



PRODUCT KNOWLEDGE

# HEATED TOWEL RACKS

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TOWEL WARMERS | SPACE HEATERS  
DRYING RACKS | HEATED TOWEL BARS



# LEARNING OBJECTIVES

**01** Benefits, functions and applications

**02** Heating technology

**03** How to specify and sell

**04** Collections and accessories



# BENEFITS

There are three major benefits of heated towel racks — although most people only think about the first.

**01 LUXURY & COMFORT**

**02 HEALTH & WELLNESS**

**03 COST SAVINGS**



# LUXURY & COMFORT

- Heated towels & robes to wrap up in after bathing
- Adds radiant heat to bathrooms
- Eases the transition from hot shower to cool air
- No more damp, smelly towels



# HEALTH & WELLNESS

A 2022 controlled lab study measured bacteria growth on towels placed on a heated rack vs. an unheated rack, wetted daily to simulate normal use.

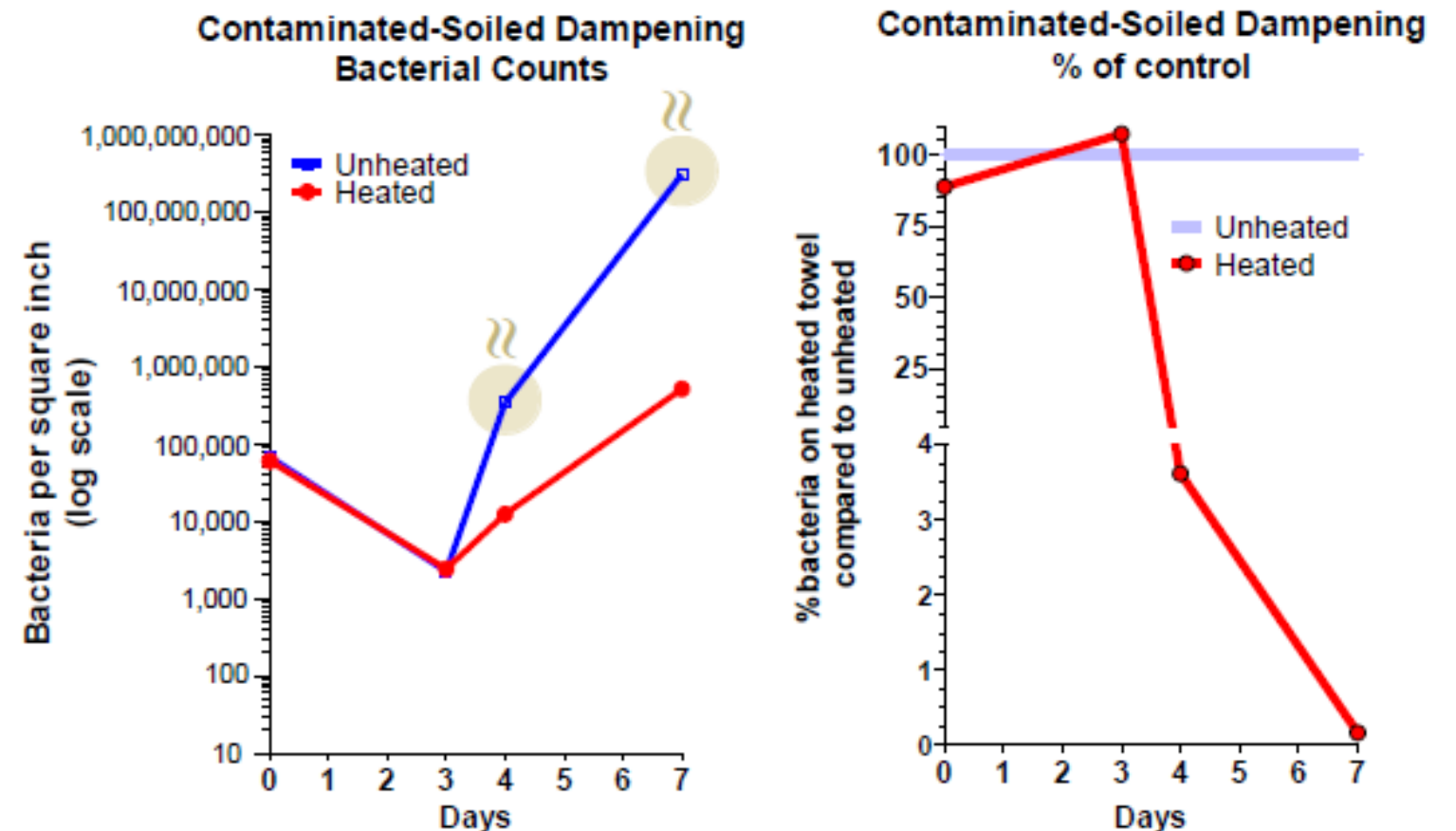
HEATED TOWEL RACKS  
HAVE BEEN PROVEN TO

**REDUCE  
BACTERIA  
GROWTH  
IN TOWELS**

**-94%**  
after  
**3 DAYS**

**-97%**  
after  
**7 DAYS**

**ELIMINATE FOUL ODORS  
& REDUCE BATHROOM HUMIDITY**



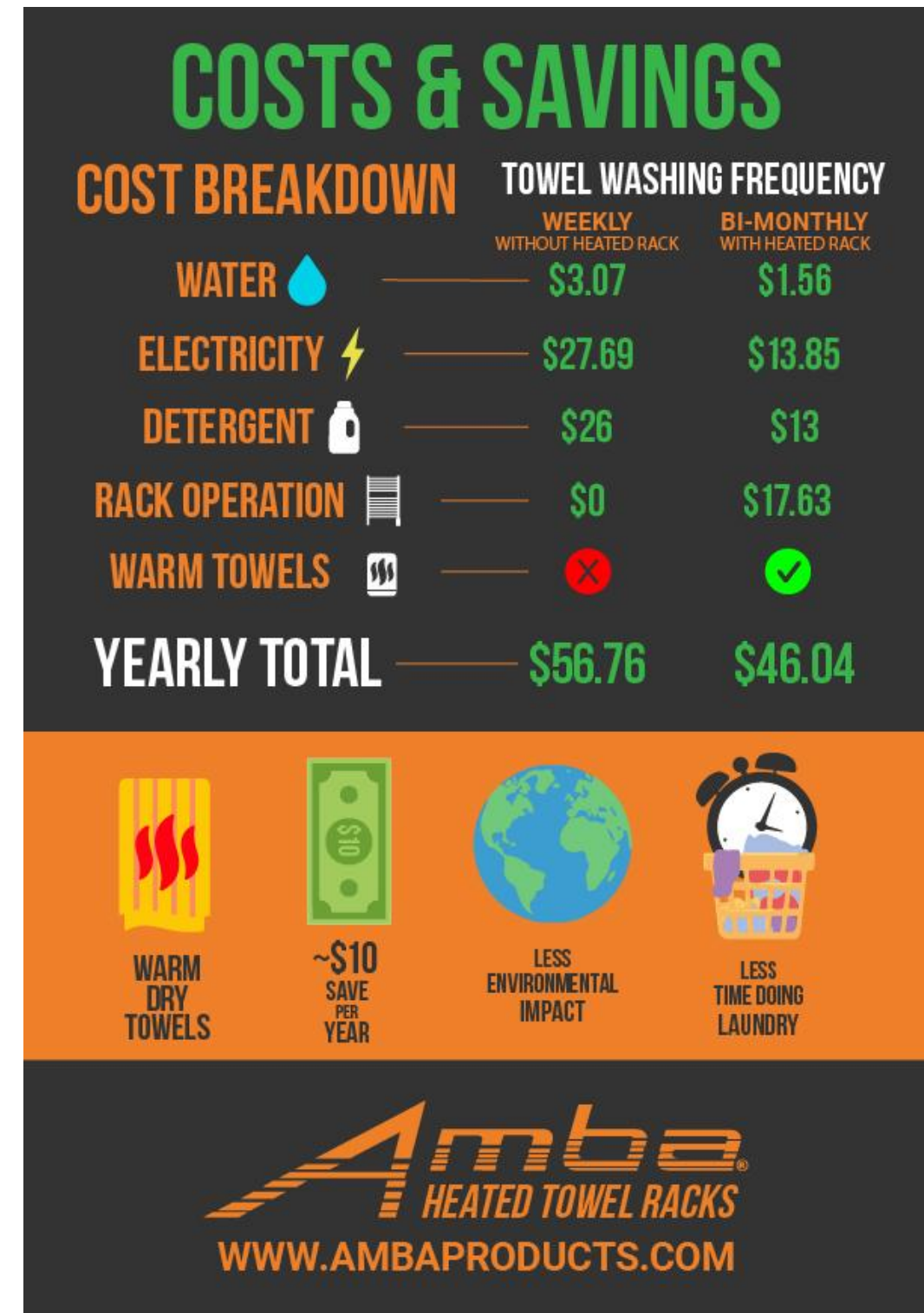
No odors were given off by towels on the heated rack, while those on the unheated rack did give off odors starting at 4 days. Heated towels dry fast enough to limit the bacteria growth that thrives in damp environments, and extended or 24/7 use also helps reduce bathroom humidity.

# COST SAVINGS

We surveyed 3,000 people across the country on towel usage habits to understand how heated towel racks can improve daily life.

## ASSUMPTIONS

- 1 laundry load per week
- Average household: 4 people
- 2 towels per person, per week
- Average HTR rating: 150W
- Electricity cost: \$0.17 per kWh



# WHERE TO USE HEATED TOWEL RACKS

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# BATHROOMS

- Adds comfort and luxury to the bathing experience
- Keeps towels and robes dry and warm for every use
- Reduces humidity, extending the life of grout and wood vanities
- Replaces the need for towel bars and robe hooks



# BATHROOMS: WET ROOMS

## UL CERTIFIED WET-RATED KITS

- Available for Jeeves & Cape collections only — sold as an additional line item

## APPROVED FOR INSTALLATION

- Above a tub
- In a shower area
- In a wet room



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.

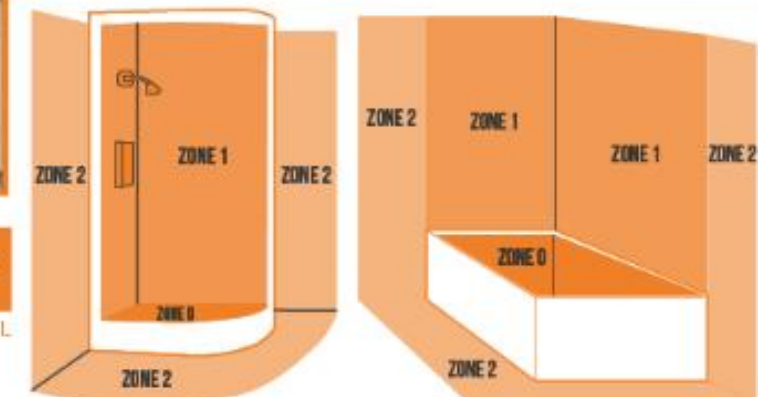
Currently, wet-rated kits are available for the Jeeves and Cape Collections. They provide flexibility to install in convenient locations to the bath or shower, while maintaining safety for all users.

| FINISH            | JEEVES    | CAPE     |
|-------------------|-----------|----------|
| BRUSHED           | AJ-WRK-B  | AC-WRK.1 |
| MATTE BLACK       | AJ-WRK-MB | AC-WRK.2 |
| POLISHED          | AJ-WRK-P  | AC-WRK.3 |
| OIL-RUBBED BRONZE | AJ-WRK-O  |          |
| WHITE             | AJ-WRK-W  |          |



KIT RATED FOR ZONES 1 & 2

MAKE SURE YOU CONSULT LOCAL ELECTRICAL CODE TO CONFIRM INSTALLATION  
NOTE: WATERPROOF WIRE CONNECTORS ARE RECOMMENDED BUT NOT INCLUDED



# APPLICATIONS: LAUNDRY & MUD ROOMS

## LAUNDRY ROOMS

- Dry delicates, silks and other garments that can't go in a tumble dryer
- Reduces wrinkles while gently drying clothes
- Keeps laundry organized — no more hanging on banisters or curtain rods

## MUD & WET ROOMS

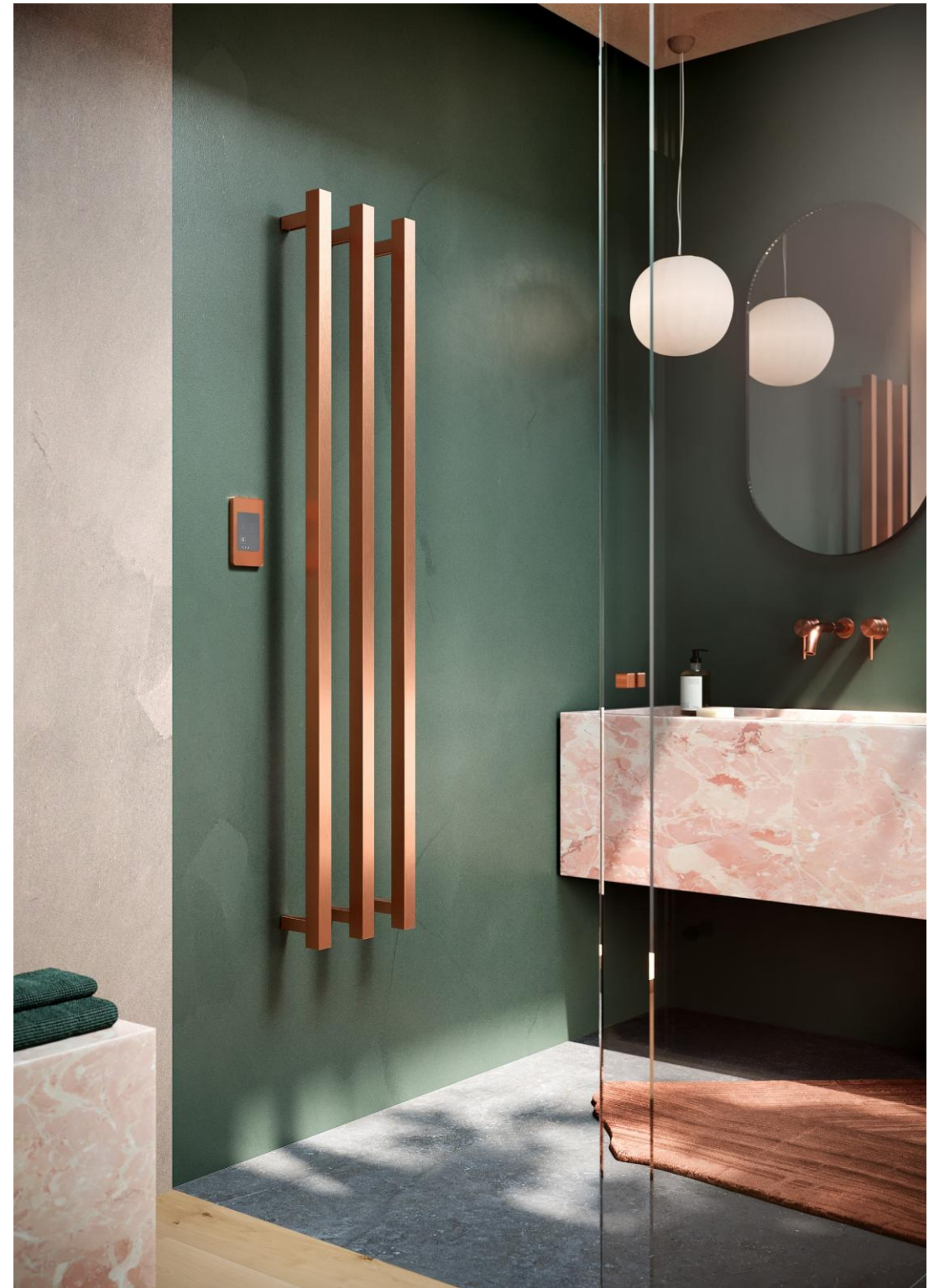
- Hang and dry coats, scarves and mittens on cold, wet days
- Dry bathing suits, beach towels and life jackets in summer
- Reduces humidity and adds warmth in colder months



# OTHER APPLICATIONS

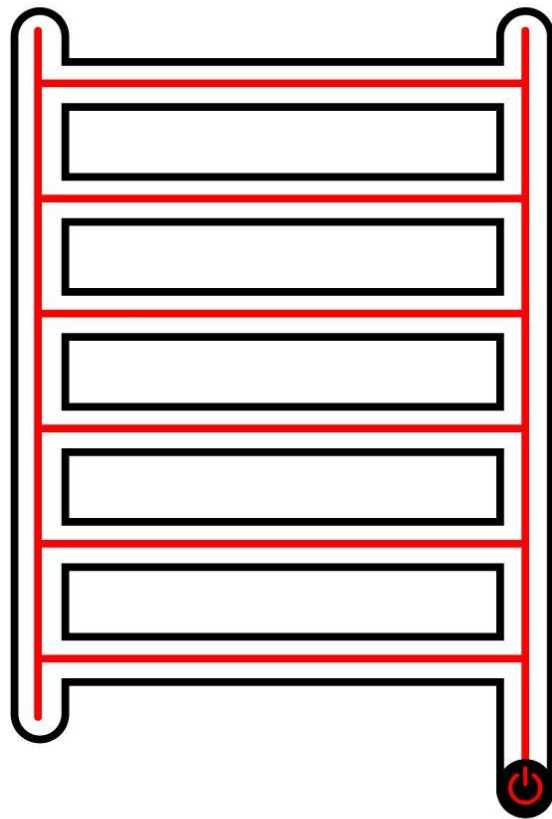
*Less common, but still full of benefit:*

- Pool house
- Basement
- Garage, workshop or home gym
- Nursery
- Boats & RVs
- Commercial: hotels, assisted living, spas, gyms, multi-family



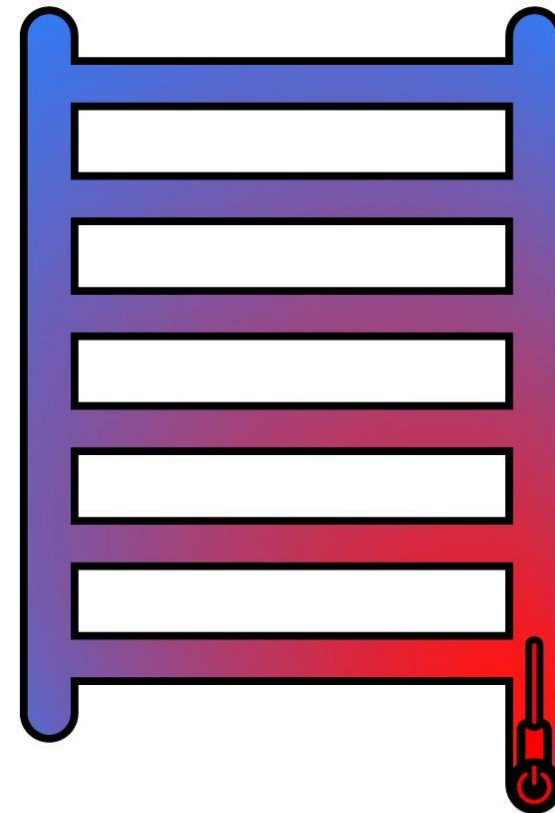
# HEATING TECHNOLOGY

## DRY ELEMENT TECHNOLOGY



- Quadro
- Sirio
- Antus
- Vega
- Modello I
- Cape
- Radiant
- Solo
- Swivel

## LIQUID FILLED TECHNOLOGY



- Jeeves
- Traditional

# COMPETITIVE ADVANTAGES

- Amba only sells heated towel racks — we are the experts
- 11 collections stocked in 12 finishes
- All collections stocked in Atlanta, GA
- Ships fast with an easy S/H freight rate chart
- 24-hour ship time, no dropship fees
- Competitively priced — starting at \$330 list
- Custom finishes including RAL & PVD, matched to other manufacturers
- All horizontal & vertical bars heat; mounting brackets sit on vertical bars only



# HOW TO SELL HEATED TOWEL RACKS

- Introduce towel warmers at the start of the project – electrical required!
- Preserves their investment in the bathroom
- Any bathroom with steam or a tub system should have one
- Promotes a health & wellness design approach
- Reallocate budget from multiple accessories to a single towel warmer — you're not adding more cost
- Upgrades the bathroom into a more luxurious oasis



*Two sections hold two towels; the vertical bars double as robe hooks for two robes.*

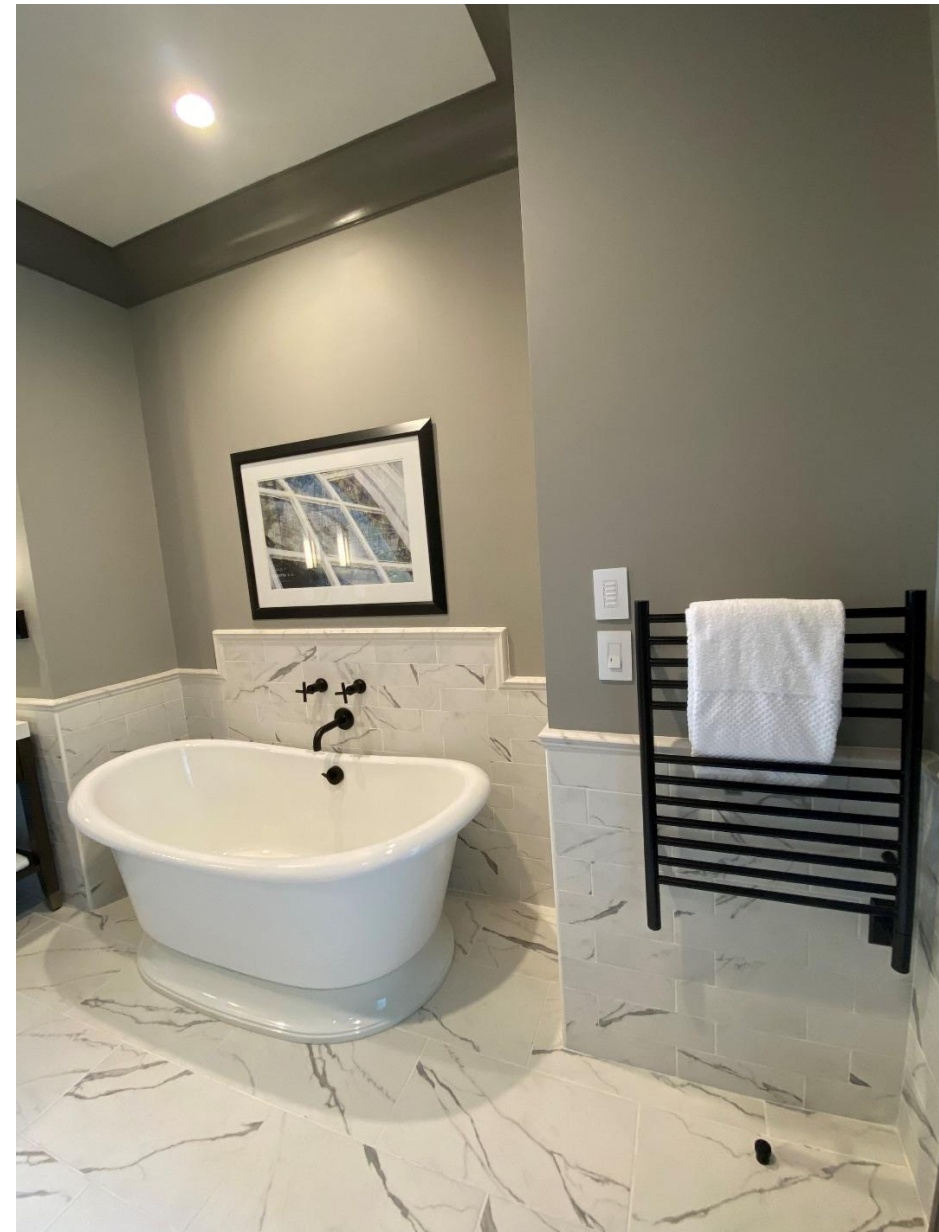
# REQUIREMENTS

## ELECTRICITY

- Standard 120V connection
- Installs the same as a light sconce
- No dedicated circuit required
- Requires GFCI protection
- Always suggest a programmable timer

## CODE

- NEC requires 3ft from a water source, unless using a Wet Rated Kit
- Local codes supersede national code
- All products are UL or ETL certified



*Liberty Hotel by Hilton — Jeeves ESMB*





# COLLECTIONS & ACCESSORIES

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MADE IN SOUTH AFRICA

# JEEVES & CAPE COLLECTIONS



# JEEVES COLLECTION

## FEATURES

- Liquid Filled Technology
- Hardwired Only

## HOW TO ORDER

Order two line items for a complete product:

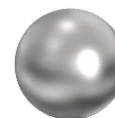
- Select towel rack size & finish
- Select a timer or on/off switch

### OPTIONS

- Wet Rated Kit
- Double Gang Plate



## STOCKED FINISHES



B



P



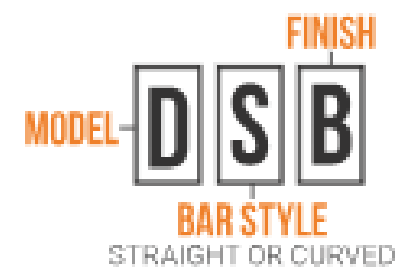
MB



O



W



The SKU identifies the model + the bar style + finish code.

# CAPE COLLECTION

## FEATURES

- Dry Element Technology
- Plug-in & Hardwire Combo
- Integrated On/Off Switch

## HOW TO ORDER

- Order just the towel rack for a complete product

### OPTIONS

- Wet Rated Kit
- Double Gang Plate



COLLECTION **CAPE** **23** **32** **.1**

RACK WIDTH RACK HEIGHT FINISH



MADE IN ITALY

# ANTUS, SIRIO, QUADRO, MODELLO I & VEGA



# ITALIAN MADE COLLECTIONS



ANTUS



QUADRO



SIRIO



VEGA



MODELLO I

## STOCKED FINISHES



B



P



SB



BB



MB



PN



PBB

# TOUCH DIGITAL HEAT CONTROLLER

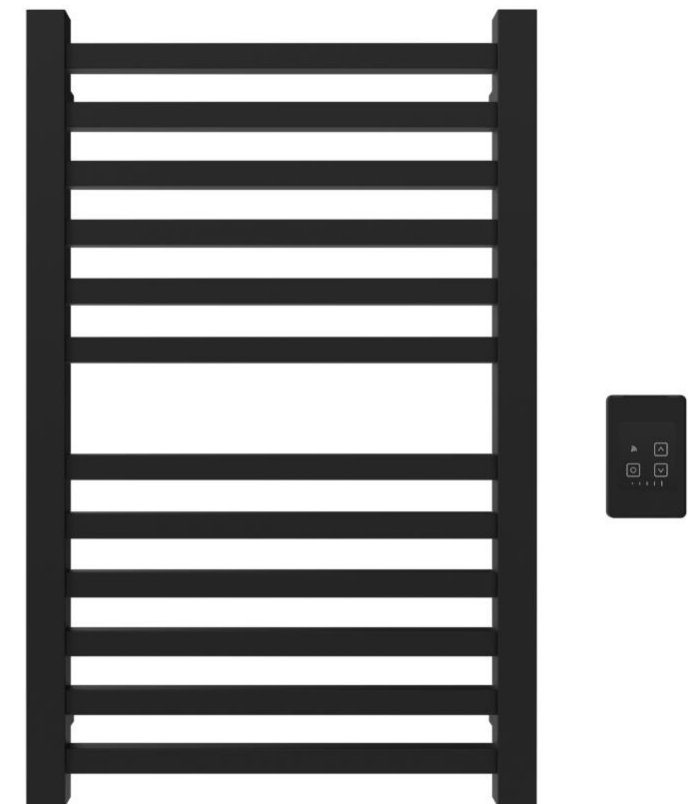
- Our Italian collections REQUIRE a Touch Digital Heat Controller, sold separately
- Choose between an integrated or a remotely located wired option
- Remote Touch DHC requires a concealed wall box (ATW-CWB)



ATW-CWB



INTEGRATED TOUCH DHC



REMOTE TOUCH DHC

# TOUCH DIGITAL HEAT CONTROLLER

## FEATURES

- On/off switch
- 5 temperature levels
- Wi-Fi connectivity
- Integrated countdown timer via web app



# ANTUS, QUADRO, SIRIO & VEGA COLLECTIONS

## FEATURES

- Dry Element Technology
- Temperature control via Touch DHC

## HOW TO ORDER

Select rack size and finish, then choose a controller:

- Standard Touch DHC
- Remote Touch DHC — requires a concealed wall box

### OPTIONS

- Timer
- Bathrobe Hooks



COLLECTION RACK HEIGHT GENERATION  
S 21 32 SB .2  
RACK WIDTH FINISH

# MODELLO I COLLECTION

## FEATURES

- Dry Element Technology
- Temperature control via Touch DHC
- Modular design – bars sold individually

## HOW TO ORDER

Select bar length, quantity, style and finish, then choose a controller:

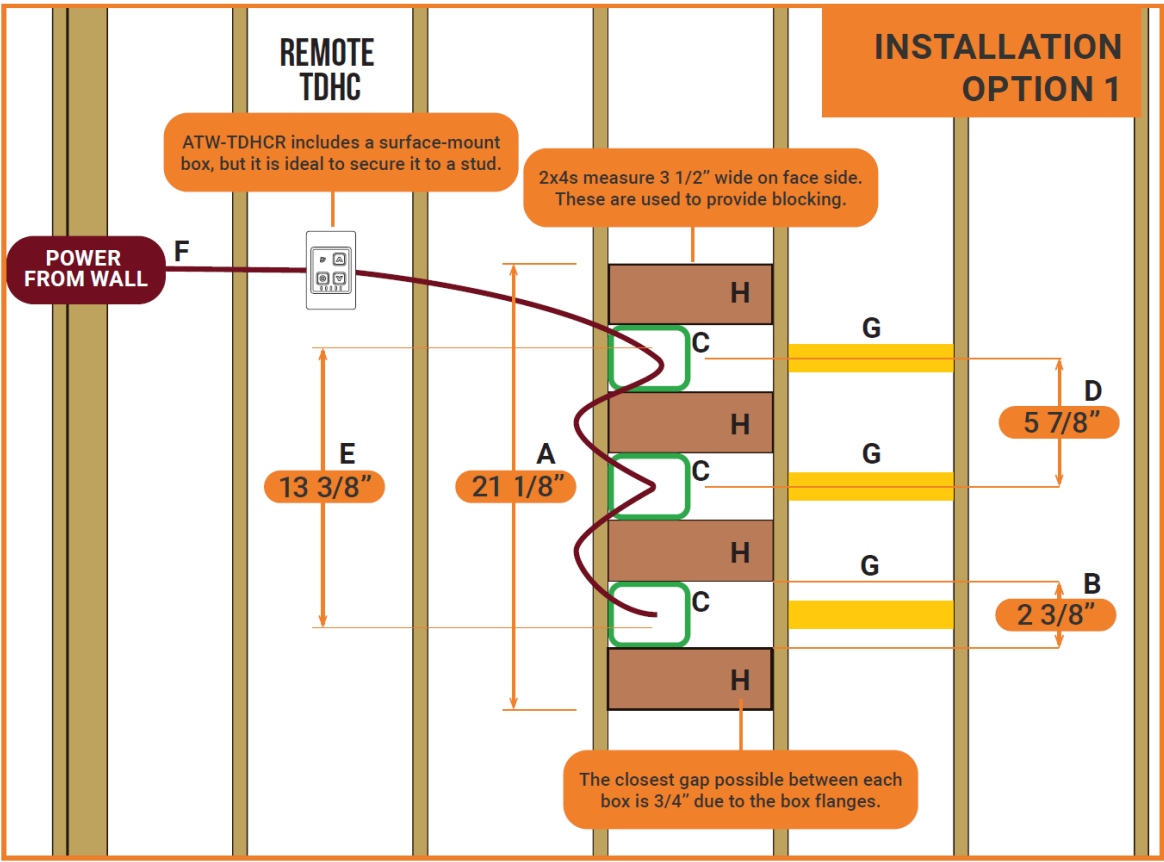
- Standard Touch DHC — recommended for a single bar
- Remote Touch DHC — recommended for 2+ bars; needs 1 concealed wall box per bar

### OPTIONS

- Timer



# MODELLO I – PLANNING GUIDE

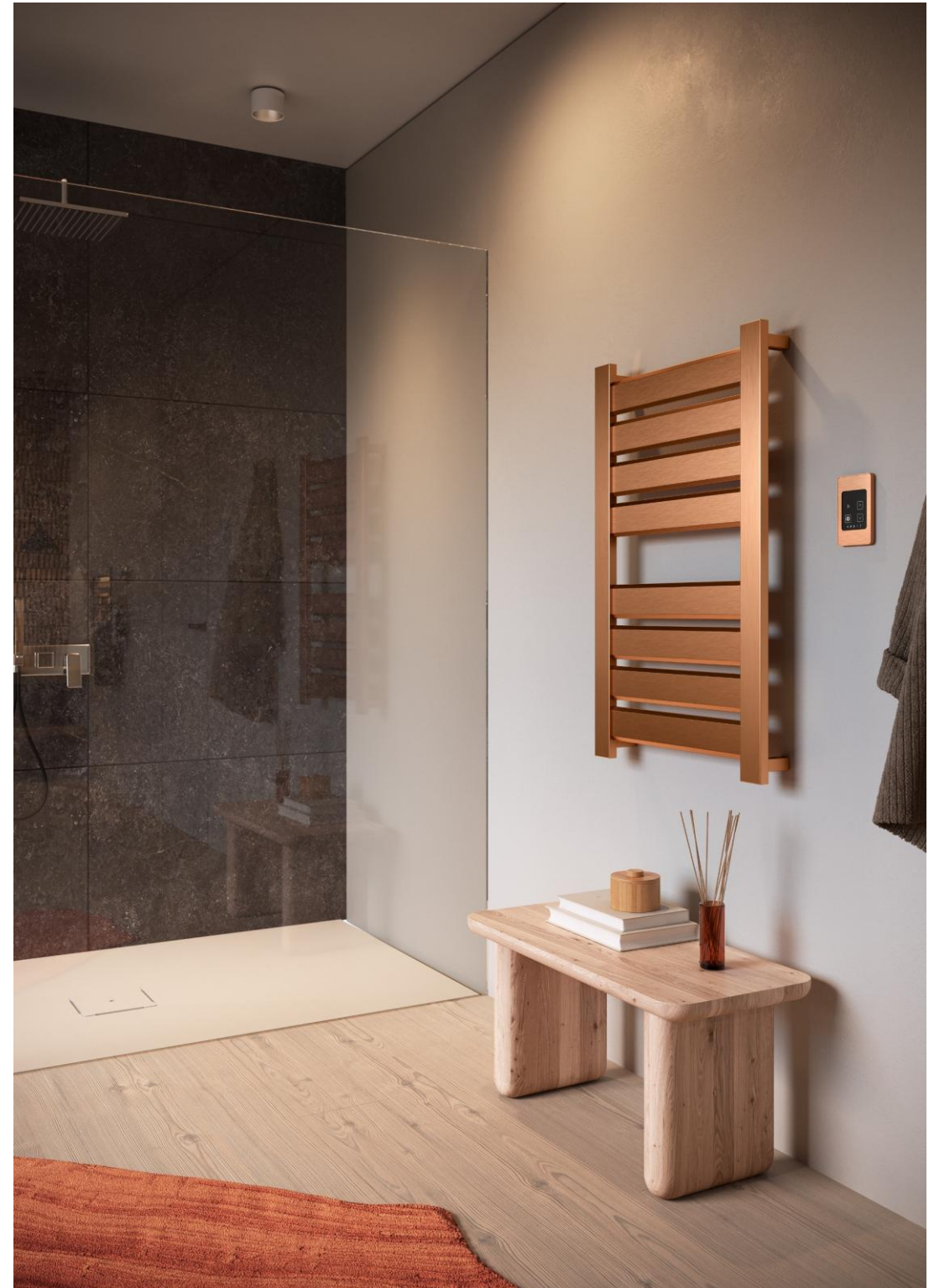


# SPECIAL ORDER SIZES & FINISHES

Non-stocked sizes available for Antus, Quadro, Sirio, Vega & Modello I (sizes on website)

## CUSTOM FINISH OPTIONS

- RAL colors
- Custom Colors: match to any manufacturer (excludes living finishes)
- Lead time: 10 – 14 weeks
- Finish Chip required for custom finishes





MADE IN CHINA

# TRADITIONAL, RADIANT, SWIVEL & SOLO

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TRADITIONAL



RADIANT



SOLO



SWIVEL

# TRADITIONAL COLLECTION

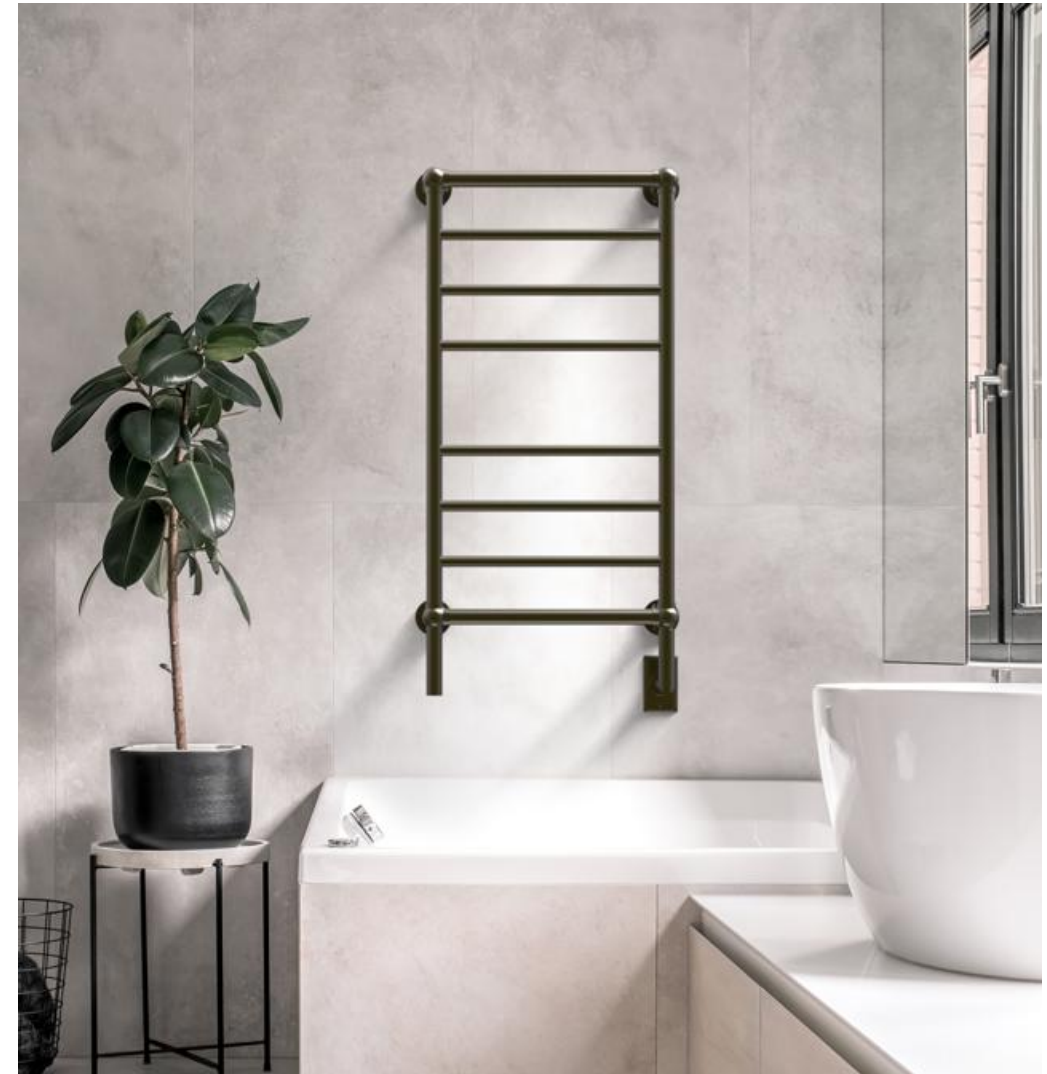
## FEATURES

- Hardwired only
- Liquid Filled Technology

## HOW TO ORDER

Order two line items for a complete product:

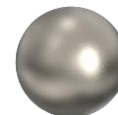
- Select towel rack size & finish
- Select a timer or on/off switch (no integrated switch)



## STOCKED FINISHES



PN



BN



BB



BMB

# RADIANT COLLECTION

## FEATURES

- Hardwire / plug-in combo
- Dry Element Technology
- Integrated on/off switch

## HOW TO ORDER

- Order the towel rack for a complete product

### OPTIONS

- Timers
- Double Gang Plate



MODEL **RWH** - **S** **P**

FINISH

BAR STYLE

|                                                                                                                         |                                                                                                                        |                               |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------|
|  <b>P</b> POLISHED STAINLESS STEEL |  <b>B</b> BRUSHED STAINLESS STEEL | AVAILABLE FOR ALL MODELS      |
|  <b>SB</b> SATIN BRASS             |  <b>BB</b> BRUSHED BRONZE         | AVAILABLE FOR SPECIFIC MODELS |
|  <b>PG</b> POLISHED GOLD           |  <b>MB</b> MATTE BLACK            |                               |

# SWIVEL COLLECTION

## FEATURES

- Hardwired / plug-in combo
- Each bar swivels independently
- Dry Element Technology

## HOW TO ORDER

- Order the towel rack for a complete product

### OPTIONS

- Timer



**POLISHED**  
STAINLESS STEEL



**BRUSHED**  
STAINLESS STEEL



**MATTE  
BLACK**

# SOLO COLLECTION

## FEATURES

- Freestanding collection
- Plug-in only
- Dry Element Technology

## HOW TO ORDER

- Order one line item for complete product



**POLISHED**  
STAINLESS STEEL



**BRUSHED**  
STAINLESS STEEL



**MATTE**  
**BLACK**

# TIMERS & SWITCHES

Leviton controls available with any Amba heated towel rack. None of our racks include a built-in programmable timer — pair one of these based on the customer's needs.



**ON/OFF SWITCH**



**HARDWIRED PROGRAMMABLE  
TIMER**



**WI-FI SMART SWITCH**



**HARDWIRED COUNTDOWN TIMER**

*Note: black color change kits sold separately.*

# DOUBLE GANG PLATE & BATHROBE HOOK

Double gang plates and robe hooks are available — collection specific.



**DOUBLE GANG PLATE**



**BATHROBE HOOK**

# SHIPPING & HANDLING RATES



## Amba Shipping & Handling Rates by Zone (November 2024)

Applicable to the contiguous 48 states only

**Step 1.** Take the first 3 digits of the ship to address' zip code (eg: 30062) = "300"

**Step 2.** Find where "300" falls in the list below = Zone 1

\*shipping to AK/HI not included

| ZONE 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 |

**Step 3.** Match your zip code zone with the model you are shipping.

**Example:** Jeeves Model D shipping in Zone 1 = \$53.00 shipping cost.

| JEEVES COLLECTION    |        |        |        |
|----------------------|--------|--------|--------|
| MODELS               | ZONE 1 | ZONE 2 | ZONE 3 |
| Model H              | \$25   | \$29   | \$43   |
| Models E, J and F    | \$30   | \$45   | \$61   |
| Models C, D, K and L | \$53   | \$70   | \$89   |
| Model M**            | \$99   | \$116  | \$138  |
| Model A Ladder**†    | \$237  | \$257  | \$280  |

| CAPE COLLECTION |        |        |        |
|-----------------|--------|--------|--------|
| MODELS          | ZONE 1 | ZONE 2 | ZONE 3 |
| Cape2332        | \$31   | \$49   | \$66   |

| RADIANT COLLECTION |        |        |        |
|--------------------|--------|--------|--------|
| MODELS             | ZONE 1 | ZONE 2 | ZONE 3 |
| Radiant Small      | \$23   | \$30   | \$38   |
| Radiant            | \$30   | \$41   | \$54   |
| Radiant Large      | \$35   | \$48   | \$65   |
| Radiant Shelf**    | \$60   | \$85   | \$99   |

| SIRIO COLLECTION |        |        |        |
|------------------|--------|--------|--------|
| MODELS           | ZONE 1 | ZONE 2 | ZONE 3 |
| S2132.2          | \$31   | \$48   | \$65   |
| S2142.2          | \$35   | \$55   | \$74   |
| S2932.2          | \$56   | \$76   | \$96   |
| S2942.2**        | \$63   | \$86   | \$108  |

| QUADRO COLLECTION |        |        |        |
|-------------------|--------|--------|--------|
| MODELS            | ZONE 1 | ZONE 2 | ZONE 3 |
| Q2132.2           | \$31   | \$49   | \$67   |
| Q2142.2           | \$35   | \$55   | \$74   |
| Q2154.2**         | \$63   | \$85   | \$107  |
| Q2932.2           | \$57   | \$77   | \$97   |
| Q2942.2**         | \$63   | \$86   | \$109  |

| ANTUS COLLECTION |        |        |        |
|------------------|--------|--------|--------|
| MODELS           | ZONE 1 | ZONE 2 | ZONE 3 |
| A2036.2          | \$33   | \$52   | \$71   |
| A2836.2          | \$59   | \$80   | \$101  |

| VEGA COLLECTION |        |        |        |
|-----------------|--------|--------|--------|
| MODELS          | ZONE 1 | ZONE 2 | ZONE 3 |
| V2337.2         | \$34   | \$52   | \$70   |
| V2356.2**†      | \$64   | \$89   | \$112  |

Items are shipped UPS Ground prepay & bill and are fully insured – Damage in Transit claims must be submitted online within 60 days of delivery via [www.ambaproducts.com/rga](http://www.ambaproducts.com/rga).

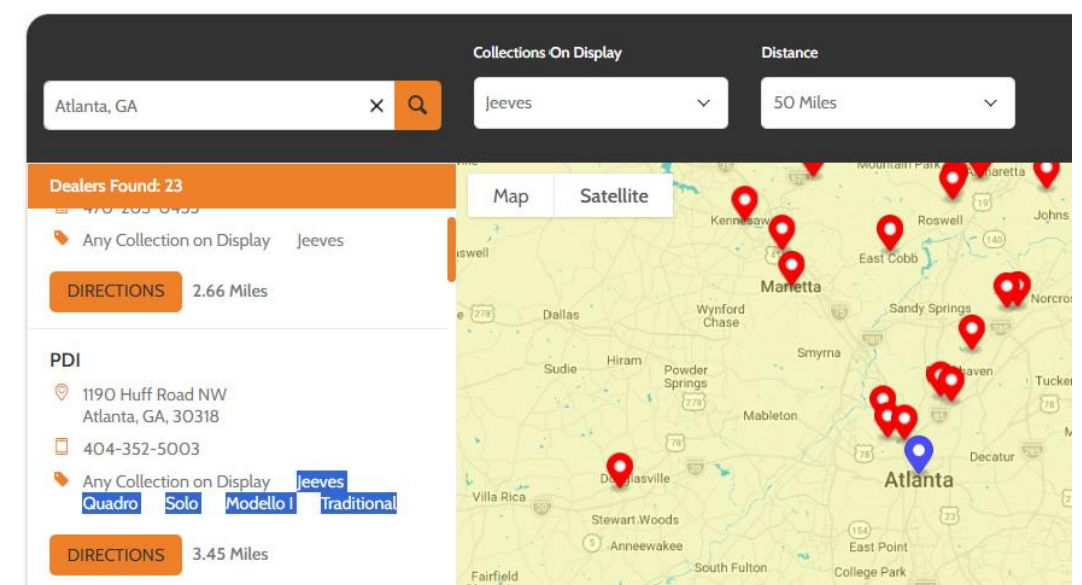
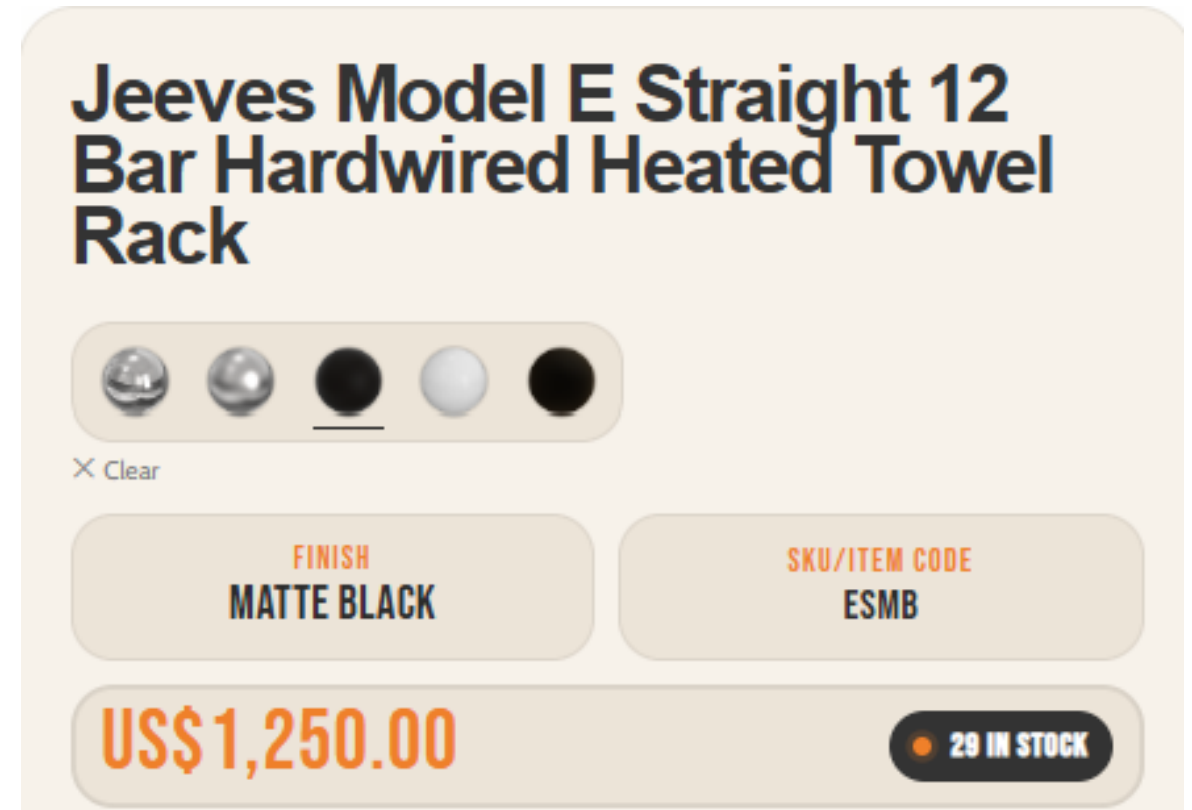
\*\*Items incur a handling/large package surcharge from UPS due to size of package (included in price above).

† Freight quotes or 3rd party shipping available on request for these items due to package size and cost.

\*\*\*Please see next page for additional collections & information\*\*\*

# WEBSITE FEATURES

- Finish Coordinating Guide:  
[www.ambaproducts.com/finish-coordinating-tool](http://www.ambaproducts.com/finish-coordinating-tool)
- Inventory updated 4x daily online
- Product Recommendation Tool:  
[www.ambaproducts.com/recommendations](http://www.ambaproducts.com/recommendations)
- Showroom locator with displays
- Coming soon: virtual showroom & product builder tool



# OTHER ONLINE RESOURCES

## CATALOGS & PRICE LISTS

[ambaproducts.com/catalogs](http://ambaproducts.com/catalogs)

## EASY ORDER TRACKING

[ambaproducts.com/order-status](http://ambaproducts.com/order-status)

## STOCK CHECK

[ambaproducts.com/stockcheck](http://ambaproducts.com/stockcheck)

## RGA / WARRANTY CLAIMS

[ambaproducts.com/RGA](http://ambaproducts.com/RGA)

## DISPLAY PROGRAM

[ambaproducts.com/display-program/](http://ambaproducts.com/display-program/)



# WHAT DID YOU LEARN ABOUT TOWEL WARMERS?

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# IN SUMMARY

- Pamper and indulge in an affordable luxury
- Prevent bacteria growth and promote health, wellness & hygiene
- Replaces the need for towel bars & robe hooks
- Use in a variety of locations, not just bathrooms
- Helps keep rooms mold and mildew free
- Wide variety of designs, finishes and sizes
- US list prices start at \$330
- Adds comfort to any room

