeeves and Cape Collections. They provide flexibility to install in convenient locations to the bath or shower, while maintaining safety for all users.





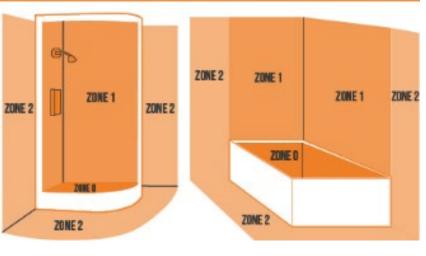


CODE TO CONFIRM INSTALLATION

NOTE: WATERPROOF WIRE CONNECTORS ARE

RECOMMENDED BUT NOT INCLUDED







# 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.







### OTHER APPLICATIONS

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

- Pool house
- Basement
- Garage/Workshop/Home Gym
- Nursery
- Boats/RVs

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



Yotel Hotel - Radiant RWH-SP



### HEATING 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:**

Italy: Sirio, Quadro, Antus, Vega, Modello i

South Africa: Cape

China: 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:**

South Africa: Jeeves

China: Traditional



### **COMPETITIVE ADVANTAGES**

Amba *only* sells heated towel racks— we are the experts! Choose from 11 different collections

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

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+ SKUs stocked in GA with <1week lead time.

Over 250+ special order sizes – as narrow as 13" wide and up to 80" tall to fit unique spaces

Custom finishes – RAL & PVD; color match other MFGs



#### **CUSTOM SIZES & FINISHES**

- Available for our Italian Collections:
  - Sirio, Quadro, Vega, Antus & Modello i
- RAL Color Codes match your towel warmer to your faucet or tub surround
- Custom Finishes (PVD) match almost any finish from MFGs (No living finishes)
- 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
S2942	\$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

#### RAI 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
52133	\$1,687.95
52142	\$1,980.02
52921	\$1,528.30
52933	\$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

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

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

www.ambaproducts.com | customerservice@ambaproducts.com



### 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



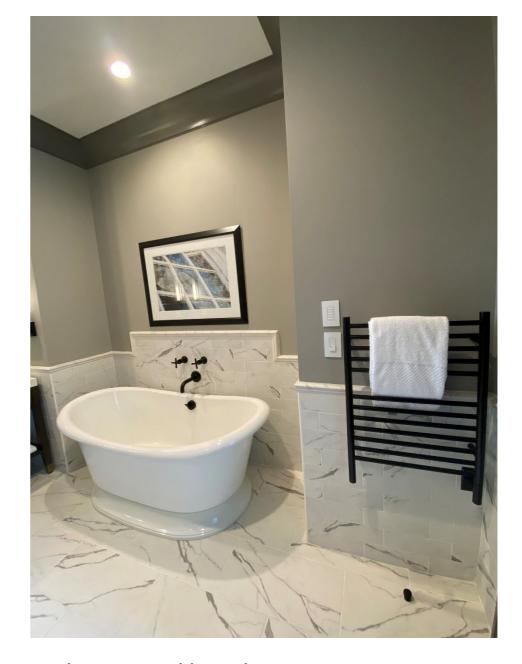
There are two sections on this towel warmer to hold 2 towels; the vertical bars double as robe hooks to hold 2 bathrobes



### REQUIREMENTS

It is important that your client 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 a Wet Rated Kit).
  - Local codes supersede national code.
  - All products are UL or ETL certified for USA & Canada

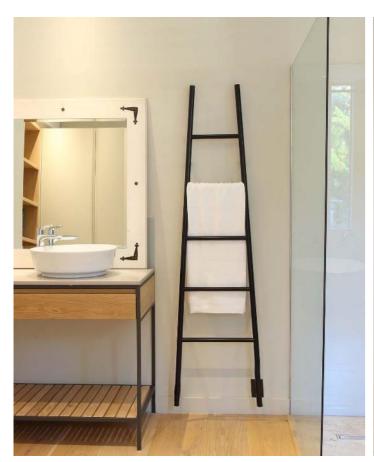


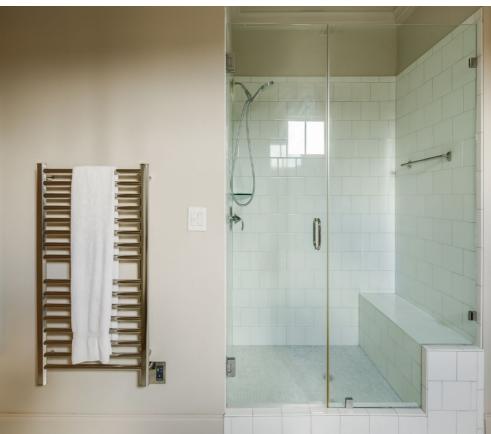
Liberty Hotel by Hilton – Jeeves ESMB













### **COLLECTIONS & ACCESSORIES**









## JEEVES COLLECTION

#### **Highlights**:

- 5 Stocked Finishes: Brushed, Polished, Matte Black, ORB & White
- Custom Sizes available see catalog: 13" W, 16"W & 24"W options
- UL-certified "Wet-rated Kit" available
- Heat up time: 15 to 45min
- Liquid filled heating technology replaceable heating element
- Left hand electrical wiring available by request

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







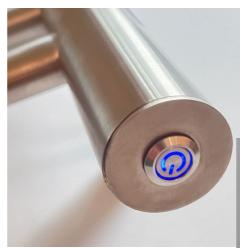
### CAPE COLLECTION



#### **Highlights**:

- Plug-in & hardwired combo
- 3 Stocked Finishes: Brushed, Polished and Matte Black
- UL-certified "Wet-rated Kit" available
- Dry element technology: 10-15min heat up time
- Integrated On/Off switch

- Included: Unit comes with plug-in / hardwire kit & mounting hardware
- Required: Nothing additional
- Optional: Double gang plate; Timer









### SIRIO COLLECTION



#### **Highlights:**

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Polished, Brushed Bronze and Satin Brass
- Digital Heat Controller:
  - Choice between integrated or remote installation
  - 5 levels of temperature control
  - Temp range between 110F 194F
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order

- Included: Unit comes with hardwire kit & mounting hardware
- Required: Touch DHC or Remote Touch DHC + Concealed wall box
- Optional: Timer; Bathrobe hanger, Spacers (uneven surfaces)





### QUADRO COLLECTION



#### Highlights:

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Polished, and Matte Black; Brushed Bronze in Q2132 model only
- Digital Heat Controller:
  - Choice between integrated or remote installation
  - 5 levels of temperature control
  - Temp range between 110F 194F
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order

- Included: Unit comes with hardwire kit & mounting hardware
- Required: Touch DHC or Remote Touch DHC + Concealed wall box
- Optional: Timer; Bathrobe hanger, Spacers (uneven surfaces)







### **VEGA COLLECTION**

#### **Highlights:**

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed, Polished, Matte Black and White
- Digital Heat Controller:
  - Choice between integrated or remote installation
  - 5 levels of temperature control
  - Temp range between 110F 194F
- Dual-purpose function: Heated Towel rack and space heater
- Custom sizes and finishes available special order

- Included: Unit comes with hardwire kit & mounting hardware
- Required: Touch DHC or Remote Touch DHC + Concealed wall b
- Optional: Timer; Bathrobe hanger, Spacers (uneven surfaces)





### ANTUS COLLECTION

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

- Dry element technology: 10-15min heat up time
- Stocked Finishes: Brushed and Polished
- Digital Heat Controller:
  - Choice between integrated or remote installation
  - 5 levels of temperature control
  - Temp range between 110F 194F
- Dual-purpose function: Heated Towel rack and space heater
- · Custom sizes and finishes available special order

- Included: Unit comes with hardwire kit & mounting hardware
- Required: Touch DHC or Remote Touch DHC + Concealed wall box
- Optional: Timer; Bathrobe hanger, Spacers (uneven surfaces)





### MODELLO I COLLECTION



#### Highlights:

- Styles: Round or Square bars
- Sizes: 20", 40" & 59" lengths stocked ... 78" available by special order
- · Stocked Finishes: Brushed, Polished, Matte Black and Satin Brass
- Mix and match sizes, styles and finishes to create a unique design
- Dry element technology: 10-15min heat up time
- Digital Heat Controller:
  - · Choice between integrated or remote installation
  - 5 levels of temperature control
  - Temp range between 110F 194F
- Custom sizes and finishes available special order

- Included: Unit comes with hardwire kit & mounting hardware
- Required: Touch DHC or Remote Touch DHC + Concealed wall box
- · Optional: Timer; Spacers (uneven surfaces)







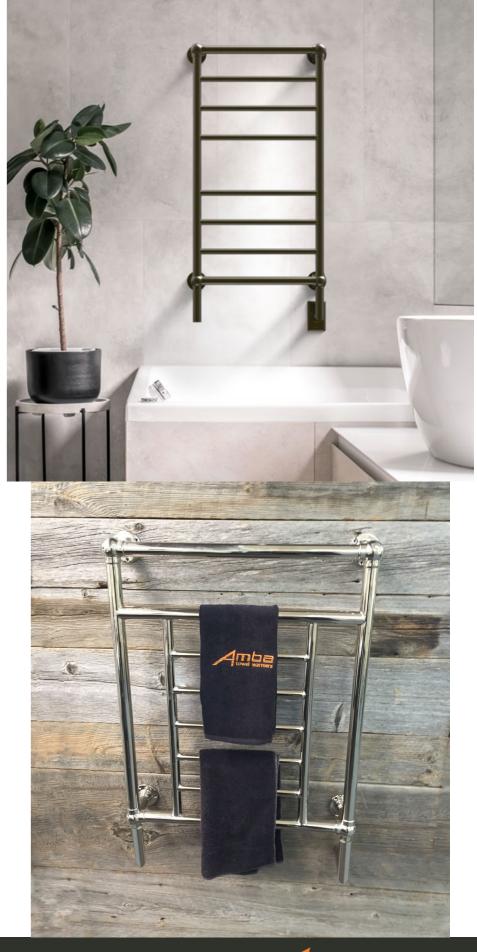
### TRADITIONAL COLLECTION \*\*



#### **Highlights:**

- Beautifully crafted finials create a decorative design
- Liquid filled heating technology replaceable heating element
- Stocked finishes: Brushed Nickel, Polished Nickel & Brushed Bronze
- 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
- Plug-in & Hardwired combo single sku for either installation type
- Stocked finishes: Brushed & Polished (all models); Matte Black, Satin Brass, Brushed Bronze 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

- Included: Plug-in + Hardwired kit; Mounting Hardware; On/Off switch
- · Required: Nothing additional
- · Optional: Timer; Double gang plate







### SOLO COLLECTION

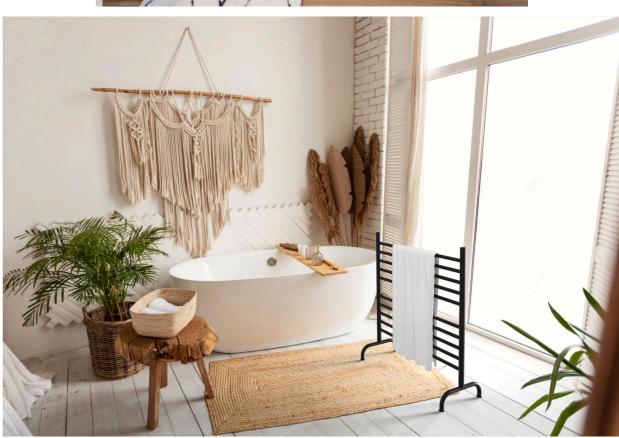


#### **Highlights:**

- 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



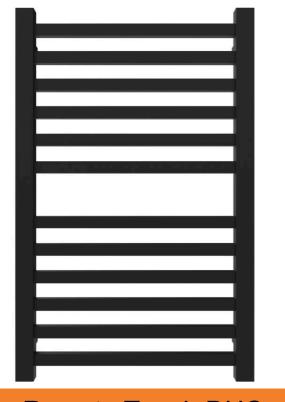




### TOUCH DIGITAL HEAT CONTROLLER



Integrated Touch DHC



Remote Touch DHC



Wi-Fi Control Display

Compatible with our Italian collections: *Quadro, Sirio, Antus, Vega & Modello i*.

5 temperature levels - allows users to control temperature.

**Integrated Countdown Timer** 

- Wi-Fi Connectivity control temperature level & set timer from phone
- Choose between integrated & remotely wired option
- Must add this when ordering any of these collections



### TIMERS & SWITCHES

A choice of controls that can be used with our heated towel racks. All controls are made by Leviton – any brand can be used with our products should your customer prefer an alternative option



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



Hardwired Programmable Timer



Wi-Fi Smart Switch





Hardwired Countdown Timer

Note: BLACK COLOR CHANGE KITS SOLD SEPARATELY

### **DOUBLE GANG PLATE**

- Compatible with Jeeves, Cape & Radiant Collections SKU: AJ-DGP-\*finish code\*
- SKU: AJ-DGP-\*Finish Code\*
- 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





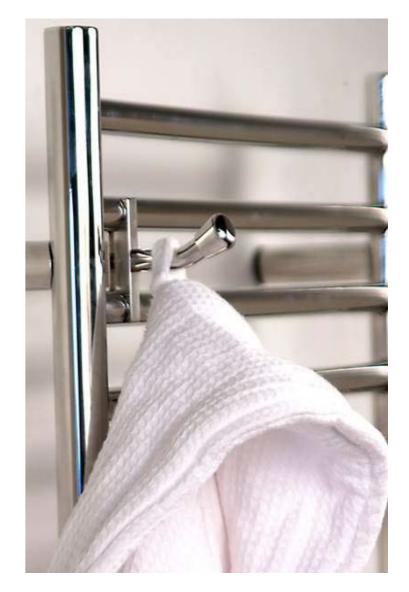


### BATHROBE HOOKS

- Available for Jeeves, Sirio, Quadro, Vega & Antus Collections.
- Only stocked in Brushed
   & Polished finishes
- 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)

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

ZO	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	572 - 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)

	= \$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
Γ	Model M**	69	87	109
	Model A Ladder** †	237	257	<b>2</b> 80

		\
30	41	54
59	73	91
	30 59	30 41 59 73

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 *fully insured* – Any claims must be filed within 60 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

nd cost.

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-5pm EST:

+1(404)350-9738



### **ONLINE RESOURCES**

**CATALOGS & PRICE LISTS:** 

ambaproducts.com/catalogs

**EASY ORDER TRACKING:** 

ambaproducts.com/order-status/

STOCK CHECK:

ambaproducts.com/stockcheck/

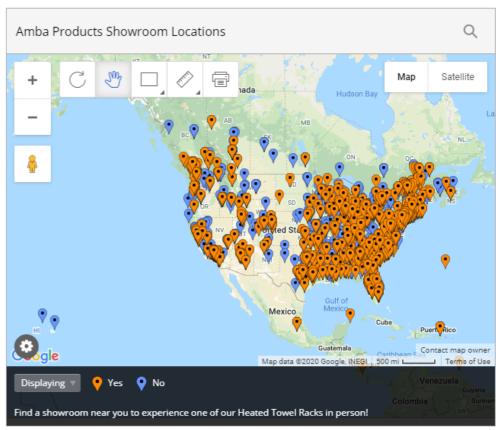
RGA/Warranty Claims:

ambaproducts.com/RGA

**Display Program** 



#### SHOWROOM LOCATOR



ambaproducts.com/showrooms

#### **EMAIL CONTACTS:**

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



### **IN SUMMARY**

- Pamper and indulge yourself with an affordable luxury
- Prevent growth of bacteria and promote health, wellness & hygiene
- Replaces the need for towel bars & robe hooks
- 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 \$310
- Add comfort to any room
- Keep towels warm and dry
- Reduce laundry loads, electricity and water consumption



