

## LG ELECTRONICS PIONEERS ECOSYSTEM OF HEALTHIER LIVING TECHNOLOGIES FOR 2017

*Advanced Air Purifier, Laundry, Vacuum Technologies  
Showcased at KBIS 2017 Promote Healthier Home*



**ORLANDO, Jan. 11, 2017** – Leading home appliance manufacturer LG Electronics has created an entire ecosystem of products that help families create a healthier living environment through virtually every touch-point in the home.

Highlighted this week at the 2017 Kitchen and Bath Industry Show (KBIS), these products range from leading clothing care innovations, such as the award-winning LG TWINWash™ laundry system featuring the LG SideKick™ mini washer and one-of-a-kind steam clothing care system



LG Styler, to the new LG PuriCare line of advanced air purifiers and powerful CordZero™ premium vacuum cleaners.

### **Allergen-Reducing Laundry and Clothing Management Systems**

Helping consumers wash multiple loads of laundry at the same time, LG's certified TWINWash system is packed with features to ensure a thorough clean for families across America. LG's advanced Steam Technology gives consumers an even deeper clean while washing their clothes – within the top washer, steam gently penetrates fabrics, which can help remove allergens and odors, and keep laundry virtually wrinkle free. LG's Allergiene™ Cycle gently removes pet dander allergens from even the most delicate fabrics, while steam technology gently but powerfully penetrates fabrics to virtually eliminate dirt, odors and wrinkles. Additionally, LG expanded the compatibility of its award-winning LG SideKick, the industry-first “mini” washing machine that installs in the footprint of a traditional laundry pedestal – now compatible with LG dryers in addition to the front-load washers that it has been compatible with since 2009 – delivering a truly flexible and versatile laundry solution. With the LG SideKick, users can do multiple loads of laundry at the same time or tackle smaller loads that are a big deal separately.

The LG Styler, a one-of-a-kind steam clothing care system, is designed to refresh specialty-care items with powerful steam technology and no chemicals. Two key features dedicated to creating a healthier living environment include the Sanitary cycle powered by TrueSteam® technology, to help reduce allergens in clothes, bedding, sportswear—even your children's plush toys. The LG Styler also refreshes garments by using steam and aroma sheets to help remove unpleasant odors left behind by smoke, food and sweat – resulting in a more efficient, clean feeling inside and out.

### **Powerful CordZero Vacuums Eliminate Household Dust**

To enable consumers to experience a more convenient and powerful cleaning experience, LG recently introduced the next generation of CordZero premium vacuum cleaners, highlighted by the CordZero Stick and CordZero Canister models. Both models boast LG's AERO SCIENCE vacuum technology, which drastically aids overall cleaning time through its powerful suction.

What's more, the CordZero Stick touts a five-step filtration system, which employs a HEPA 13 Filter<sup>†</sup> to drastically reduce dust in the home, while the CordZero Canister's seven-step filtration system captures ultra-fine dust and particles using a HEPA 14 Filter. With no cords or wires in sight, the CordZero line proves to be a convenient and powerful cleaning experience – designed for not just a cleaner home, but a healthier one.

### **'Breathe Easy' with LG PuriCare Line**

Rounding out LG's healthy-living ecosystem of technologies is its newly-launched LG PuriCare line of air purifiers and dehumidifiers. With indoor air pollution being among the top five environmental health risks, according to the U.S. Environmental Protection Agency, LG is now making it possible for consumers to clean and deodorize the air they breathe in the comfort of their own homes. With official certification as **asthma & allergy friendly™** by the Asthma and Allergy Foundation of America expected within the next few weeks, the LG PuriCare line marks the company's introduction into the consumer air purifier market, featuring three models that reduce air-bound allergens by using highly effective filtration systems – providing a much friendlier air environment for asthma and allergy sufferers. The ENERGY STAR certified LG PuriCare line also includes an energy-efficient dehumidifier that boasts impressive performance by quietly, safely and effectively removing excess moisture from the air. The LG PuriCare line joins the ultra-premium LG SIGNATURE Air Purifier with a six-stage Eco-Saving filter to purify the air and Eco-Watering System to provide exceptional air purifying and humidifying.

“LG's home appliances truly lead in terms of advanced technologies and sleek design, and most importantly, they empower consumers to continue leading their healthiest lives,” said David VanderWaal, vice president of marketing for LG Electronics USA. “This full ecosystem of products reaches families in every touch-point of their home, from the clothes on their backs, to the floors in their home, even purifying the air they breathe.”

To learn more about LG's healthier living technologies, please visit [www.LG.com](http://www.LG.com).

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*† Based on internal test (IEC 60312, Clause 5.11 Filtration Efficiency).*

### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, 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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