

newsworthy trends

Surprising New Wrinkles On Ironing

(NAPSA)—Some people do it in the nude. More people do it in the bedroom than in the kitchen. And, a surprising number of people do it as often as twice a week. And, the best reason to do it is to make more money.

It seems everyone is getting more and more into...ironing their clothes.

A new survey of consumers conducted by Niagara Spray Starch reveals that Americans are tackling this common household chore in creative ways and interesting places, nearly 40 percent of us wield a hot iron either in our underwear or even in the buff. Furthermore, over a third of the population irons in the bedroom, followed by the kitchen and the laundry room. A little entertainment also helps many ironers pass the time. Listening to music and watching television were among ironer's top choices.

Ironing Works At Work

The survey of more than 1,000 adults revealed that more than 70 percent of Americans iron their clothes as often as twice a week, and nearly two-thirds use spray starch. And the results of those efforts, at least in the workplace, are being noticed.

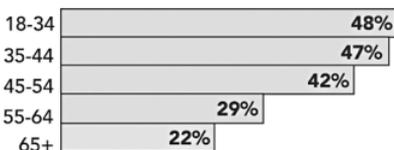
"We found that in an office environment, more than 75 percent of those surveyed perceived co-workers with wrinkled clothes to be 'sloppy,' and those wrinkles reflected poorly on their performance," said Robert Kaufmann, senior product manager for Niagara. "And women judged a wrinkled appearance even more harshly than men, with 65 percent of the women surveyed saying they would react negatively to a job candidate in wrinkled clothing, as compared to 43 percent of men with the same attitude."

In today's competitive work environment, looking neat and polished is more important than ever. Ironing has gone from a chore to a career investment.

The bare facts about ironing

Nearly 40% of Americans iron while naked or wearing only underwear.

By age group:



Source: Niagara Spray Starch



Over a third of the population irons in the bedroom, 18 percent in the kitchen and 15 percent in the laundry room.

And, as workplaces move away from casual clothing, Kaufmann expects that ironing with spray starch to achieve a pressed and tailored look will become even more fashionable for men and women. He cited a survey released earlier this year by the Men's Apparel Alliance that reported nearly 20 percent of corporations had re-instituted a formal dress code in the past year.

It seems man cannot live by iron alone. The majority of us (56 percent) turn to spray starch to help get the wrinkles out. Spray starch helps give clothes a crisp, professional look, similar to the dry cleaner. It also saves time by making wrinkles easier to remove.

Want to know more? Visit niagaraspraystarch.com for more information on Niagara. Niagara is the premium spray starch on the market and is dedicated to providing valuable information and benefits to consumers through its Web site. Niagara brand products have been trusted laundry aids in homes for decades, and all have earned the Good Housekeeping Seal of Approval. Niagara products are available in a variety of stores, including grocery, drug, retail and warehouse club stores.