

News Release

mr.steam

Media Contact: Shannon K. Benton
770.518.1000
sbenton@kleberandassociates.com

MR.STEAM INTRODUCES ITS SMALLEST, MOST AFFORDABLE TOWEL WARMER: THE W216

LONG ISLAND CITY, N.Y. (January 2010) – Ideal for metropolitan residences, Mr.Steam unveils its most compact and affordable towel warmer with the introduction of the W216. Available in February, the W216 Towel Warmer is [Mr.Steam's](#) latest product addition to the company's 200 Series Electric Heated towel warmers.



Designed for small spaces including residential bathrooms, apartments, hotels and spas, the W216 Towel Warmer showcases sleek curved lines and simple elegance. Light weight for easy installation and comprised of steel, the W216 mode is 16 inches wide making it the perfect fit for bathrooms of any size.

“Our innovative W216 Towel Warmer is so versatile that users can easily warm their regular sized towels or wash cloths to freshen up their face after a long day or to wake up in the morning,” said Martha Orellana, vice president of sales and marketing for Mr.Steam. “An optimal size for urban spaces and hotel bathrooms - this is our most inexpensive towel warmer to date.”

Available in three designer finishes including polished chrome, white and oil-rubbed bronze, the W216 Towel Warmer also comes standard with an integral aromatherapy oil well. Complemented with Mr.Steam Aromas, the aromatherapy oil well releases aromas that may help to alleviate fatigue, reduce anxiety, promote relaxation and invigorate the body.

Mr.Steam's towel warmers are engineered with welded tubular construction and advanced heat technology. The product comes standard with a UL listed stainless steel heating element with built-in temperature and high limit controls for precise heating and exemplary product performance. The 200 series is a durable product that requires minimal maintenance. Additionally, the 200 towel warmer series are available with a 24-hour, 7-day Digital Timer that can be programmed to turn the unit on or off ensuring the towel is warm when needed.

New in 2010, Mr.Steam's Valet Package offers several towel warmer accessories to complement the 200 series including a robe hook, essential oil and Digital Timer with Cover Plate. These additional accessories offer both convenience and savings.



Protected by a consumer friendly five-year limited warranty, Mr.Steam provides a customer with a pledge of satisfaction and exclusive remedy to the purchaser. For more information about Mr.Steam's latest W216 Towel Warmer model or any innovative home spa product, visit www.mrsteam.com or call 800.76.STEAM.

About Mr.Steam

Making Wellness a Way of Life®, Mr.Steam provides the finest quality steam showers and towel warmers for residential and commercial use. Mr.Steam products help support a healthy lifestyle with innovative accessories including AromaSteam™ aromatic oils system, ChromaSteam® mood lighting system, in-shower Musictherapy® speakers and in-shower seating to enhance the steambathing experience.

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