



mr.steam®

Feel Good Inc.

TOWEL WARMER BUYING GUIDE

How to select the right model for you

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What is a Towel Warmer?

When you reach for a heated towel in deluxe hotels and posh spas around the world, it feels like the height of luxury.

Now you can recreate that Five Star experience in your own home.



An affordable luxury that you can enjoy everyday.

Towel Warmers come in a variety of styles and configurations.
Let us help you find one that's just right for your bathroom



Why use a Towel Warmer?

It's all about that blissful "ahh" moment.



The caress of a warm towel makes you feel pampered, indulged, and soothed.

It's a sensual embrace to start and end your day.

And that's just the beginning...

15 fabulous reasons to use a Towel Warmer

1. Totally envelopes you in warmth after your bath or shower.
2. Special robe hooks attach to Broadway Collection towel warmers so you can slip your arms into the comfort of a warm, fluffy robe.
3. Dries damp towels.
4. Keeps towels smelling fresh.
5. Will take some of the chill out of drafty, cold bathrooms.
6. Gently dries those delicate unmentionables.
7. Makes pajamas feel toasty, right before you climb into bed.
8. Warms your workout clothes before you exercise.
9. Heats blankets so they feel like they're "just-out-of-the-dryer" warm on those shivery, cold nights.
10. Removes the chill from socks in the morning.
11. Dries a cold, damp bathing suit.
12. Reduces humidity from the air in your bathroom.
13. Add aroma oils to certain Towel Warmer brands for a soothing aromatherapy experience.
14. Adds a decorative touch – some would actually say architectural sculpture – to beautiful bathrooms.
15. Feels sooo good!



“Why we love a Towel Warmer”

Fitness Experts and Identical Twins

Alexandra & Kimberly

Fun and Fit



“After exercise your skin is cool from the sweat that’s been doing it’s job keeping your core temperature down to a healthy level. A warm towel helps get your internal and external temperatures back in balance.

My routine is perfect-exercise, put towel and clean clothes on towel warmer, shower, step out into warmth.

And I’m probably saving money because I’ve been known to stay in the shower for over 20 minutes, just to avoid being cold once the hot water goes off! ”

-Alexandra

How to use a Towel Warmer

Locate the Towel Warmer conveniently within reach of the shower or 5' from a tub, but never inside a wet area (or outdoors).



Drape the towel over the warmer front and back (as shown above).

For maximum warmth, make sure that as much of the towel as possible is touching the bars.

When you're ready, wrap yourself in your pre-heated towel and enjoy the soothing sensation of comfort and warmth everyday!

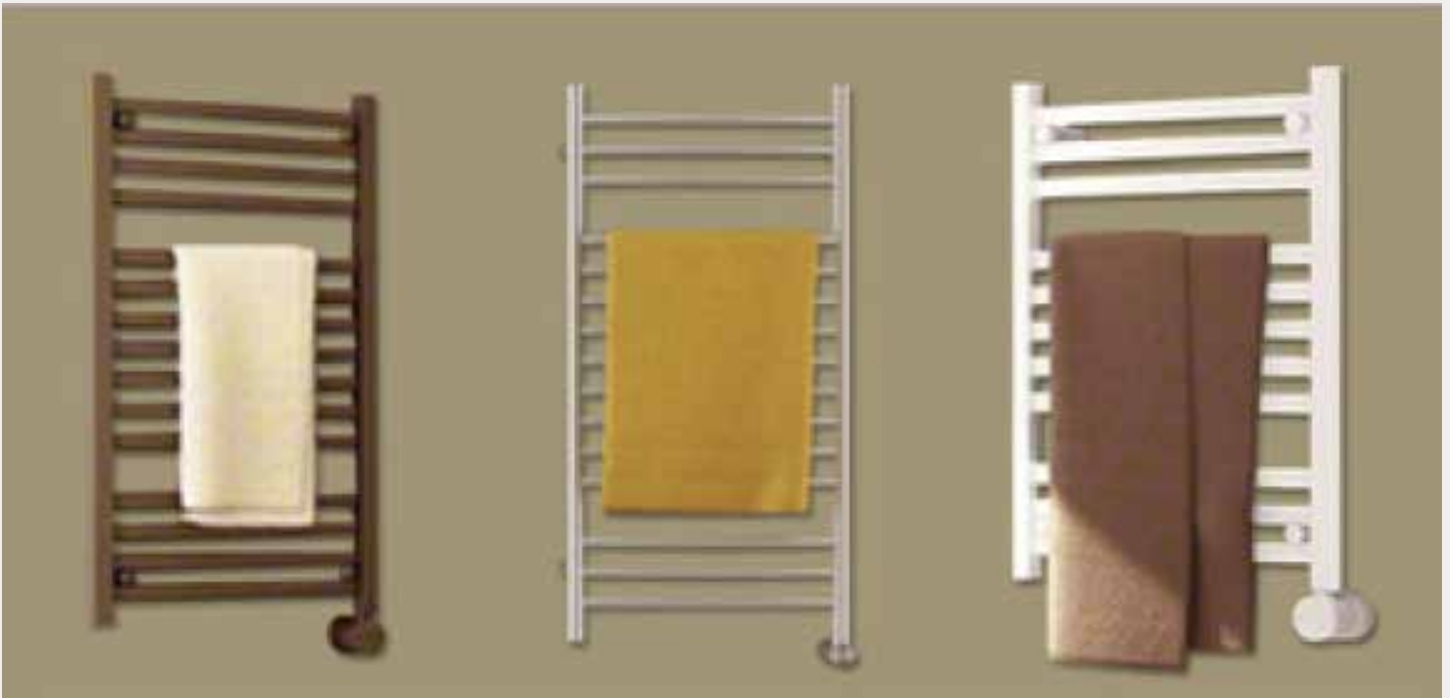


Towel Warmer Finishes

A Towel Warmer can stand out like a sculpture or blend in like wallpaper.

Quality Towel Warmers come in many popular designer finishes.

Shown here are Oil Rubbed Bronze, Polished Stainless Steel, and White. Polished Chrome and Brushed Stainless Steel are also available on select models.



To maintain the finish, simply wipe with a soft damp cloth.

Specialty Touches: Aromatherapy

Some Towel Warmers can add the sensual scent of Aromatherapy to your warm towel.



*Feeling Stressed?
Try **Lavender**!*



*Rev things up?
Mint's the ticket.*



*Ease a cold with
Eucalyptus.*



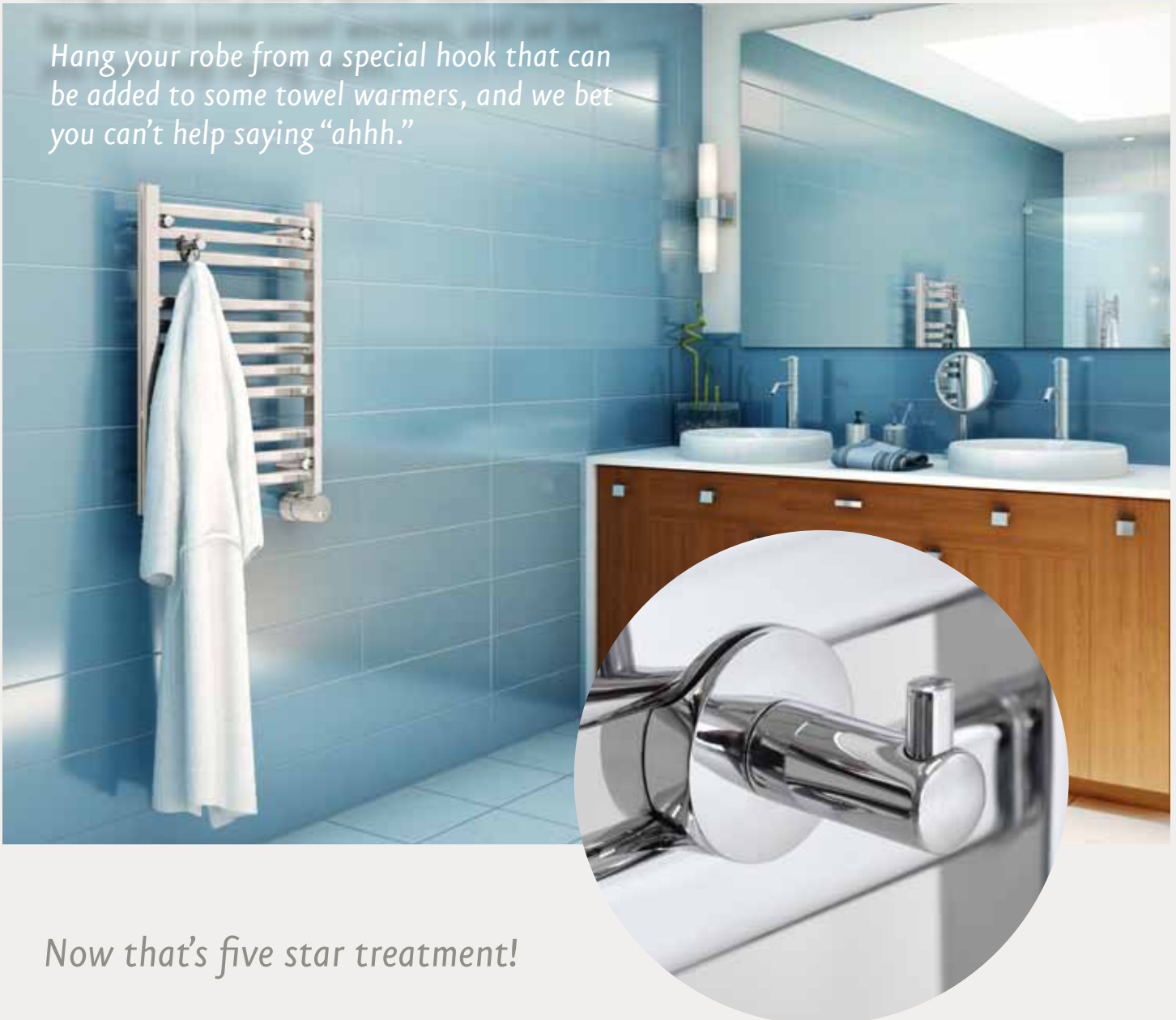
Just add a drop of essential oil and breathe deep.

Specialty Touches: Robe Hooks

Available with Broadway Collection Towel Warmers.

For those days when slipping your arms through a warm robe gives you that out-of-the-dryer sense of comfort.

Hang your robe from a special hook that can be added to some towel warmers, and we bet you can't help saying "ahhh."



Now that's five star treatment!

Specialty Touches: Timers

Don't want to wait? We know the feeling!



For added convenience, an in-wall 24 hour programmable electronic timer is included. You'll appreciate the luxury of being able to pre-set your the Towel Warmer so your towel is ready when you are.

***Note:** Electric Towel Warmers that are hardwired require an on/off wall switch installed by a licensed electrician.*

How to choose a Towel Warmer

When choosing a Towel Warmer, ask yourself a few basic questions:

- **How many towels do you want to warm at one time?**
- **Where is the best space in your bathroom for this wonderful amenity?**
- **Do I want my towel warmer to match my fixtures, match my wall, or blend in?**

Towel Warmers range in height from 20" up to 49".

They come in widths ranging from 16" to 24"

Wall-mounted Towel Warmers project 5 inches into the room.

What size Towel Warmer?

Determine the optimum size by considering:

- The space in your bathroom
- The number and size of your towels
- Your budget.

Typical bath towels require about 22 to 24 inches of space to hang. A larger bath sheet needs about 36 inches. The National Kitchen and Bath Association recommends that you place towels 15 to 48 inches above the floor, depending on the towel warmer's length.

Just keep in mind, you want your towel to be easy to reach and easy to hang.



What does a quality Towel Warmer Cost?

You won't believe how affordable this daily indulgence actually is!

Quality Towel Warmers range from a several hundred dollars to \$3,000 for a deluxe chrome model.

Timers are extra and start at \$100.

Want some good news?
An Electric Towel Warmer, switched on for an hour a day, costs less than a quarter to operate.

When you consider how often you'll use it – and how good it will make you feel – this is clearly a spectacular home spa value!

About Mr. Steam Towel Warmers

Mr. Steam Towel Warmers are made with superior engineering, materials and design.

Our quality Towel Warmers are made to the same exacting standards as our residential and commercial steam showers.

Electric Models include a stainless steel heater for controlled, quiet heat and are UL/CUL listed.

Mr. Steam Towel Warmers come in today's most popular finishes and have a two-year limited warranty. They are sold at decorative plumbing showrooms nationwide.

Before making your final selection, consult the Mr. Steam Installation and Operation Manual or visit the Mr. Steam website at www.mrsteam.com.



Ready to heat things up at home?

Find an authorized Mr. Steam showroom.
Visit **mrsteam.com/dealer-locator**



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