THE FUNKY IRON COMPANY LAUNCHES

Monday 23 January, 2017

New brand sets out to disrupt steam iron market London, United Kingdom

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New British start up business The Funky Iron Company today announced that their crowdfunding campaign on Europe's largest Crowdfunding website Seedrs (http://www.seedrs.com/thefunkyironcompany) will go live on Friday 27th January 2017. The company are looking to raise £150,000 via the attractive Seed Enterprise Investment Scheme(SEIS) and will allow for an overfund of up to £250,000 which will take advantage of the EIS scheme.

The brand new Funky Iron is the brainchild of entrepreneurial husband and wife team Joe and Sadie Sillett. Founder Joe Sillett commented, "With so much good design available in the household categories, we just couldn't work out why all irons tended to look and feel the same. This gave us a challenge, could we design an iron which would be visually appealing as well as highly functional? We had initial ideas on overall look, styling detail, functionality and materials, and then worked with product designers to bring the idea to life. Kitchen mixers, toasters and kettles have all moved forward with style and colour. We think our new Funky Iron gives consumers a really stylish, and highly functional alternative to what's out there at the moment. "We've been taken back by the positive comments we've been getting from a range of people – from our initial small scale consumer group research, to designers and manufacturers we've been talking to. Britain is renowned for its style and product innovation so we're delighted to bring what is essentially a British idea to the global market."

Pricing and Availability

The new Funky Iron will be priced in the £60 to £70 bracket and will launch in August 2017. It will be sold online at www.thefunkyironcompany.com and is expected to be stocked at major retailers in the UK. The company is also expecting to receive interest from overseas buyers both in the trade and consumers.

The Iron Marketplace

5.2 million irons are sold in the United Kingdom every year making the UK the 6th largest country in the world for sales (£200 million) behind India (1), USA (2), China (3), Brazil (4), and Mexico (5). The worldwide market is worth £3.124 billion where 132.3 million irons are sold every year.

The Funky Iron Brand

The Funky Iron Company is setting out to disrupt the electric steam iron market by creating a brand with style, attitude, and individuality through product design, innovation, functionality, and customer experience.

Contact

The Funky Iron Company is headquartered in London, United Kingdom. For more information see www.thefunkyironcompany.com Contact Founder Joe Sillett +44 (0)7766 804402

joe@thefunkyironcompany.com Joe is available for interviews.

Media Pack

Images can be downloaded from The Funky Iron Company's PR Dropbox folder:

https://www.dropbox.com/sh/uk9rsydg4zxb693/AADAdJ3xB8DVsjc75Jfyp2fUa?dl=0

Seedrs Crowdfunding Video

https://www.youtube.com/watch?v=z-flt1tHZpk&t=193s

Media:



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Additional Assets:
https://www.youtube.com/watch?v=z-flt1tHZpk

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