SINGER | Intelligent™ 2.0

SVP WORLDWIDE

SINGER® Intelligent™ 2.0 Steam Press - 20"
SINGER® Intelligent™ 2.0 Steam Press - 26"
SINGER® Intelligent™ 2.0 Steam Press - 36"
SINGER® Universal Steam Press Stand



May 2025

www.singermachines.co.uk

Target Consumers



Don’t want to spend long hours at the ironing board

- Pressing larger areas at one time makes the job faster than when done with standard iron
- No need to take up space with a large ironing board - the steam press is portable, easy to set up and easy to store



Desire for dry-cleaner quality pressing results at home, saving money

- Achieve high quality pressing results thanks to the greater amount of pressing pressure over that of hand ironing
- Laundering and pressing at home saves time and money over dry cleaning



Express creativity in various sewing, quilting and crafting projects

- Fusing appliques for quilts, crafts, garments and more
- Eliminating wrinkles before cutting out garment patterns
- Applying heat transfer vinyl to customize T-shirts & more
- Pressing quilt blocks
- Applying fusible interfacing



Enjoy comfort and convenience to use standing or seated

- Place tabletop or on the optional stand to use anywhere in the house
- Great for consumers with some mobility challenges
- Adjustable stand allows you to change your position as needed

Introducing! SINGER® INTELLIGENT™ 2.0 Series



SINGER® INTELLIGENT™ 2.0
20” Steam Press (Model ESP20)



SINGER® INTELLIGENT™ 2.0
26” Steam Press (Model ESP26)



SINGER® INTELLIGENT™ 2.0
36” Steam Press (Model ESP36)



Universal Steam Press Stand (Model ESP-ST)
(One stand fits all new steam press models)

Key Features: Guided SMART Digital Interface





Easy Mode
5 preset fabric selection options:
Nylon, Silk, Wool, Cotton and Linen



Pro Mode
Manual selection of
Temperature and Time

Key Features: Steam Options

There are **3 Steam Selection** options:
(Touch the STEAM Button to select desired option)

Auto Steam (steam is automatic)
Manual Steam (manually controlled output)
No Steam (use for dry pressing)





There are **2 Steam Output** options:

Continuous Steam
When the Auto Steam option for steam has been selected, steam will be released automatically as you press



Burst of Steam
When the Manual Steam option has been selected, you manually control steam output - press either button on the handle for a burst of steam on demand



Key Features: Large Pressing Surface



Pressing pad surface is 19” x 12”, **5x larger** than surface of average standard iron



Pressing pad surface is 25” x 12”, **7x larger** than surface of average standard iron



Pressing pad surface: 35” x 12”, **10x larger** than surface of average standard iron







Key Features: Heat Protection Bumpers



Heat Protection Bumpers around the corners of the press help protect you from contact with the heated metal corner areas



Key Features: Removable Water Tank & Storage Drawer

Water Tank *(image on left, below)*

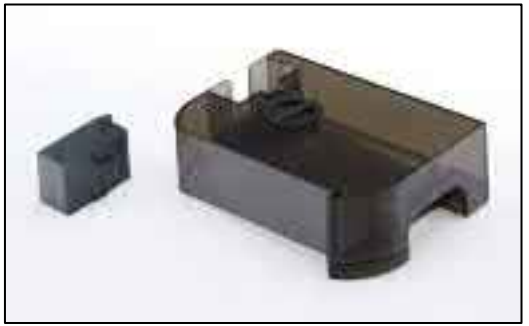
Slides out from underneath the pressing pad
Holds 1000ml of water
Tank is removable for easy filling or emptying
Water filter is provided in the tank, ready to use
One replacement water filter is also included

Storage Drawer *(image on right, below)*

Located to the right of water tank
Use it to store pressing pad, spare water filter







Easy-to-replace water filter



Included Accessories



Spray Bottle & **Pressing Pad**





Water Filter
(1 already in the water tank, plus one replacement water filter)



Key Features: Univeral Steam Press Stand (Optional)





- One stand fits all 3 steam press models
- Stand height is adjustable from 26” to 33”
- Bolt on platform base secures press in place
- Wire basket attaches to hold accessories
- Tripod collapses for easy storage







Competitive Models

	SINGER	SINGER	speedypress	Steamfast	fast press
					
	INTELLIGENT 2.0 Series	**INTELLIGENT Series**			
Guided Digital Smart Interface	✓	✗	✗	✗	✗
Heat Protection Bumpers	✓	✗	✗	✗	✗
Removable Water Tank (1000ml)	✓	✗	✗	✗	✗
Replaceable Water Filter	✓	✗	✓	✓	✗
Height-Adjustable Stand	✓	✗	✓	✗	✗

(Has removable tank, but smaller than 1000ml)

Marketing Assets: Comparison Chart - 3 New Models

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Steam Press Comparison Chart



Key Features			
Guided Smart Digital Controls	•	•	•
Easy Mode and Pro Mode Options	•	•	•
Heat Protection Bumpers	•	•	•
Removable Water Tank	•	•	•
Large Water Tank Capacity			
Replaceable Water Filter	•	•	•
Pressing Surface Area			
Two Steam Output Options	•	•	•
Quick Heat Up Time			
Watts			
Steam Rate			
Auto Shut Off			
Compact Spray Bottle, Pressing Cushion, and Replacement Water Filter Included	•	•	•
Steam Press Weight			
Compatible with Optional INTELLIGENT 2.0 Steam Press Stand*	•	•	•

Marketing Assets: Comparison Chart - New & Old Models

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Steam Press Comparison Chart



Key Features	INTELLIGENT™ 2.0 20" Steam Press	INTELLIGENT™ 2.0 26" Steam Press	INTELLIGENT™ 2.0 36" Steam Press	PROFESSIONAL™ 20" Steam Press	INTELLIGENT™ 26" Steam Press	INTELLIGENT™ PRO 36" Steam Press
Controls	Guided SMART Digital Interface	Guided SMART Digital Interface	Guided SMART Digital Interface	Dial	Buttons; Digital display	Buttons; Digital display
Easy Mode and Pro Mode Options	•	•	•			
Heat Protection Bumpers	•	•	•			
Removeable Water Tank	•	•	•			
Water Tank Capacity	1000 ml	1000 ml	1000 ml	150 ml	800 ml	300 ml
Replaceable Water Filter	•	•	•			
Pressing Surface Area	19" x 12"	25" x 12"	35" x 12"	20" x 8.4"	26" x 11"	36" x 12.8"
Steam Burst Button	•	•	•	•	•	•
Heat Time to Nylon Setting	1 minute, 50 seconds	2 minutes, 15 seconds	2 minutes, 30 seconds	1 minute, 6 seconds	1 minute, 38 seconds	1 minute, 48 seconds
Watts	1600	1600	1600	1500	1500	1800
Steam Rate	110-140 grams/minutes	110-140 grams/minutes	110-140 grams/minutes	30 grams/minutes	70 grams/minutes	80 grams/minutes
Auto Shut Off	10 seconds when closed, 15 minutes when open	10 seconds when closed, 15 minutes when open	10 seconds when closed, 15 minutes when open	10 seconds when closed	10 seconds when closed, 15 minutes when open	10 seconds when closed, 15 minutes when open
Included Accessories	Spray Bottle, Pressing Cushion, and Replacement Water Filter	Spray Bottle, Pressing Cushion, and Replacement Water Filter	Spray Bottle, Pressing Cushion, and Replacement Water Filter	Spray Bottle, Pressing Cushion, and Water Filling Cup	Spray Bottle, Pressing Cushion, and Water Filling Cup	Spray Bottle, Pressing Cushion, and Water Filling Cup
Steam Press Weight	28.5 lbs / 12.9 kg	32.7 lbs / 14.8 kg	38.5 lbs / 17.4 kg	12.8 lbs / 5.8 kg	22.3 lbs / 10.1 kg	31.5 lbs / 14.3 kg
Compatible with Optional Steam Press Stand*	ESP-ST INTELLIGENT 2.0 Steam Press Stand	ESP-ST INTELLIGENT 2.0 Steam Press Stand	ESP-ST INTELLIGENT 2.0 Steam Press Stand	ST-07A 20" Steam Press Stand	ST-07H 26" Steam Press Stand	ST-09H 36" Steam Press Stand

Marketing: Feature Videos on SVPLibrary

- Feature / inspirational video has been created for each individual steam press model:
  - 20” feature video
  - 26” feature video
  - 36” feature video
- Each video is approximately 2 minutes long, showing various uses of steam press, as well as the optional stand
- Available with or without the English captions; Editable for languages needed
- Posting to SVP Library is expected sometime during week of May 5









Packaging

Packaging for all 3 sizes will have a running change (example shown here is for 20” model)



Packaging for Initial Shipments



Packaging for Subsequent Shipments