



**Product Name/MSRP**

Durathon™ Electronic Iron with Retractable Cord  
(Model 19804) MSRP: \$44.99

**Availability**

July 2013

**Toll-Free Number and Web Site**

800-851-8900; [www.hamiltonbeach.com](http://www.hamiltonbeach.com)

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**Press Room**

Go to [www.hamiltonbeach.com](http://www.hamiltonbeach.com) and click “press room.”

Images at <http://www.hbps-imagebank.com>



**Good Thinking® Features**

**10X more durable than traditional non-stick soleplates-**  
The strength and durability of ceramic combined with the latest non-stick technology delivers a high-performance soleplate.

**Superior wrinkle removal** – 25% more continuous steam power than the leading competitor and a hot soleplate temperature work together to get the wrinkles out.

**10-year limited soleplate warranty** – This soleplate is in it for the long haul.

**Smooth operator** – The soleplate retains its smooth-glide longer than traditional non-stick irons.

**Scratch-resistant** – The unique coating makes the soleplate more resistant to scratches than traditional nonstick soleplates.

**Quick Tips for Better Ironing**

1. Don't iron in a circular motion as this can stretch fabric. Instead, iron lengthwise.
2. Natural fibers such as cotton and linen should be ironed slightly damp for faster, easier ironing. If they're completely dry, use maximum steam while ironing or mist them with water prior to ironing.
3. Any portion of a garment that has two layers of fabric such as pockets, seams, collars, and cuffs should be ironed inside out first.
4. To press a collar, iron from the points in using small strokes of the iron. After wrinkles are pressed out, crease the collar into place by hand — not with the iron. Treat French cuffs similarly, gently creasing by hand after ironing.