



‘IWTO supports new wool friendly iron’

Brussels, 01.09.2011

International Wool Textile Organisation (IWTO) supports the new wool friendly iron PerfectCare launched by Philips.

At the beginning of this month, the Dutch electronics company Philips is launching a new innovative home iron which makes ironing of woollen garments easier. The iron, with the name PerfectCare automatically offers the right combination of one optimal temperature safe for use on all ironable fabrics, plus high steam pressure.

Research conducted by the DWI-RWTH Aachen, one of the world’s leading independent research institutes on textiles, has scientifically tested and proven, that all animal fibres can be perfectly ironed by this new product. Based on these research results, IWTO officially gives its recognition that this new product is approved for wool, cashmere and all products made of exotic luxury fibres.

These different animal fibres are not only naturally sustainable, renewable and biodegradable, they also have great wearing and handle properties. Wool keeps consumers warm in winter and cool in summer by giving superior comfort and a healthy wearer-sensitive climate, which provides perspiration management and essential odour control. ‘Taking care of a woollen garment could not be easier’, notes IWTO President Peter Ackroyd, ‘when it comes to ironing, Philips PerfectCare helps consumers care for their woollen clothes, showing excellent ironing results with no risk of burns’. IWTO is delighted to endorse this new and innovative product.

For further info, please contact the IWTO head office under info@iwto.org

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.

IWTO - International Wool Textile Organisation

Rue de l'Industrie 4 - 1000 Brussels - Belgium

Tel: +32 2 505 4010 Fax: +32 2 503 4785

info@iwto.org - www.iwto.org