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LG COMMERCIAL LAUNDRY MAKES HITEC DEBUT WITH GUEST-CENTRIC LAUNDRY AND GARMENT CARE SOLUTIONS

Bringing America's Most Reliable Home Appliance Line and #1 Appliance Brand to Hotel Guests Nationwide*

News Summary

- LG Commercial Laundry is exhibiting at HITEC 2026 for the first time, presenting purpose-built laundry and garment care solutions for hotel guests.
- On display is an LG commercial washer-dryer pair featuring Inverter Direct Drive™ technology and premium powder coatings, designed to support dependable and durable on-property laundry for guests across hospitality properties of all sizes.
- LG will also showcase the LG Styler® Steam Closet, powered by TrueSteam™ technology, as a next-generation garment care solution for hotel guests.

SAN ANTONIO, Texas, June 15, 2026 — LG Electronics USA's Commercial Laundry division is making its debut at the 2026 Hospitality Industry Technology Exposition and Conference (HITEC), the industry's largest annual technology event, June 15-18 in San Antonio – showcasing the company's purpose-built laundry and garment care solutions for hospitality properties of all sizes.

Hospitality operators are faced with meeting rising guest expectations for convenience and garment care. America's most reliable line of home appliances and #1 appliance brand,* LG is addressing these demands with a commercial laundry portfolio that spans high-capacity commercial washing and drying – combining convenience for guests and reliability for hotel operators – as well as the LG Styler Steam Closet, engineered to deliver a premium garment care experience.

These solutions support guests ranging from the travel soccer team needing clean uniforms on a road trip and active families needing to wash trail mud or beach sand out of outdoor gear to a business traveler on an extended stay, according to Steve Bass, senior account manager, LG Electronics USA Commercial Laundry.



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Bass said HITEC 2026 marks LG Commercial Laundry's first opportunity to bring this complete offering directly to hospitality technology decision-makers. "Bringing LG's commercial laundry and garment care solutions to HITEC gives us the opportunity to show hoteliers first-hand how our technology is built for the reliability that modern hospitality operations require and the convenience their guests appreciate," he said.

Commercial laundry solutions on display at LG's HITEC booth include:

- **LG Commercial Washer:** The LG commercial washer features Inverter Direct Drive™ technology, the LG commercial laundry drum that, unlike the traditional belt and pulley system, is directly attached to the motor to provide durability and reliability. This ENERGY STAR® certified LG commercial washer saves hoteliers energy and water, while guests ranging from the travel soccer team needing clean uniforms to a business traveler on an extended stay have the flexibility and convenience of doing their laundry onsite.
- **LG Commercial Dryer:** Engineered for the high-turnover demands of hospitality environments, the LG commercial dryer is equipped with Sensor Dry technology that automatically adjusts drying time based on detected moisture levels, helping deliver consistent results across varying load sizes and fabric types. A powder coating finish creates the same durability that comes in car coatings, providing a long-lasting and easy-to-clean exterior.
- **LG Styler Steam Closet:** A next-generation garment care solution, the LG Styler can be utilized as an upscale amenity in luxury suites or member clubs for business travelers needing to restore sharp creases to their suits, or a high-value perk for vacationing families looking to quickly refresh packed clothing. It delivers wide-ranging convenience for hospitality environments, refreshing garments with fewer wrinkles and odors. For consumers with allergies or sensitive skin, select LG Styler models can even sanitize items like pillows and stuffed animals for those family trips. Powered by TrueSteam™ technology, the LG Styler rethinks what garment care can be, moving beyond the limitations of a traditional clothes steamer or ironing board.



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“Guests staying at hotels and resorts rely on dependable amenities to make their stay feel like their home away from home, and laundry is no exception. Hospitality operators are managing laundry demands that vary dramatically, from a single business traveler to a full property turnover, and they need equipment that performs consistently across all of these situations,” Bass said.

For more information about LG’s commercial laundry solutions, visit Booth #1448 at HITEC 2026 or solutions.lg.com/us/commercial-washers for more information.

**#1 Appliance Brand in the US | Source: OpenBrand MindShare (AHAM Core 6) 2024-2025*

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About LG Electronics USA

LG Electronics is believed to be the fastest-growing appliance player in the U.S. commercial laundry business. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a smart life solutions company with annual global revenues of more than \$60 billion. In the United States, LG sells a wide range of innovative home appliances, consumer electronics products, commercial displays, air conditioning systems and vehicle components. LG is an 11-time ENERGY STAR® Partner of the Year. www.LG.com.

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