

Smart Steamer: a new way to iron



Morphy Richards

Development of a novel transparent heater element

Expertise and domain knowledge

- Thermal physics
- Electronics
- Product Design
- Industrial Design
- Mechanical design
- Materials
- Chemistry
- Product development
- Manufacturing





Our client asked:

We were asked to support the development of a novel transparent heater element for incorporation into a smart steam iron.

The project story:

This was a complete - start to finish - product development project, from early-stage concept through to transfer to manufacture.

There were many challenges to address including developing a new, robust and suitable for high volume manufacture coating technology to enable heating, through to identifying, sourcing and testing suitable substrates for the soleplate which would comply with all of the required standards for such a product.

The Atomist Iron uses vapour mist technology to deliver moisture when ironing, rather than steam. The fine mist is delivered by a nozzle at the front of the iron and is activated by a trigger under the handle. The vapour mist penetrates deep into fibres and along with the thermoglass soleplate the iron gives the right amount of heat, moisture and pressure to remove creases with ease.

Contact us

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Results: deliverables and outcomes

Sagentia Innovation identified and delivered new IP for Morphy Richards and enhanced consumer benefit through smart material science.