



# Philips All-in-One 8500 Series

The complete garment care solution

## Training Deck

# Versuni



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How would you  
define an  
**All-in-One?**

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**All-in-One Ironing Solution**  
combines  
**performance of a Steam Iron**  
and  
**convenience of a Steamer**  
with an  
**integrated ironing board**

**Versuni**

## 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 travel-friendly 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

- Millennials w/ or w/o kids
- Steam iron + board users
- Work professionals, with a busy social lifestyle
- Connection between fashion and garment care

## 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

« I wish there was a modern, more pleasing way to conveniently remove wrinkles in no time, with great results for all my garments»

# 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 time



# 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

The iron+ head with pointed tip for easy access to hard-to-reach areas





Kills 99.9%  
bacteria\*  
to refresh and  
removes odors

\*Tested by third party institute for E. coli , S. Aureus, C. Albicans with  
seconds steaming time

Decrease more garments in one go, with large detachable water tank





Integrated wheels enable you to transport the device with ease

# 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 8500 Series

# Philips All-in-One superiority against steam irons



Philips PerfectCare



Philips 8500s

Power	2500W	2200W
Steam rate	45g/min	90g/min
Steam Boost	180g	300g
Pump Pressure	-	6 bar
Heat up time	2 min	90 sec
No burn technology	OptimalTEMP technology	OptimalTEMP technology
Board angles	-	Multi angle
Water tank	300 ml	1.2L / Detachable
Calc management	Built-in Calc Clean Slider	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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