



Ultra Fresco S-M-L

Ironing boards

Few good reasons why Ultra Fresco IBs will succeed

A WINNING CONSUMER INSIGHT



68%

WOULD BUY IT

*Vs 58%
Benchmark*

INNOVATION IN LAUNDRY CARE

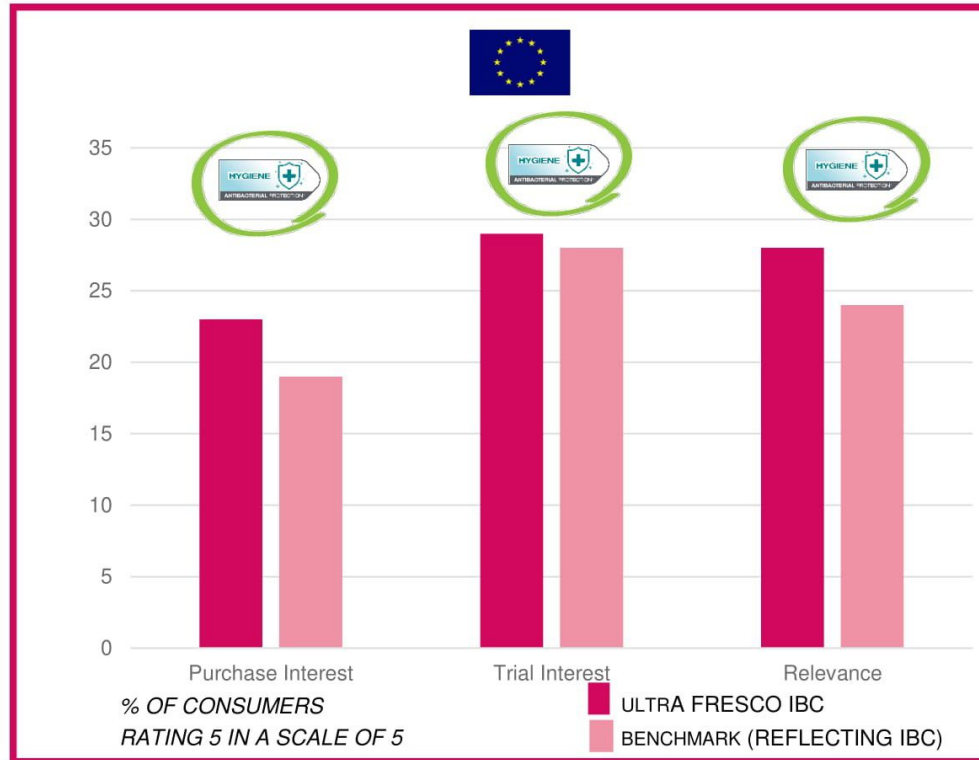


1st

ANTIBACTERIA

*IB
in the market*

Hygiene while ironing is a PROVEN CONSUMER NEED!



The Very First antibacteria IB in the market

gimi



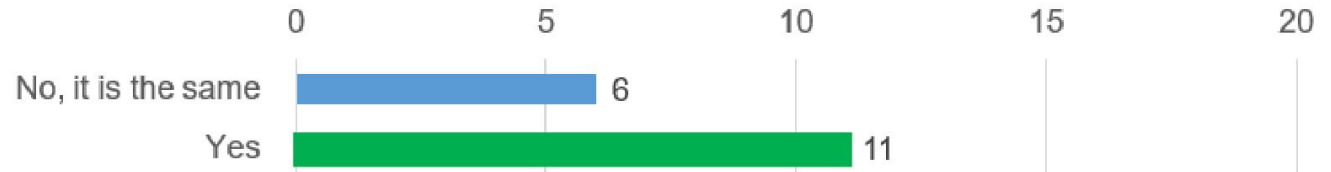
**BENEFIT ORIENTED
COVER DESIGN**

Majority of users from the panel test was satisfied with Ultra Fresco Ironing Board Cover



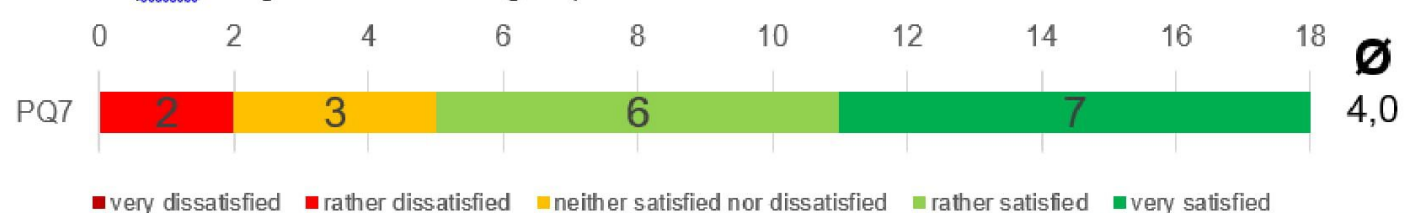
Most users
PAY MORE
ATTENTION TO
HYGIENE

Did your approach to hygiene change in your daily life especially on household cleaning and ironing, after corona-pandemic?



> 70% of user
ARE SATISFIED

PQ7. How satisfied are you with the new Gimi ironing board cover after your experience overall? (best rating = 5 – lowest rating = 1)



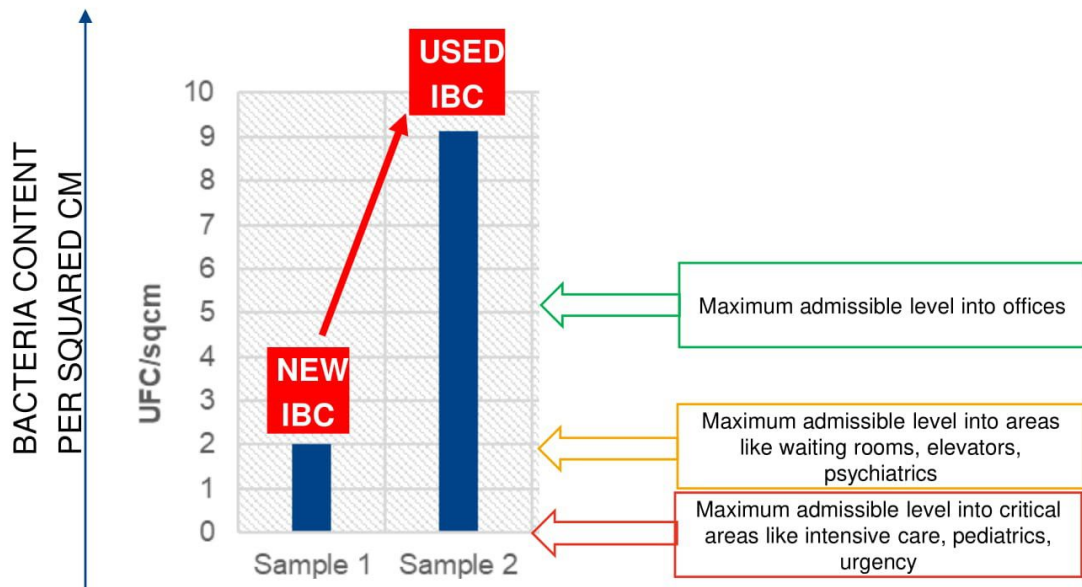
The key question is:

Are there any bacteria at all in an IBC?

And if yes, doesn't the hot iron/ steam already kill everything?



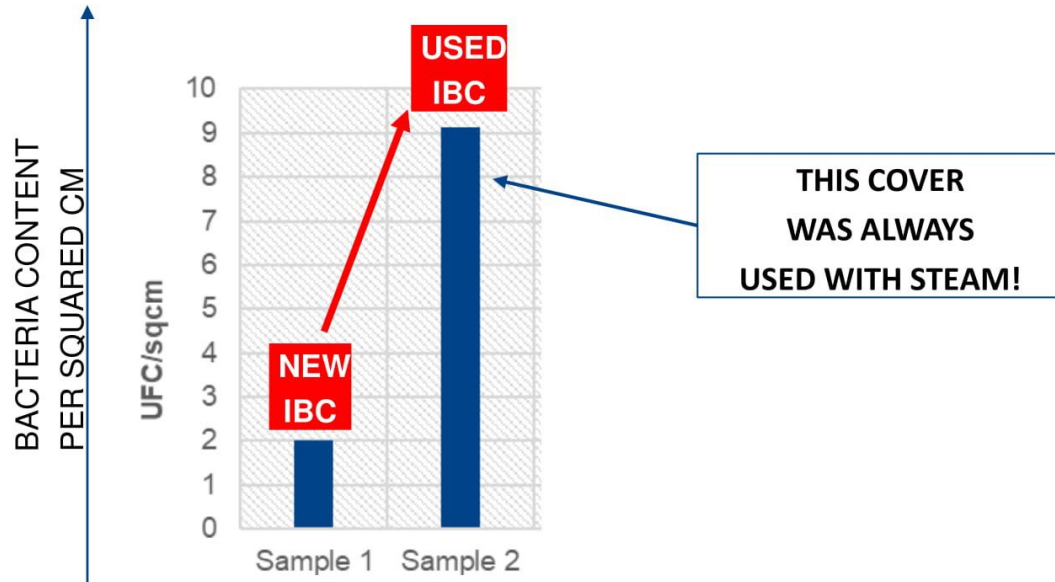
There might be plenty of bacteria in your IB cover... and they'll transfer to your clean clothes!



BACTERIA DISTRIBUTION BETWEEN PADDING AND COTTON



Steam kills some bacteria, but not all and creates the perfect environment for them to proliferate!

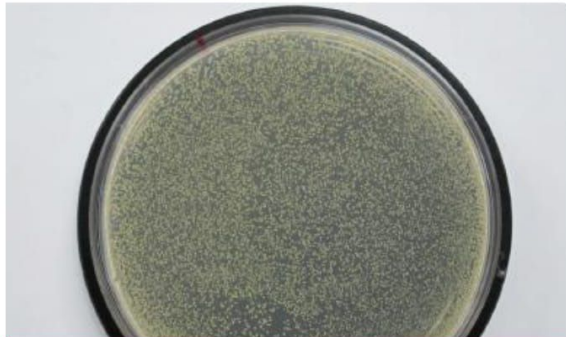


Bacterias LOVE warm, humid environment... just like your Ironing Board Cover!



Ultra Fresh cover delivers successfully against a key consumer insight

UF IBC contains 99,9% less bacterias than a standard IBC

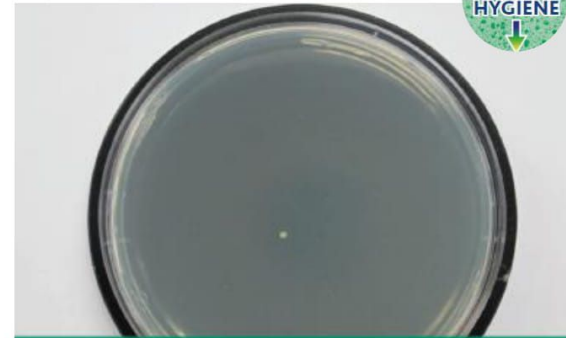


BACTERIAS ON A STANDARD
IRONING BOARD COVER

100,0

INDEX – AMOUNT OF BACTERIAS

- 99,9%



BACTERIAS ON ULTRA FRESH
IRONING BOARD COVER

0,1

INDEX – AMOUNT OF BACTERIAS

The new Ultra Fresh cover is the result of a brand-new production process

1

Antibacterial agent:
Zincpyrithione, the same used in
cleaning products

2

Antibacterial agent added to
Cotton fabric by dipping process

3

Antibacterial treatment added to
the **foam** during foaming process



ALL ULTRA FRESCO IBs WILL HAVE GREEN SCOURERS-LIKE FOAM!



gimi
✦

Ultra Fresco Range

ULTRA FRESCO S

New

gimi

Protect your clothes with extra hygiene



Premium

MATERIAL

Legs	coated steel
BOARD	114 x 34 cm
HEIGHT	75 → 95 cm
LEGS DIAMETER	Oval legs 40x25 mm

FEATURES

Construction

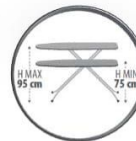
- mesh type
- 100% antibacterial treated cotton cover
- 8 mm antibacterial treated foam

Accessories

- iron rest with silicone parts
- integrated holes for hangers

BENEFITS

- hygiene (antibacterial protection)
- T legs delivers extra stability and safety
- extra thick foam layer: easy-glide ironing surface



ULTRA FRESCO M

New

gimi

Protect your clothes with extra hygiene



Premium

MATERIAL

Legs	coated steel
BOARD	120 x 38 cm
HEIGHT	75 → 93 cm
LEGS DIAMETER	Oval legs 40x25 mm

FEATURES

Construction

- mesh type
- 100% antibacterial treated cotton cover
- 8 mm antibacterial treated foam

Accessories

- boiler rest with silicone parts
- integrated holes for hangers
- wire holder

BENEFITS

- hygiene (antibacterial protection)
- T legs delivers extra stability and safety
- extra thick foam layer: easy-glide ironing surface



ULTRA FRESCO L

New

gimi

Protect your clothes with extra hygiene



Premium

MATERIAL

Legs	coated steel
BOARD	130 x 44 cm
HEIGHT	75 → 95 cm
LEGS DIAMETER	Oval legs 40x25 mm

FEATURES

Construction

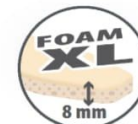
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BENEFITS

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a brand of