



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 hooks attach to the towel warmer so you can slip your arms into the sheer 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. Toasts 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 soooo 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 temperature 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 here).

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!



Popular Towel Warmer Types

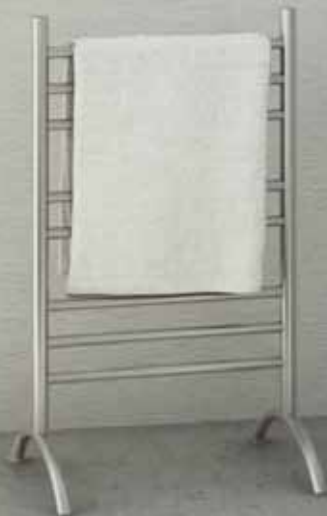
Wall Mounted



Handy **Pivoting** Towel Warmers fit into tight spaces and allow you to swing the towel toward you.

Towel Warmers can be mounted on the wall or be left as freestanding units.

With **Free Standing** models, you have the flexibility to place them in different locations within the bathroom – or even in different bathrooms!



Types of Towel Warmers

So how do these towels get so nice and warm?

We offer two different methods:

Electricity or Hydronics

(Hydronics is a fancy term for hot water)

Electric Models are generally hardwired and require a licensed electrician to install. They are controlled by an on/off wall switch. You want to switch them on twenty to thirty minutes before you want your towel, to give them enough time to heat up. An indicator light lets you know when the warmer is on.

Use a programmable timer to pre-set the towel warmer, turning it on or off at selected times.

Some electric models simply plug in, which simplifies installation



Hydronic Towel Warmers

Hydronics Towel Warmers are integrated into the plumbing of your home's hot water heating system and are normally on whenever your heating system is on. That means minimal wait time for your warm towel.

Hydronics Towel Warmers can supplement the heat in your bathroom, making it cozier and more comfortable.

These models are wonderfully efficient to use.

You will need a licensed plumber to install this towel warmer. For switch or thermostat options or a special zone for the unit, you may want to consult a hot water system specialist.

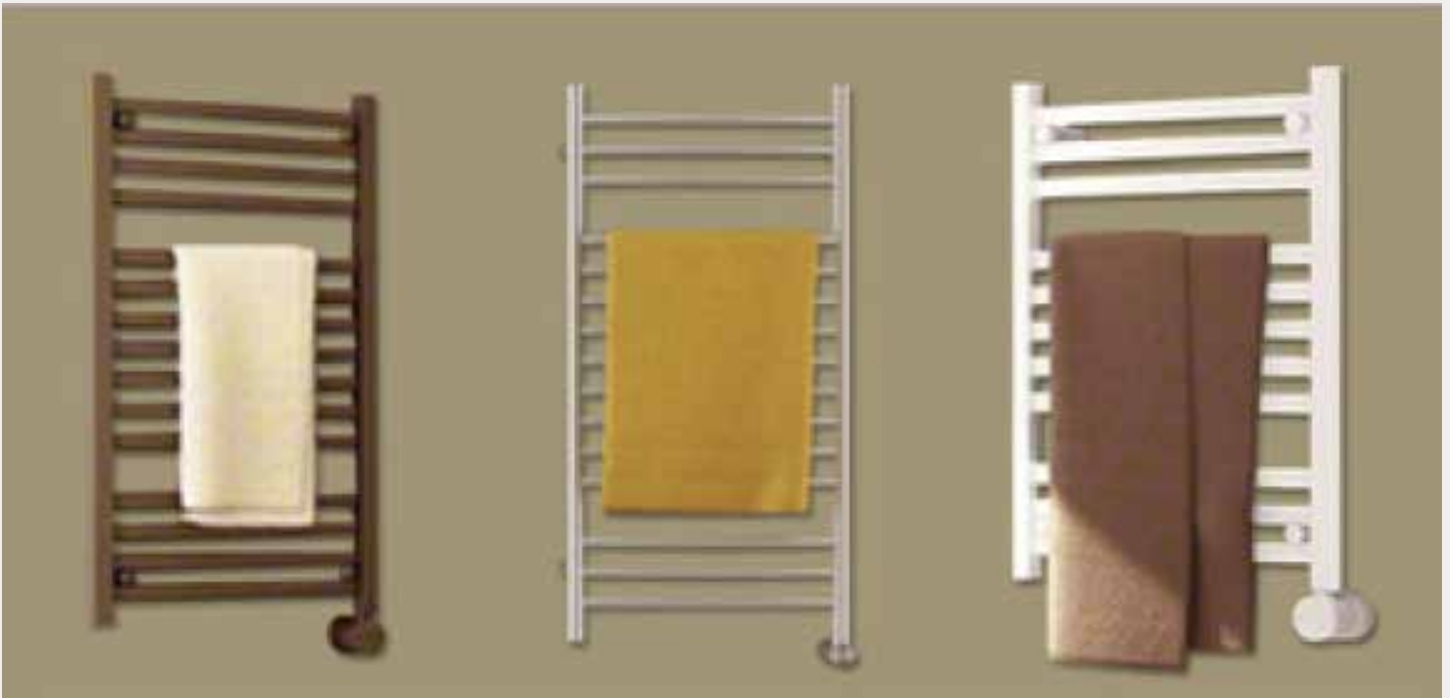


Towel Warmer Finishes

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, Stainless Steel, and White. But there is also Chrome, as well as brushed and polished Nickel.



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.

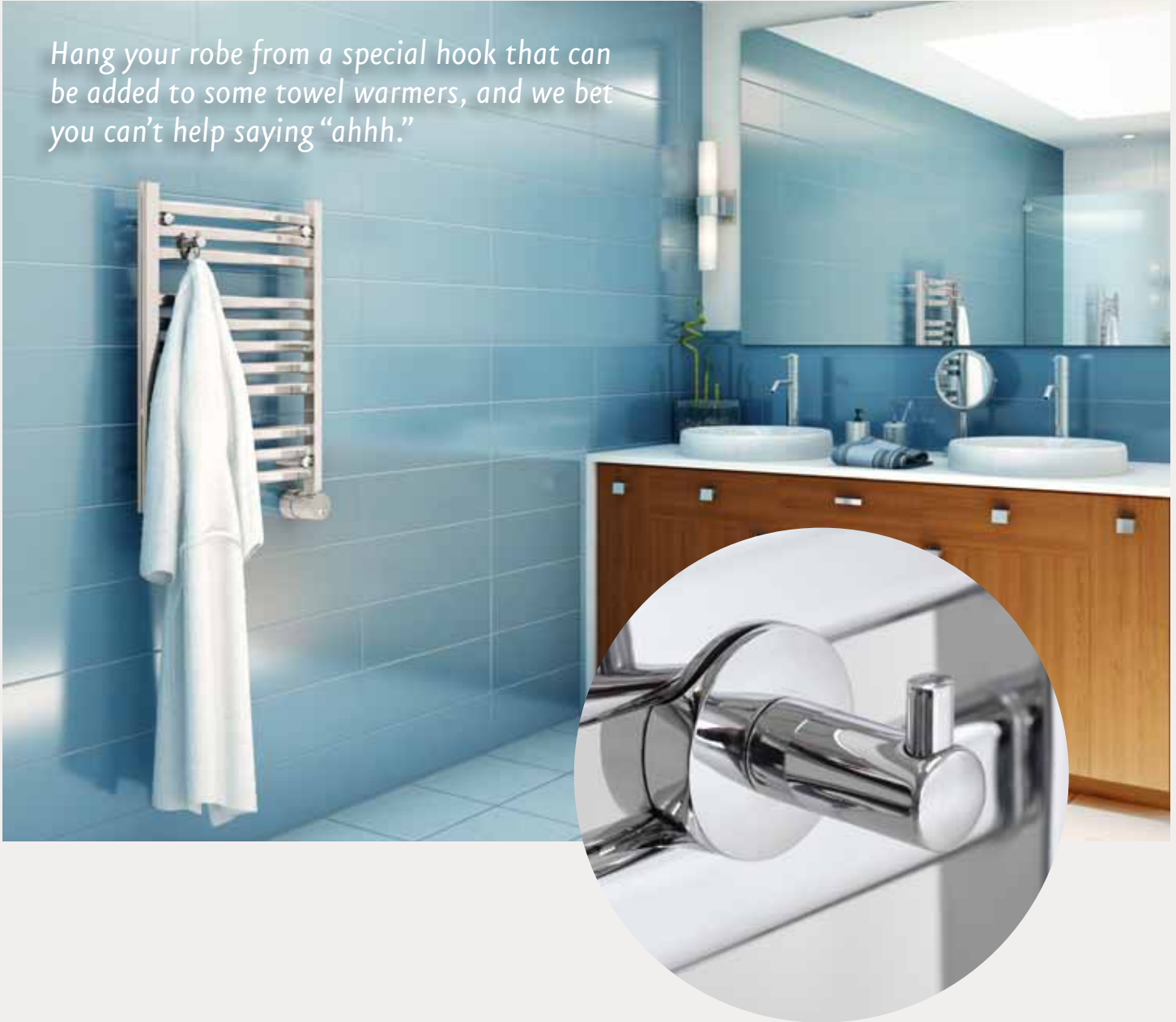


Just add a drop of essential oil and breathe deep.

Specialty Touches: Robe Hooks

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: Racks

Do you have more towels than space?

Extend your towel warmer with the convenience of a single or triple towel bar.

While the additional bars are not heated, the towel is located close enough to the main source of heat that it still picks up some cozy warmth.

The extra bars also allow you to dry delicates far enough away from the heated surface that you don't have to worry about singeing them.

And the triple rack lets you store even more towels – for those times when towel space is in demand!



Specialty Touches: Timers

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



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

Electric Towel Warmers that are hardwired rather than being plugged in require an on/off wall switch installed by a licensed electrician.

Specialty Touches: Packages

Can't choose? Can't lose!

All-in-one package for certain models of Towel Warmers makes it convenient and more affordable to combine aromatherapy, a robe hook and a digital timer.

Take the stress out of decision making. *We've made it easy!*



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: on the floor or on the wall?**
- **Do you want an electronic on/off unit, or one that is integrated into your hot water system?**

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.

- **Don't want to hire an electrician or plumber?**
Consider our simple plug-in models.



How to choose a Towel Warmer (cont)

Some more in-depth considerations as you select a Towel Warmer:

Which Type?

- ☐ Hydronic
- ☐ Electric
 - ☐ Hardwired
 - ☐ Plug-in

Which Style?

- ☐ Wall Mounted
- ☐ Freestanding



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.

How many bars?

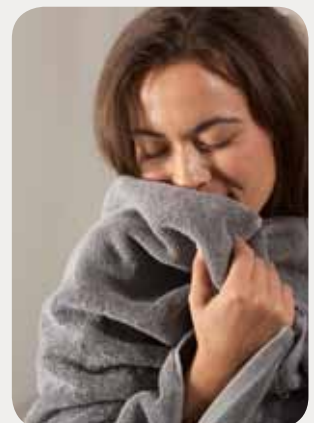
More heat is generated when the towel warmer has more bars placed closer together.

Which Finish?

Consider your décor and select the finish that best coordinates with your existing or newly designed bathroom.

Which Features?

Quality electric models have an energy-efficient stainless-steel heater for controlled, quiet heat and all-welded steel construction for strength and durability.



Premium models should include all-brass construction.

How to choose a Towel Warmer (cont)

Just a few more questions!

- Do you want Aromatherapy?
- Do you want a timer?
- Do you want an extra rack?
- Do you want a robe hook?
- Is the unit UL listed?
- What is the duration of the warranty and what is included in it?



What does a quality Towel Warmer Cost?

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

Quality Towel Warmers range from a few hundred dollars to \$2,000 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.

The Fifth Avenue Collection is 100% all-brass construction, combining the highest quality designer bathroom finishes with the most efficient heating materials.

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 through 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 <http://mrsteam.com/templates/zipsearchm.aspx>



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