

Media Alert – 19th June, 2013

Sunbeam Has Winter Covered – Key Winter Appliances

There's no use pretending. The mercury has dropped and winter is well and truly here. With that in mind consumer attention will be turning to ways of keeping out the winter chill. **John Turnbull, Sunbeam General Manager, Marketing**, highlights the key products and features retailers should be aware of this winter within the Sunbeam range.

Heated Blankets

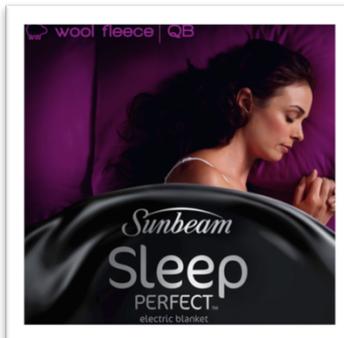
The key trend to provide fast relief from winter chills this year is Sunbeam's **Sleep Perfect™ Wool Fleece five-minute heat-up heated under blanket (BL5651) RRP \$349.00**. Featuring Sunbeam's exclusive Sleep Perfect® technology, 9 levels of safety protection, cosy feet heating and five-minute fast heat up. While the **Feel Perfect Faux Fur Heated Throws (TR6100) RRP \$139** adds a touch of style to your sofa or bed. Whether staying cosy in bed or curling up on the sofa, Sunbeam's heated blankets and throws are a must-have for the winter. Low power usage also ensures consumers save on electricity bills.

Portable Heaters

Sunbeam offers a range of personal portable heating products including ceramic and panel convection heaters. The PTC ceramic heating element featured within the **Compact Ceramic Heater (HE2055) RRP \$69.55** and the **Oscillating Compact Ceramic Heater (HE2105) RRP \$89.95** offer an excellent choice providing a controlled, fast-heating and portable personal heating option. Both heaters feature a safety tip-over switch, which automatically cuts off the power if the unit is knocked over. For those looking to heat larger spaces, Sunbeam has two convection options available. The **2000w Convection Panel Heater (HE4200) RRP \$129**, features thermostat controlled heat, 2000w of power, slimline design and wheeled feet. With a pressed metal exterior, the **Dual Micathermic Convection Heater (HE4100) RRP \$129** provides three heat settings and adjustable thermostat for keeping you warm this winter.

Slow and Pressure Cookers

Slow Cookers are a popular winter staple but this year Pressure Cookers are leading the trend in the benchtop category. Pressure Cookers are ideal for those that are time poor, but do not wish to compromise on taste or nutrition. They are perfect for busy families because they take the stress and worry out of meals. They cook quickly, retain foods' vitamins and minerals, enhance flavours and are one pot 'set and forget' cookers. The Sunbeam **Aviva™ Pressure Cooker (PE6100) RRP\$189** launched this year is the ideal appliance. Sunbeam's extensive consumer research has resulted in a unique pressure cooker – a multi cooker with seven menus a large user feedback screen, not just the standard timer.



Sleep Perfect™ Wool Fleece Queen Bed BL5651

Key features include: five minute fast heat up, digital timer up to nine hours, cosy feet heating and temperature sensing technology.

RRP \$349.00



Aviva™ Pressure Cooker PE6100

A six litre pressure cooker that is also a multi cooker, designed to cook fast or slow, day in and day out. Use the pressure cooker for quick, succulent meals or use the slow cooker for more traditional style cooking. With a choice of seven menus including rice cooker, three fry pan settings and with delay timer and auto keep warm features, you'll be cooking up a storm everyday.

RRP \$189

For Sunbeam product information and stockists call **1300 881 861** or visit www.sunbeam.com.au

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