



MEDIA CONTACT:

Chris Guckian
717-209-7000, extension 101
cguckian@haanusa.com

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TIMING GOOD FOR A NEW GENERATION OF HAAN STEAM PRODUCTS

LANCASTER, PA (January 25, 2011) -- In the mid-1990s preference in flooring gravitated to solid surfaces. Since then, consumers have been searching for the most effective way to clean their hardwood, stone, ceramic, vinyl and laminate floors. With a growing need and time at a premium, it's no surprise that steam cleaners have replaced the bucket and mop and are on the rise in the marketplace. They require no chemicals and sanitize while they clean. The steam business is booming, but years before it went mainstream, the HAAN Corporation had already engineered an entire line of steam cleaners.

"As other floor-care companies move into the growing steam-cleaning segment, HAAN has a decided advantage: We aren't moving into unfamiliar territory," says Chris Guckian, vice president of sales and marketing of HAAN Corporation. "We're evolving—refining our products, our brand and our position in the marketplace."

As steam moves out of the infomercial era and onto retail shelves, consumers who understand the advantages of steam cleaning are looking to become second-generation owners and move up from introductory units to models that offer a combination of durability, features and design.

"The timing couldn't be better," says Guckian. HAAN is debuting a sophisticated new look that embraces its reputation as the mid- and high-end choice in the steam cleaning category in Chicago at this year's International Home & Housewares Show, March 6 through 8.

"As consumers look to replace their entry-level steam cleaners with products that work well, look good and will last a lifetime, retailers are looking to fill this niche on their shelves," explains Guckian. "HAAN is positioning itself to do just that."

Redesigned Products and Packaging

To better reflect the sophisticated perception of HAAN's products, the corporation is reintroducing its line with a new look, new products and new features.

In addition to its product line, HAAN has redesigned the packaging to reflect the company's new products and design and to educate consumers by providing information that will allow them to choose steam-cleaning products and features based on their needs.

At the center of the redesign is a new color palette: graphite and red. "We started by creating a collection of aesthetically appealing designs in a color combination that will catch your eye and jump off of the shelf," says Deirdre Daily, product manager of floor care at HAAN Corporation.

The new look will also be reflected in the company's marketing efforts, including a newly-designed website and consumer advertisements.

"Of course, what hasn't changed is the quality that people expect from HAAN," says Guckian. This is evident in three of the company's flagship products:

HAAN Complete MS30

The HAAN Complete cleans and sanitizes from floor to ceiling. It combines industrial-grade cleaning capabilities with fashion-forward design. The Complete features a smart European canister design that looks great and is easy to move from room to room. The Complete includes a deluxe onboard attachment kit for just about any imaginable cleaning application.

HAAN Select SI60

Variable settings let consumers select a steam output that is gentle on hardwood and laminate. The Select moves from sealed hardwood, natural stone, ceramic and tile to vinyl and laminate with ease.

HAAN Multi S170

The HAAN Multi combines a traditional steam cleaner with a handheld steam unit to get rid of dirt, grime and bacteria—no matter where it's hiding. Use on any sealed hard-surfaced floor or remove the handheld to clean and sanitize counters, showers, doorknobs and just about any other household surface.

See HAAN's new product line, talk to the vice president, product manager, art director, and other key staff members, at the International Home & Housewares Show in Chicago (booth L12931).

About HAAN Corporation

The HAAN Corporation is the industry leader in steam-cleaning technology. The company is committed to providing continual development and innovation in its field. HAAN has developed Smart Steam Technology®, a process by which all products are engineered and designed to ensure the highest consumer standards in everything from aesthetics to durability to customer service. With sophisticated engineering, sleek design and intuitive features, HAAN customers experience unparalleled quality and uncompromised clean.

About Romi Haan

Like most great entrepreneurs, Romi Haan set out to solve a problem. How can you get the floor sparkling clean without investing a lot of time and without using harsh chemicals? The answer was surprisingly simple: Steam. When heated and applied properly steam kills almost all household germs and easily powers away dirt. More than a decade later, the HAAN Corporation is proud to be the industry leader in steam-cleaning technology. The Wall Street Journal recently named Romi Haan as one of "The Top 50 Women to Watch 2008," and she continues to garner national and international media interest.

For more information, contact 717-209-7000 or visit www.HAANUSA.com