

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

Agenda

- Target Consumers
- Compare Old & New Product Ranges
- Key Features
- Included Accessories
- Optional Stand
- Comparison Charts
- Competitor Models
- Marketing Assets
- Packaging Updates
- Spare Parts
- Supporting Assets



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

Former Model Line-Up



SINGER® Professional SP550
20" Steam Press



SINGER® Intelligent ESP260T
26" Steam Press



SINGER® Intelligent Pro ESP36T1
36" Steam Press



Steam Press Stand ST-07A
(Stand specific for this steam press model)



Steam Press Stand ST-07H
(Stand specific for this steam press model)



Steam Press Stand ST-09H
(Stand specific for this steam press model)

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

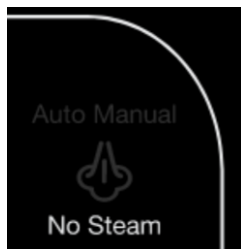
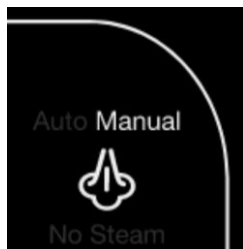
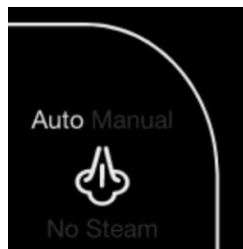
Key Features: Steam Options

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

Auto Steam (steam is automatic)

Manual Steam (manually controlled output)

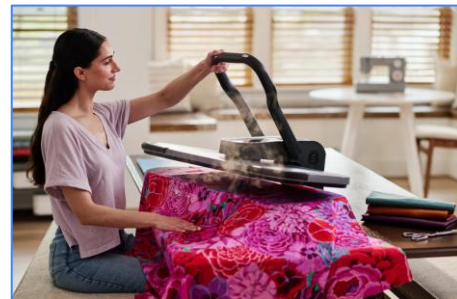
No Steam (use for dry pressing)



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



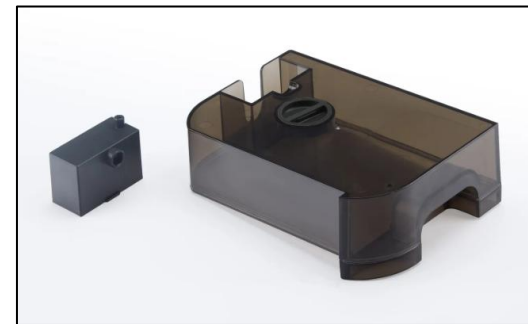
Key Features: Removable Water Tank & Storage Drawer

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: Universal 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



Compare: Old & New 20" Models



FEATURE	SP550	INTELLIGENT™ 2.0 (ESP20)
Guided Smart Digital Interface	No	Yes
Heat Protection Bumpers	No	Yes
Water Tank	Not removable, 150ml capacity, no filter	Removable, 1000ml capacity, replaceable filter
Watts	1500	1600
Steam Rate	30 grams/minute	110 grams/minute
Pressing Surface	20" x 8.4"	19" x 12"
Optional Stand	Not Height Adjustable	Height Adjustable
Accessories	Spray bottle, pressing pad, water filling cup	Spray bottle, pressing pad, replacement water filter

Compare: Old & New 26" Models



FEATURE	ESP260T	INTELLIGENT™ 2.0 (ESP26)
Guided Smart Digital Interface	No	Yes
Heat Protection Bumpers	No	Yes
Water Tank	Not removable, 800ml capacity, no filter	Removable, 1000ml capacity, replaceable filter
Watts	1500	1600
Steam Rate	70 grams/minute	110 grams/minute
Pressing Surface	26" x 11"	25" x 12"
Optional Stand	Not Height Adjustable	Height Adjustable
Accessories	Spray bottle, pressing pad, water filling cup	Spray bottle, pressing pad, replacement water filter

Compare: Old & New 36" Models



FEATURE	ESP36T1	INTELLIGENT™ 2.0 (ESP36)
Guided Smart Digital Interface	No	Yes
Heat Protection Bumpers	No	Yes
Water Tank	Not removable, 300ml capacity, no filter	Removable, 1000ml capacity, replaceable filter
Watts	1500	1600
Steam Rate	80 grams/minute	110 grams/minute
Pressing Surface	36" x 12.8"	35" x 12"
Optional Stand	Not Height Adjustable	Height Adjustable
Accessories	Spray bottle, pressing pad, water filling cup	Spray bottle, pressing pad, replacement water filter

Competitive Models



INTELLIGENT
2.0 Series



INTELLIGENT
Series



speedypress



Steamfast



fast press

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



SINGER | Intelligent™ 2.0

Steam Press Comparison Chart



Key Features	INTELLIGENT™ 2.0 20" Steam Press	INTELLIGENT™ 2.0 26" Steam Press	INTELLIGENT™ 2.0 36" Steam Press
Guided Smart Digital Controls	•	•	•
Easy Mode and Pro Mode Options	•	•	•
Heat Protection Bumpers	•	•	•
Removable Water Tank	•	•	•
Large Water Tank Capacity	1,000 ml	1,000 ml	1,000 ml
Replaceable Water Filter	•	•	•
Pressing Surface Area	19" x 12"	25" x 12"	35" x 12"
Two Steam Output Options	•	•	•
v Quick Heat Up Time	Heats up to Nylon setting in approximately 1 minute & 50 seconds	Heats up to Nylon setting in approximately 2 minutes & 15 seconds	Heats up to Nylon setting in approximately 2 minutes & 30 seconds
Watts	1600	1600	1600
Steam Rate	110-140 g/min	110-140 g/min	110-140 g/min
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
Compact Spray Bottle, Pressing Cushion, and Replacement Water Filter Included	•	•	•
Steam Press Weight	12.9 kg / 28.5 lbs	14.8 kg / 32.7 lbs	17.4 kg / 38.5 lbs
Compatible with Optional INTELLIGENT 2.0 Steam Press Stand*	•	•	•

Marketing Assets: Comparison Chart - New & Old Models



SINGER

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, 36 seconds	1 minute, 48 seconds
Watts	1800	1800	1800	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: Images on SVPLibrary



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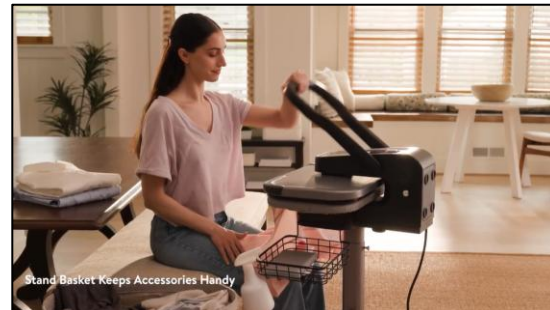
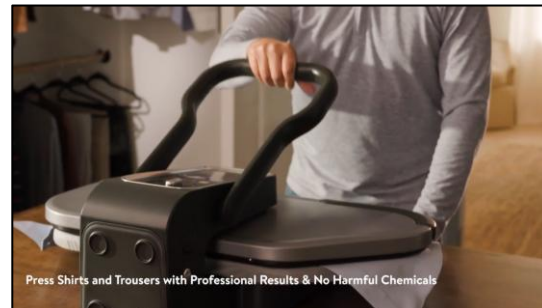
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Marketing: Feature Videos on SVPLibrary

- 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)

DESIGNED BY SEWING PROFESSIONALS | DISEÑADO POR PROFESIONALES DE LA COSTURA | CONÇU PAR DES PROFESSIONNELS DE LA COUTURE | ENTWORFEN VON NÄHPROFI | PROGETTATO DA PROFESSIONISTI DEL CUCITO

SINGER | Intelligent™ 2.0 | Steam Press | Prensa de vapor
| Presse à vapeur | Dampfpresse
| Pressa a vapore

PROFESSIONAL PERFORMANCE
DESEMPEÑO PROFESIONAL
PERFORMANCES PROFESSIONNELLES
PROFESSIONELLE LEISTUNG
PRESTAZIONE PROFESSIONALE

Guided SMART Digital Controls
Commandes numériques SMART guidées
CLEVERE digitale Steuerung
Comandi digitali INTELLIGENTI guidati

Home results similar to dry cleaning
Resultados en casa parecidos a la tintorería
Résultats à domicile similaires à ceux des nettoyeurs à sec
Textilpflege wie in der Reinigung - einfach zu Hause
Risultati a casa simili a quelli della lavanderia a secco

On your dry cleaning bill | en su factura de limpieza en seco | Sur votre facture de nettoyage à sec | Auf Ihrer Rechnung für die chemische Reinigung | Bei conte del lavaggio a secco

Save money | Ahorras dinero
Conserves de l'argent
Geld sparen | Risparmio

2 YEAR WARRANTY
2 AÑOS DE GARANTÍA
2 ANS DE GARANTIE
2 JAHRE GARANTIE
GARANZIA DI 2 ANNI

50 CM

110

Larger Pressing Space*
socio de planchado 5 veces más grande*
socio de repassage 5 fois plus grand*
socio di stampa 5 volte più grande*

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Scopri come diventare un esperto nella cura dei capi su Singer.com

Packaging for Initial Shipments

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2 YEAR WARRANTY
2 AÑOS DE GARANTÍA
2 ANS DE GARANTIE
2 JAHRE GARANTIE
GARANZIA DI 2 ANNI

50 CM

110

5X

Larger Pressing Space*
socio de planchado 5 veces más grande*
socio de repassage 5 fois plus grand*
socio di stampa 5 volte più grande*

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Packaging for Subsequent Shipments

Spare Parts

Item	Packaging Method	Pcs/Carton	Part Number
Cloth Cover 20"	Individual plastic bag w/ label, in master brown carton	80	68027242
Cloth Cover 26"	Individual plastic bag w/ label, in master brown carton	80	68027243
Cloth Cover 36"	Individual plastic bag w/ label, in master brown carton	80	68027244
Sponge Pad 20"	Individual plastic bag w/ label, in master brown carton	50	68027723
Sponge Pad 26"	Individual plastic bag w/ label, in master brown carton	40	68027726
Sponge Pad 36"	Individual plastic bag w/ label, in master brown carton	30	68027743
Pressing Cushion	Individual plastic bag w/ label, in master brown carton	150	68027897
Water Tank	Individual brown box w/ label, in master brown carton	30	68027901
Storage Drawer	Individual brown box w/ label, in master brown carton	30	68027902
Spray Bottle	Individual brown box w/ label, in master brown carton	50	68027908
Water Filter	In an individual color box, then 4pc in small brown box; 100 in outer carton	100	250093496 (RoW)