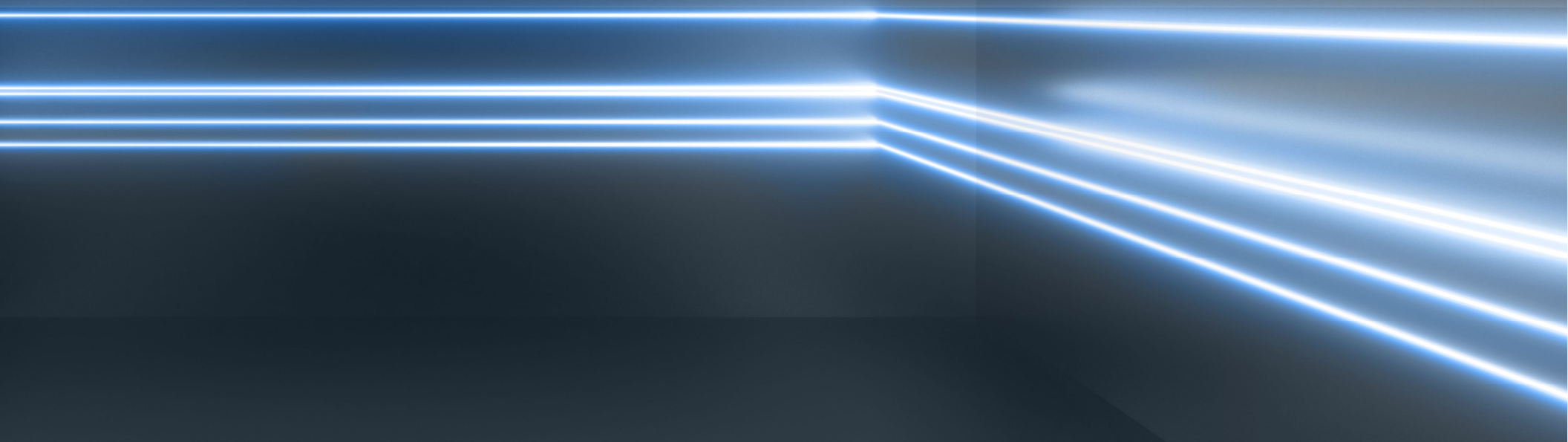


Rowenta

2024 BRAND CATALOG



Rowenta®

GOURMET 2024

ROWENTA PROGRAM

BRAND HISTORY

DNA

MISSION & VISION

POSITIONING

KEY DIFFERENTIATORS

LINEN CARE

HOME COMFORT

OUR HISTORY

Rowenta was born in 1909, its name was inspired by Robert Weintraud, the founder. The brand grew quickly thanks to its refined designs and high-quality products. With household appliances featuring cutting-edge technologies, it successfully launches new products.



FROM 1909 TO 1934

The origins of the brand and the launch of the first iron in 1921



FROM 1939 TO 1949

Diversification of the production of household appliances



FROM 1950 TO 1980

30 years of innovation with the launch of the first wet/dry vacuum cleaner in 1976



1988

Rowenta into Groupe SEB



FROM 1990 TO NOWADAYS

A creative dynamic which gave birth to iconic products combining high performance technology, perfect results and maximum user comfort.



TODAY

We are constantly seeking to optimize resource consumption in the development and use of our products to make Rowenta's performance more sustainable.

OUR DNA

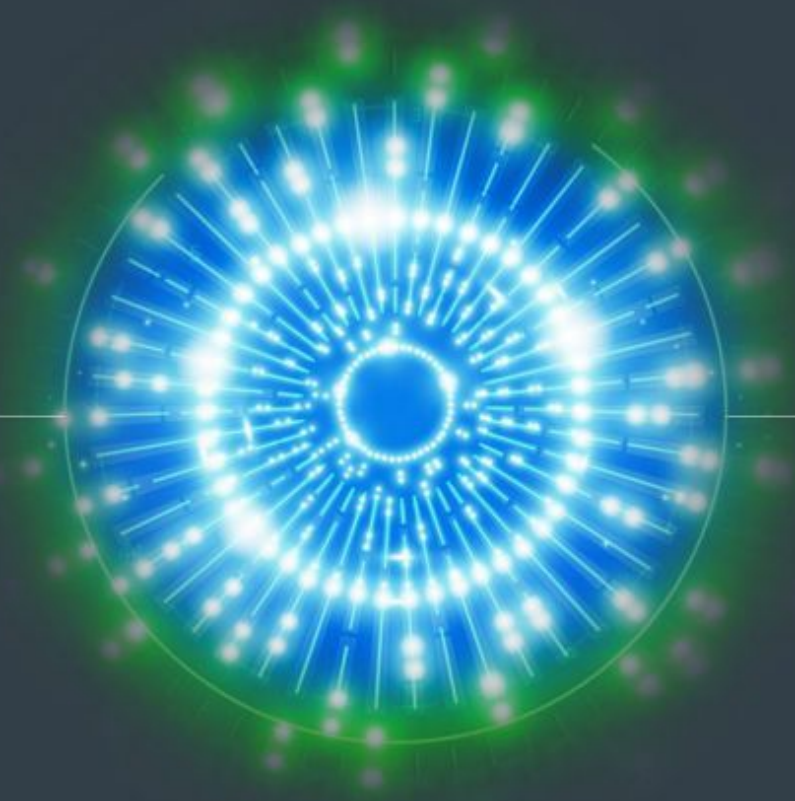
We are the German steam and heat specialist since 1909

RELIABLE & EFFICIENT
INTELLIGENT & ELEGANTLY
DESIGNED PRODUCTS



OUR MISSION

At Rowenta, we strive to bring you more sustainable performance by developing advanced technologies, integrated with effective products and services.



OUR VISION

Our brand purpose is to develop technologies for a performance more respectful of your comfort and our planet.

BRAND POSITIONING



Rowenta is a progress-driven Brand
that delivers perfect experience
but not at any price, neither for
consumers nor the environment.

OUR KEY DIFFERENTIATORS

FUNCTIONAL BENEFIT

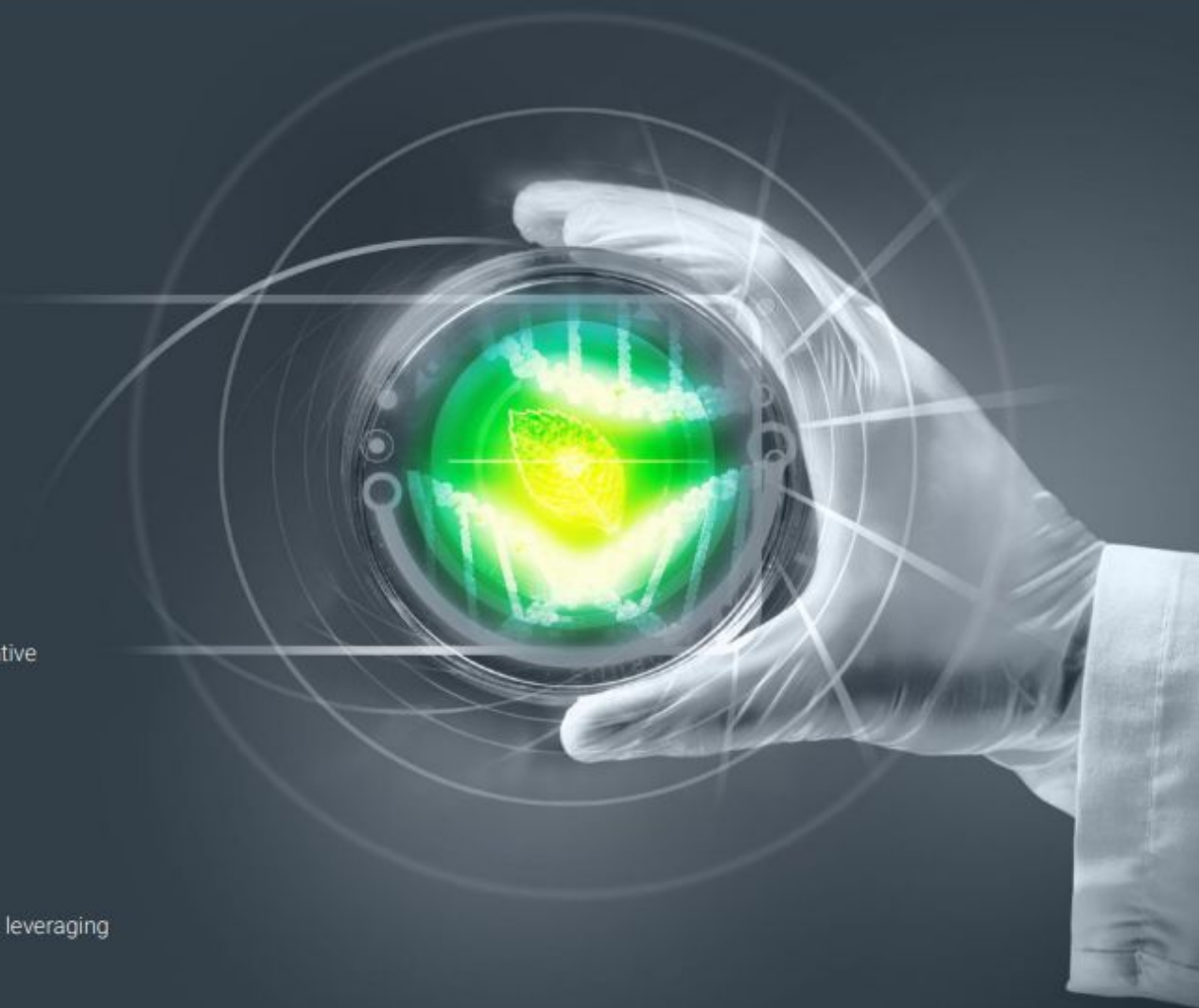
Perfect results guaranteed by advanced technologies and innovative hassle-free solutions that respect myself and our planet (in the pressure of daily life)

PERSONAL BENEFIT

Confidence and peace of mind thanks to effective solutions

COLLECTIVE BENEFIT

Optimization of resource consumption by pioneering eco-design, leveraging recycling, energy efficiency and product durability



Rowenta®

PART ONE

LINEN CARE

ACCESSTEAM IRON DW2361Q1

Automatically put on standby mode when left unattended—after 8 minutes when left on its heel, and after 30 seconds when left resting on its soleplate or side.

The anti-scale setting helps to maintain steam performance and ironing results over time

Steaming of delicate and large garments is made easy with the vertical steam feature, ideal for smoothing out creases from suits and other hanging garments.

1700W of power comes together with exceptional steam diffusion and a steam boost of up to 180 g/minute.

The well-crafted design includes a precision tip for easy access to let you smooth out wrinkles everywhere.

Unique patented Microsteam 350 soleplate technology with over 350 micro-holes provides excellent steam coverage

CMMF: 1110031630



Rowenta

ROWENTA FOCUS EXCEL STEAM IRON DW5280U1

Variable steam settings: to suit different fabrics and ironing needs like Cotton/Wool/Poly/Silk/Linen/Nylon

Powerful steam: with up to 135g/min boost and 35g/min continuous output

Durability features: self-cleaning and anti-calc system to ensure optimal performance over time and to extend the life of the iron.

1700W of power comes together with exceptional steam diffusion and a steam boost of up to 180 g/minute.

Safe and precise ironing: auto-off function for safety, anti-drip feature and precision tip for ultimate convenience.

Exceptional coverage: with 1725W and over 400 active holes for the best steam distribution.

CMMF: 1110031629



STEAM FORCE PRO DW9540U1

On demand steam
distribution via Smart Tigger:
50g/min Soft Press
250g/min Hard Press

5 pre setting
temperatures that
adapts automatically the
temperature and steam
output according to the
fabric chosen

Extra Large 350mL
water tank with large
filling hole
for faster and more
practical ironing session

Adapted, specific and
accurate steam output &
temperature for each
textile

400 active steam holes
for even steam
distribution and faster
ironing

Laser finishing for an excellent
scratch resistance and easy
gliding

CMMF: 1830008696



PURE POP DR202x

Innovative reversible pad system lets you switch effortlessly between sides, for truly handheld garment care.



Ultra-compact, slim and lightweight to go anywhere you need it—for effortless storage and easy travel use.



Garment steamer with a steam output up to 20 g/min. for efficient steaming and purifying in one easy movement.



A lightning-quick 15-second heat-up time, ideal for frequent use and last-minute touch-ups.

The all-natural purifying power of steam reduces odors, refreshes and sanitizes.

Well-balanced, comfortable and stylish, available in four vibrant, eye-catching colors.



CMMFS:
1830008865 (Coral)
1830008864 (Yellow)
1830008866 (Green)
1830008867 (Blue)

PURE FORCE 3-IN-1 DR8855U1

1875 Watts and up to 90 g/min of de-wrinkling power at your fingertips!

Experience seamless transitions between vertical steaming and horizontal ironing, revolutionizing your garment care routine.

Reversible pads offer advanced fabric care, removing fine dust, debris, and lint from your fabrics.

The large XL steam head with 300 active steam holes wipes out stubborn wrinkles with absolute precision and efficiency—for drip-free care that never fails to deliver.

An easy to use & safe appliance that's 24% lighter than a traditional iron*** (**vs DW9540U1 Rowenta, weight with cord and full water tank) and with an auto-off.

Take command—with 5 steam settings including a boost option to cover all fabrics and the continuous steaming mode for easy steaming—and discover enhanced garment care day after day.

CMMF: 1830009073



PURE FORCE 2-IN-1 DR8822U1

Discover the purifying and rejuvenating all-natural power of steam—for that incomparably fresh feeling without any detergent or chemicals.

The clear, removable 7.1 oz water tank provides up to 12 minutes of continuous steam output* (3 articles of clothing on average) for longer steaming sessions (*in Low mode).

An easy to use & safe appliance that's 24% lighter than a traditional iron*** (**vs DW9540U1 Rowenta, weight with cord and full water tank) and with an auto-off.

1875 Watts and up to 90 g/min of de-wrinkling power at your fingertips!

Experience seamless transitions between vertical steaming and horizontal ironing, revolutionizing your garment care routine.

Take command—with 5 steam settings including a boost option to cover all fabrics and the continuous steaming mode for easy steaming—and discover enhanced garment care day after day.

CMMF: 1830009072



X-CEL STEAM POCKET DR3030U0

Continuous steam of up to 16g operated by electronic pump

Accessories Include:
cup beaker, travel
pouch and steam
brush

Foldable head
allows for compact
size that is perfect
for travel

Ready to use in just
15 seconds, with
continuous steam on
demand

1,150 Watts of
power Suitable for
use on all varieties
of garments

120 ml water tank

CMMF: 1830008055



X-CEL STEAM + DR8120Q1

Super Turbo level: 1600W,
26 g/min steam flow, for
stubborn areas

No condensation: perfect
for last-minute steam
sessions. Suitable for use
on all varieties of
garments

Smart accessories: fabric
brush, steam bonnet, door
hook, crease attachment

Cast aluminum heat plate
with ceramic coating and
ultra-fast heating - ensures
high-performance

Ready to use in just
40 seconds, with
continuous steam on
demand

Convenient: a 190 ml
removable water tank,
steam locker and an
extra-long cord length
of 3 meters/9.84 foot
cord length

1600W

CMMF: 1830007011



IXEO ALL-IN-ONE QR1411U1

The patented built-in Smart Board offers three different upright and inclined positions for high-quality ironing and steaming, all without any need of an ironing board

High-efficiency wrinkle removal, 1500W of power, Turbo Steam Technology up to 5-bar pump pressure

The first all-in-one smart garment care solution: ironing and steaming with a built-in vertical 3-position board

Easy iron head: half the weight of a traditional steam iron for ultra-convenient ironing and steaming

Steam power refreshes, sanitizes and removes odors as it steams, for fresh garments and perfect hygiene : Kills up to 99,99% bacterias

CMMF: 1830007786



PERFECT STEAM PRO STEAM STATION DG8624U1

POWERFUL WRINKLE REMOVAL - 430 g/min burst of steam and 7.4 bars of high-pressure steam shortens the time it takes for ironing and crafting projects.

BUILT-IN CALCIUM COLLECTOR - Patented calcium collecting technology to provide long lasting steam performance.

ECO MODE - Saves 25% more energy to tackle heavy loads of ironing.

UNMATCHED PRECISION - Meticulous steam control, providing the perfect amount of steam for delicate DIY projects to a heavy jacket

REMOVABLE WATER TANK - A large 37oz removable water tank for endless sessions and easy refills.

CMMF: 1830007702



Rowenta®

PART TWO

HOME COMFORT

TURBO SILENCE 16" STAND FAN VU5670U2

Wide air diffusion
covering up to 110°

Remote control
with smart
integrated storage

5-blade propeller for
optimum efficiency

Automatic oscillation for
widespread airflow and
adjustable
orientation

Elegant design to fit
perfectly in your interior

Extremely powerful
airflow produces an
immediate sensation of
intense refreshment,
up to 2400 ft³/min

Silent Night setting of 35
dB(A) - quieter than the
murmur of a stream - for
an undisturbed sleep

Energy Saving
mode automatically
decreases airflow
every 15 minutes

Digital timer of up to 8
hours for ease of use

Adjustable height

CMMF: 1830006168



TURBO SILENCE EXTREME+ 16" DESK FAN VU2730U1

Offering extreme refreshment of up to 68 m³/min* on maximal speed, Turbo Silence Extreme+ is intensely powerful.

The most silent*: Undisturbed refreshment thanks to the most silent fan ever designed by Rowenta*, functioning at a mere 35 dB(A) on minimal speed—absolute silence for sleeping, watching TV, working or studying. *Among Rowenta electronic stand fans.



Natural Breeze mode: Enjoy the feeling of a natural breeze thanks to airspeed variations that simulate natural airflow.

5 adjustable speeds: Five different speeds ensure personalized refreshment that meets your every need, from Silent Night mode all the way up to the extreme power of Turbo Boost mode.

Practical remote control: A compact, intuitive remote control provides added convenience and comfort of use, while a storage space at the back of the fan means the remote will never go missing again!

CMMF: 1830007999

Rowenta

ROWENTA TURBO SILENCE EXREME+ STAND FAN VU5870U1

5 adjustable speeds:
Four different speeds
ensure personalized
refreshment that meets
your every need, from
Silent Night mode all
the way up to the
extreme power of
Turbo Boost mode.

The most silent*: Undisturbed refreshment
thanks to the most silent fan ever designed
by Rowenta*, functioning at a mere 35
dB(A) on minimal speed—absolute silence
for sleeping, watching TV, working or
studying. *Among Rowenta table fans.



The most powerful*: Offering
extreme refreshment of up to
2400ft³/min** on maximal speed,
Turbo Silence Exreme+ is the most
powerful fan ever designed by
Rowenta*.

Outstanding air diffusion:
Automatic oscillation (120°
angle) and orientation ensure
wide air diffusion throughout your
room

Adjustable Height: Experience
comfort at any level with 5 different
positions 1,2m to 1,45m.

CMMF: 1830008159