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The healthy home by Calor & Rowenta: solutions for a sanitized and purified home

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Groupe SEB has added to its Healthy Home product offering with the launch of CUBE, Calor's first portable high-pressure garment steamer for sanitizing linen and smoothing out creases using the 100% natural power of steam. This product further strengthens the Group's product offering in the area of home sanitation in addition to Rowenta air purifiers, very popular among consumers which make it possible to sanitize a room in five minutes.

Whilst "homemade" cooking has become a primary pastime since the beginning of the pandemic, consumers are also attentive to home hygiene. According to a recent study conducted by GIFAM, 41% of consumers are on the lookout for new solutions to clean and purify their homes.

THE CALOR CUBE SANITIZES YOUR HOME AND KILLS 99.99% OF VIRUSES AND BACTERIA

Taking care of your linen is no longer just a question of ironing or smoothing out the creases. The COVID-19 pandemic has added sanitizing, freshening up, and disinfecting garments and fabrics to the list of essentials for the well-being of consumers. This trend has made the garment steamer the second most attractive product in terms of planned purchases, after the breadmaking machine (GIFAM Study, July 2020).

Groupe SEB's mission is to contribute to better living worldwide. As part of these efforts, the Calor brand is launching CUBE, its first high-pressure garment steamer for sanitizing clothes and smoothing out creases using the 100% natural power of steam. To combat the spread of the SARS-CoV-2 coronavirus, health authorities recommend using a system that generates water vapor, such as a garment steamer, to sanitize items, especially for clothing and shoe stores. <https://www.hcsp.fr/explore.cgi/avisrapportsdomaine?clefr=821>

As Dr. Fabien Squinazi, medical biologist and member of the French High Council for Public Health pointed out: *"The resilience of bacteria and viruses on textiles—particularly in the current context of the pandemic—requires proven laboratory test methods to ensure the effectiveness of the disinfection processes used."*

With powerful technology such as a 5.8-bar high pressure steam generator, CUBE is an innovative solution that kills 99.99% of viruses and bacteria.

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“High pressure is at the heart of our manufacturing expertise at Calor. It is a technology in which we are specialists, pioneers, and the world leader. This high pressure is what drives the steam right to the core of the fibers in the fabric. Combined with a very high temperature, it is a highly effective way of eliminating viruses and bacteria. Thanks to the benefits brought by the highly pressurized 100% natural steam, CUBE provides the means to keep your home purified and sanitized. Light and easily transportable, using it daily gives you one more solution in the fight against viruses and bacteria.” said **Bernard Dugelay, Linen Care Marketing Director.**

Manufactured in France at Pont-Evêque, where Groupe SEB has a factory with a center of expertise in linen care manufacturing 5 million irons and steam generators each year, **CUBE** will be marketed in 17 European countries from March.



WITH ROWENTA, YOU CAN FILTER THE AIR IN A ROOM IN JUST 5 MINUTES

Air pollution, especially indoor air—which is 5 to 10 times more polluted than the air we breathe outdoors—is a public health issue. With lockdowns and the rise of remote working in recent months, there has also been a growing need to ensure our comfort and well-being at home. **More than half of French respondents (51%) think that using an air purifier makes it possible to fight against indoor air pollution (an increase of 8 points over four years).** At the same time, purification was the fastest growing category for small domestic appliances in September/October 2020 (+32% compared to 2019). Source: GfK.



Filtering up to 100% of allergens and fine particles in the air and up to 99.9% of those as small as viruses, Rowenta air purifiers have proven effectiveness against a wide range of pollutants. These include fine particles (pollens, animal allergens, airborne viruses, etc.) or toxic gases such as formaldehyde, which has been classified as a proven carcinogen by the International Agency for Research on Cancer (IARC). **Nanocaptur+ is an exclusive technology developed by the startup ETHERA, a subsidiary of Groupe SEB. The result of 10 years of research and protected by 5 patents, it offers a way to permanently eliminate formaldehyde.** Rowenta air purifiers have been designed and optimized for filtration efficiency by combining four filtering levels and rapid action. For safer and healthier indoor air quality, **all it takes is five minutes to filter all the air in a room with a floorspace of about 12 sq. m.** (at the maximum speed setting, with a ceiling height of 2.5 meters).

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of more than 30 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 360 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and service to clients. Present in over 150 countries, Groupe SEB generated sales of €7.3 billion in 2019 and has more than 34,000 employees worldwide.

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