

**FOR IMMEDIATE RELEASE****LG STYLER STEAM CLOSET LINE EXPANDS FOR 2020  
WITH NEW, LARGER-CAPACITY MODEL**

*Industry-First, Chemical-Free Clothing Care Solution Now Available in Four Models*

**LAS VEGAS, Jan. 22, 2020** – **LG Electronics'** market-leading line of steam clothing care systems is expanding in 2020 with the all-new large-capacity “LG Styler Plus,” featuring a new Tinted Black Mirror finish. Unveiled at the 2020 Kitchen & Bath Industry Show, this new LG Styler model has the capacity to help keep more garments refreshed and looking their best in as little as 20 minutes with the gentle power of pure steam – no harsh chemicals.

Developed for larger families, the LG Styler Plus can accommodate up to five hanging garments as well as a pair of pants in the interior door. The new approximately 24-inch wide model joins three standard size **LG Styler** models that each accommodate up to three hanging garments and a pair of pants on the interior door. The standard size 17-1/2-inch wide LG Styler is offered for 2020 in the new Tinted Black Mirror finish, as well as Espresso and White. Each bring unrivaled functionality and elegance to the home with a refined, modern design.

“LG Styler is the ultimate clothing care solution for any home,” said David VanderWaal, senior vice president of marketing, LG Electronics USA. “It’s a first-of-its-kind, multi-purpose product innovation that you can’t find anywhere else in the market today. The natural next step was to increase its capacity and add additional design aesthetics so that even more consumers can reap the benefits of LG Styler’s gentle steam care.”

The new 2020 models from LG, the most-awarded brand in home appliances,\* reduce odors along with light wrinkles in fabrics in between laundering while offering maximum ease-of-use. Clothes placed on the moving hangers shake out light wrinkles and unpleasant odors while the Gentle Dry cycle removes moisture quickly and thoroughly without the fear of shrinking or

damage from high-heat dryers – perfect for delicates. The Pants Crease function keeps pants looking their best by creating a crisp crease-line without an iron.

LG Styler is certified as *asthma and allergy friendly*® by experts at the Asthma and Allergy Foundation of America thanks to LG TrueSteam™ technology that eliminates more than 99.9 percent of the allergens, germs and bacteria found in clothing, outerwear and even pillows and children’s stuffed animals.

LG ThinQ™ smart capabilities give users the freedom to remotely turn LG Styler on and off, select and start a cleaning cycle, check remaining cycle time, download additional cycles, and even get recommendations on the best cycle for a particular piece of clothing.

The versatile LG Styler also is easy to install in any laundry room paired with LG’s leading line of washers and dryers, as well as dressing rooms, master suite closets or mudrooms for the ultimate in convenience. It requires only a standard electrical outlet – no water connection. Just fill the water reservoir at the bottom with plain tap water.

LG Styler Plus is scheduled to launch in the United States later this year.

Visit the LG Electronics booth (C8101, Central Hall, Las Vegas Convention Center) during the 2020 Kitchen & Bath Industry Show from January 21-23 for an opportunity to experience LG Styler. For more information visit [www.lg.com/us/styler-steam-closet](http://www.lg.com/us/styler-steam-closet).

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*\* EDITOR’S NOTE:*

*According to the 2019 American Customer Satisfaction Index (ACSI) survey of customers rating their household appliance manufacturers. The ACSI is the only national cross-industry measure of customer satisfaction in the United States. Each year, the ACSI uses data from interviews with roughly 250,000 customers as inputs to an econometric model for analyzing customer satisfaction with more than 380 companies in 46 industries and 10 economic sectors. According to the 2019 ACSI survey of customers rating their household appliance manufacturers, LG is second to none in product quality and value, tied with another manufacturer in this year’s report. To learn more about the American Customer Satisfaction Index, visit [www.theacsi.org](http://www.theacsi.org).*



*J.D. Power ranked LG highest in 2019 customer satisfaction for French-door refrigerators two out of three years, side-by-side refrigerators two years in a row, top-mount freezer refrigerators five years in a row, and dishwashers two out of three years. LG received the highest numerical score in the respective segments of the J.D. Power 2019 Appliance Satisfaction Study, based on 10,355 (kitchen) and 4,037 (laundry) total responses, measuring customer opinions about their new appliance purchased in the previous 12 months, surveyed March-April 2019. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).*

### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$54 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. LG is a 2019 ENERGY STAR Partner of the Year-Sustained Excellence. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

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