

# *Gift Giving Made Easy*

## **Is Your Mother A Queen Of Steam?**

(NAPSA)—For those suffering from gift-giving anxiety any time of the year, there may be an easy solution. Simply identify the recipient's passion.

The chances are good that your mother or wife has a passion for sewing—31 million women sew in the United States—according to the American Home Sewing and Craft Association.

If your mother is among this group, she probably invests many hours, not only at a sewing machine, but with an iron in-hand as well.

“A high quality iron is a must for anyone who enjoys spending time sewing and wants her projects to look as professional as possible,” said Barbara Zagnoni, garment care expert for Rowenta, a leading manufacturer of high-end irons. “But mom doesn't have to sew to be a ‘Queen of Steam.’ Anyone who takes pride in nicely pressed clothes knows that ironing with a high-end performance tool can turn a time-consuming chore into an effortless experience.”

Rowenta offers an entire line of upscale irons to suit everyone's needs, such as the lightweight Powerglide 2 for the occasional



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presser or the powerful Ultra Professional for the serious ironer.

If your mother is the traveling kind and doesn't want to compromise iron and steam quality, there is the Latitude travel iron with vertical steam capability and carry case for easy storage and use on a weekend getaway or trip around the world.

Zagnoni puts it simply to those shopping for their mother any time of the year—“Satisfy her passion by giving her the gift of steam.”