

## **LG STYLER FOR 2018 MAXIMIZES CAPACITY TO RAISE THE BAR FOR CLOTHING CARE**

*Newest Family-Size Edition Features Expanded 6-Garment Capacity*

**ENGLEWOOD CLIFFS, N.J., Dec. 18, 2017** — LG Electronics (LG) will introduce a larger version of the revolutionary LG Styler clothing care system at CES® 2018. In addition to its expanded interior holding up to six garments, the new and improved LG Styler offers **LG SmartThinQ™** Wi-Fi connectivity with smart features to help make life easier for modern consumers on the go.

Using just pure water, the LG Styler reduces wrinkles and odors, helps sanitize and even dry delicate garments, sports equipment, household linens, children’s toys and more in as little as 20 minutes. Providing an easy way to look fresh and extend the appearance of your clothing between dry cleanings, the new for 2018 LG Styler features a Moving Hanger that can hold up to five items of clothing, and the Pants Crease Care, found inside the elegantly designed Glass Door, accommodates pants up to a waist size of 48 inches and is capable of leaving a longer crease of up to 23 inches. The LG Styler’s expanded interior also allows room for clothes that occupy a larger amount of space such as down jackets and padded winter coats.

“The new higher capacity LG Styler is the perfect solution for consumers who want to put their best selves forward,” said Dave VanderWaal, vice president of marketing, LG Electronics USA. “The LG Styler provides a solution for users to maintain a refreshed and ready look for any occasion.”

The LG Styler’s **SmartThinQ™** Wi-Fi compatibility and easy-to-use smartphone controls take user convenience to a new level. Various styling courses are available for download and the mobile app can be used to track energy consumption or notify the user when the cleaning cycle is completed. For clothing with NFC tags, the smartphone app can scan the tag and inform the LG Styler which cleaning course is most effective.

At the heart of the LG Styler is the company's innovative TrueSteam® technology which gently sanitizes garments and neutralizes unpleasant odors, reducing allergens in clothing.<sup>1</sup> The hot steam sprayed directly onto the clothes sterilizes as well as straightens while the Moving Hanger shakes out remaining wrinkles. The Easy Pants Crease Care also reduces behind-the-knee creases, leaving a crisp line down the center of each leg for a sharp finish.

CES 2018 visitors are encouraged to check out the LG Styler at the LG booth in Las Vegas Convention Center (Booth #11100, Central Hall) from Jan. 9-12.

Learn more about the LG Styler innovations available now at [www.LGStyler.com](http://www.LGStyler.com)

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<sup>1</sup> *Certified by the British Allergy Foundation as more than 99 percent effective in sanitizing and reducing allergens with TrueSteam®.*

**About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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