

## Princess Smart Climate cooling range arrives to rescue another hot summer.

Ready for a Summer heat triple whammy? Have no fear, Smart cooling help is on hand!

Global temperatures may be on the rise, summers may be getting hotter, and they may be lasting longer – but with the introduction of three new Smart climate cooling appliances Princess has the Smart way to stay cool this year!

- **Smart Controlled Air Cooler** - highly efficient room heat reduction through a combination of high air flow and water evaporation technology. An excellent and effective eco-friendly cooling option with smart functionality at a very competitive price. Available early May from selected retailers including Amazon, Currys, B&Q, Toolstation and Wickes and launches at £129.99
- **Smart Tower Fan** - A stylish 41-inch tower fan with three powerful airflow settings (speeds up to 1300 rpm), oscillation and voice control functionality. Starting from £99.99 and available from Amazon, Argos, Currys, Robert Dyas and Toolstation.
- **Smart Air Conditioner** - A new high power, multi-speed, high cooling capacity model (12,000 BTU) for 2022. Perfect for the larger room, or office space of up to 100m<sup>3</sup>. The Smart Air Conditioner offers serious cooling power from a compact unit and is competitively priced at £549.99 with availability from Amazon, Currys, and Robert Dyas.
- All Smart climate-controlled cooling appliances remain incredibly easy to use via the free Princess Smart Climate Control App, or via the supplied remote control or voice controlled thanks to its Siri, Google, and Amazon Alexa compatibility.



**London 27th April 2022:** The last ten Summers have officially included some of the hottest days on record and forecasters are now predicting that we could be due another heatwave this year.

Princess Appliances is launching three new Smart cooling products that are ready to tackle the heat with a choice of designs, cooling technologies and priced to suit every budget.

### Smart Air Cooler – keep cool and comfortable.

The new Princess Smart Air cooler is suitable for any household, small office space or workshop and uses evaporative cooling technology to blow cool air out through a chilled pad or membrane to help reduce the temperature in the room.

Delivering a high level of cooling power in a highly efficient way, the Smart Air Cooler – model 357250 - provides up to 1188 m<sup>3</sup>/h airflow, per hour via a choice of three speed settings: high, medium, and low - all from a max power consumption of just 70W. The noise output is a modest 61.5 dB at max speed - or lower still when used at slower speed settings.

Additional features include a wide 50° oscillating function, three adjustable wind mode settings to choose from - normal, natural and sleep - plus an integrated 24-hour timer function allowing for prolonged use during the warmer periods of the day - or throughout the night - with overheating protection for added safety.

The Smart Air Cooler is easy to use. Simply place cold water into the 3.5L tray at the base of the unit and select one of the three speeds or wind mode settings. For a little extra cooling power, the Smart Air Cooler can



also use ice cubes, or one or more of the two supplied reusable ice packs in the bottom of the water tray to further chill the water.

### **Smart Air Conditioner – A more powerful way to stay cool**

If you're looking for a modern and stylish looking AC, that's compact in size but offers a higher level of cooling power, the new Princess Smart Air conditioner will quickly and consistently reduce room temperature whatever the ambient heat level.

The Smart Air Conditioner (model 353200) has a powerful 950W compressor, with a Class A energy efficiency rating, and offers a very large cooling capacity of 12,000 BTU (measured in British thermal units) relative to its compact size – powerful enough to comfortably cool a large room of up to 100m<sup>3</sup>.



The Smart Air Conditioner comes complete with a 1.8m exhaust hose and cloth window kit, so the unit can be easily moved around the house or into the ideal position in any room. Three cooling mode settings allows the Smart Air Conditioner the choice of being used for cooling or as an effective dehumidifier or as a standard cooling fan.

Extra features include an easy-to-use electronic touchscreen and LED display, a digital timer, adjustable fan selection and water tank full indicator. Noise levels operate at a respectable 65 dB at the highest setting but reduce at lower speed levels.

### **Smart Tower Fan – the budget conscious way to stay cool**

The attractively designed Smart Tower Fan, model 350000 - can be used in any room of the house or easily moved from room to room thanks to its light weight, compact base, and integrated carry handle.

The LED Smart panel clearly displays the cooling functions and performance.

The Smart Tower Fan has an impressive 80° oscillating angle plus three adjustable speeds settings – up to a max of 1300 rpm - and three wind mode settings - natural, normal and sleep – to deliver cool air breezes at volumes of up to 1488 m<sup>3</sup>/h.



A timer function can be set to turn the fan off after 8 hours and - with a quiet a noise level of just 54 dB and overheat protection built in for added safety - the Smart Tower Fan can offer effective cooling throughout the warmest of nights.

And with Smart App functionality and voice control via Amazon Alexa, there's no need to get up and press buttons.

### **Existing Smart cooling products currently available**

The Princess cooling range also includes the ultra-powerful 2-in-1 (cooling and heating) bladeless fan model 347000 (black) and 347001 (white) – offering both high-style and great cooling performance. Priced at £199.99 and available now from Amazon, Argos, B&Q, Currys and Toolstation.

A smaller version of Smart Air Conditioner – model 352900 - with a cooling capacity of 9,000 BTU is also available. Perfect for the bedroom or study, or smaller office space and priced: £449.99 (BTU 9,000). Available now with Amazon, Currys and Robert Dyas.

**\*\*ENDS**

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**About Princess Smart Appliances**

**Based in Tilburg in The Netherlands, Princess is part of the multi-brand, Smartwares Group a leading player in Smart Tech, Safety, Lighting, Home Appliances & Climate Control for more than 25 years. The Smartwares Group operates in more than 60 countries worldwide and via their own offices in 13 countries. The group manages the sales in excess of 15 million products per year with an annual turnover of more than €250M.**