

Philips All-in-One 8500 Series

The complete garment care solution

Training Deck

Versuni



How would you define an All-in-One?





All-in-One Ironing Solution combines

performance of a Steam Iron

and

convenience of a Steamer

with an

integrated ironing board



Rise of All-in-One, and cross over between Steamers and Irons

- Decreasing popularity of irons among Millennials
- Rising demand of All-in-One/Garment Steamer
- Increasing focus on lightweight, space saving and travelfriendly irons and steamers
- Crossover between steamers and irons
- Innovative products using technology to simplify the process
- Multi-functional ironing systems with different laundry functions
- Making ironing system 'smart'



"The market demand for garment steamer /AIO is increasing rapidly, driven by higher efficiency, portability, flexibility, ease of use, and other advanced features offered by steamers, such as dust and oil removal capability and deodorization" Sources: Grail Insights Analysis



Meet our AiO Consumer: Millennials

PROFILE

- Steam iron + board users
- Connection between fashion

KEY FACTORS IN THEIR PURCHASING DECISION

- Convenience
- Time saving
- Good performance



ASPIRATIONS

Feeling confident, smart and authentic in fresh and wrinkle-free clothes.

PAIN POINTS

- Time scarcity and busy lives
- Ironing experience not liked and low involvement
- Risk of damage the fabrics



The Millennials have an established GC routine, yet they do not really like it and minimize the time spend on it

They are willing to upgrade their current device and **spend more money** on a good performing and high qualitative product that makes their ironing experience more efficient with great results.

Clothing is an important part of expressing themselves

They want to look their best no matter what life throws at them.

Always making the effort with GC

While the process is not one they enjoy, they will not compromise their outfit and endure the process to get the results.

Yet keeping the time spent to minimum

They avoid large ironing batches

– in attempts to minimise
perceived effort. Instead opt to
iron a few items at a time.

THE PROPOSITION

All-in-One 8500 Series is a true innovation in the category: Convenience meets the power of an iron

VERSATILITY

combining the power of an iron with the convenience of a steamer

SEAMLESS DESIGN

Supporting a busy and modern lifestyle with an appealing and seamless design

NO CHORE

Satisfying and easy process with an integrated multiangle board



Flexible convenience with integrated multi-angle board

Better performance with Dual Heating Technology* ----

No burns****
with
OptimalTEMP
technology

Long lasting performance without descaling



Fold away flip hook to hang garments

Ergonomic iron+ head, up to twice as light as a regular steam iron*

Kills 99.9% bacteria*** to refresh & remove odors

Less refills with 1.2L detachable watertank

Detachable base to suit your decreasing needs around the house

^{**} vs steam irons, according to consumers, product placement test october 2022

^{**} compared to our Philips steam irons

^{***} tested by third party institute for E. coli, S. Aureus, C. Albicans on cotton with 10 seconds steaming tim

Our Main USP - Philips All-in-One 8500 Series



Integrated multi-angle board



Easily adjust to preferred angle, support vertical, tilt and horizontal steaming.



OptimalTEMP technology



Can iron everything, from jeans to silk, worry-free!



Dual heating technology



Dual heating technology with better performance vs steam iron*

Iron up to 40% faster compared to steam iron^



Light-weight iron



Light-weight iron+ head at up to half the weight of our regular steam irons**



Detachable Base



Detachable base for flexible usage around the house



No descaling needed



No maintenance required

- *^compared to our Philips steam irons
- ** Measured against all Philips Steam irons





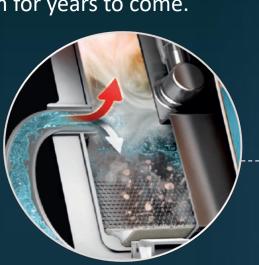




Performance that lasts; no descaling needed

The unique engine is designed to prevent scale build up, as the boiler where water is transformed into steam, is placed under an angle. This ensures the steam is evaporated and directed up towards the iron+ head. Whilst the scale will drop and be collected in a large pocket, underneath the engine.

Designed to last with powerful steam for years to come.







Philips All-in-One superiority against steam irons





Power	2500W
Steam rate	45g/min
Steam Boost	180g
Pump Pressure	-
Heat up time	2 min
No burn technology	OptimalTEMP technology
Board angles	-
Water tank	300 ml
Calc management	Built=in Calc Clean Slider

Philips 8500s

2200W

90g/min

300g

6 bar

90 sec

OptimalTEMP technology

Multi angle

1.2L / Detachable

No Decalc

1) Superior Convenience

- > Always ready; no set-up needed
- With the integrated board
- > Versatile
- Multiangle steaming for quick in-between touch-ups
- Gentile steaming of delicate garments
- > Easy and satisfying
- 2x lighter iron
- No maintenance
- Shorter heat-up time
- Less refilling, 4x bigger water tank

2) Superior de-wrinkling results

- Higher steam rate for better ironing results
- Higher steam boost to get rid of tough creases
- No burns guaranteed



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