

Panasonic Introduces New Handheld Garment Steamers as the Perfect On-the-Go Companion for Effortless Wrinkle-free Outfits Anytime, Anywhere

Kuala Lumpur, 11 January 2024 – Panasonic Malaysia today launched its new handheld garment steamers, featuring two remarkable models – **NI-GHF025WSK (2-way ironing + foldable)** and **NI-GHD015WSK (non-foldable)**. These garment steamers are meticulously crafted with a focus on powerful steam, thoughtful usability, and a minimalistic design, embodying Panasonic's commitment to innovation and simplicity.

Designed to be a helpful partner in customers' everyday stylish routine, Panasonic's new handheld garment steamers are ideal for frequent travellers, busy professionals, or even fashionistas and students who are always on the move. The handheld garment steamers essentially simplify the process of effortlessly producing wrinkle-free outfits anytime, anywhere.

Keisuke Nishida, Managing Director of Panasonic Malaysia shared that the new handheld garment steamer embodies Panasonic's commitment to enhancing customers' daily lives and holistic well-being. He said, "We understand that consumers today are always on-the-go, and they need products that seamlessly complement their busy, modern lifestyles. These products feature three key factors – convenience, simplicity and efficiency – as part of their design and thoughtful usability. We are excited about this product, and we believe it will redefine the way Malaysians approach garment care by offering a compact, convenient and efficient solution."

The key features of the new handheld garment steamers are as follows:

“Steam and Go” with Convenience

Customers can say goodbye to bulky, traditional irons and ironing boards as both the NI-GHF025WSK and NI-GHD015WSK handheld garment steamers effortlessly refresh your garments with minimal effort and maximum convenience.

Both handheld garment steamers are lightweight and compact with the NI-GHF025WSK model weighing at 600g with a 120ml water tank, while the NI-GHD015WSK model is only 530g with a 70ml water tank.

The NI-GHF025WSK is a foldable model that features a Titanium Soleplate, an innovative steam technology that offers a 2-way ironing: steam and dry. For those who own delicate clothes that cannot be ironed, the NI-GHD015WSK model is the best choice as it comes with a Plastotype panel, where you can only expect powerful steam rather than an overheating soleplate melting your clothes.

Fast, Seamless and Smooth Ironing

Both models offer a Rapid Start-Up that allows you to start steaming clothes in just 30 seconds for the NI-GHF025WSK model and 20 seconds for the NI-GHD015WSK model, great for when you are in a time crunch. The 1300W steam power of up to 21g/min smooths out deep wrinkles in no time.

Stay Fresh and Hygienic

A unique feature present in both the NI-GHF025WSK and NI-GHD015WSK models is their ability to steam away 99.99%* mites and bacteria. This makes Panasonic's handheld garment steamer a versatile and indispensable tool that

is also suitable to use on soft toys and pillows, refreshes long-kept clothes in the wardrobe or clothes we usually use for multiple wear such as jeans or jackets.

You can safely “steam away” bacteria from toy plushies and clothes using the gentle steam power of both the NI-GHF025WSK and NI-GHD015WSK. This can extend the lifespan of any fabric-based items by reducing the wear and tear of frequent washing.

The new handheld garment steamers are available for purchase at all official Panasonic online and physical stores and official distributors. The retail prices are RM299 for the NI-GHF025WSK model and RM179 for the NI-GHD015WSK model.

For more information on Panasonic’s handheld garment steamers, please visit

<https://www.panasonic.com/my/consumer/home-appliance/iron/garment-steamer.html>.

*Note: *Certified by Guangdong Detection Center of Microbiology; Test report number: 2022FM14284R01E, 2022FM14284R02E; Test method: Refer to Technical Standard for Disinfection (2002 Ministry of Health P.R.China) – 2.1.1.7.6, MS (i) C061-C01 test method for killing mites by household and similar electrical appliances; Test results: Eliminate bacteria rate up to >99.99% of Escherichia coli and Staphylococcus aureus, Eliminate mites rate up to >99.99%.

###

About Panasonic Malaysia

Panasonic Malaysia Sdn Bhd is a sales, service and marketing company for the Panasonic brand of electrical and electronic products ranging from audio visuals, home appliances, air conditioners, indoor air quality, solar business, digital & video cameras, professional broadcasting equipment, system solutions, telecommunications, health & beauty care, batteries and lightings. All Panasonic products are available through our authorised dealers nationwide. For more information on Panasonic brand and products, visit our website at www.panasonic.com.my or call our Customer Care Centre at 03-7953 7600.

Media Contact

Stella Lim

Department Head

Marketing Communication Department

Panasonic Malaysia Sdn. Bhd.

Lot 10, Jalan 13/2, 46200 Petaling Jaya, Selangor.

Email: stella.lim@my.panasonic.com

Office: +603-7809 7605

Mazlee Mokhtar

Manager, Corporate Communication

Marketing Communication Department

Panasonic Malaysia Sdn. Bhd.

Lot 10, Jalan 13/2, 46200 Petaling Jaya, Selangor.

Email: mazlee.mokhtar@my.panasonic.com

Office: +603-7809 7877