

# Fabric Care Category

## Explanation of Iron process



Steam Iron

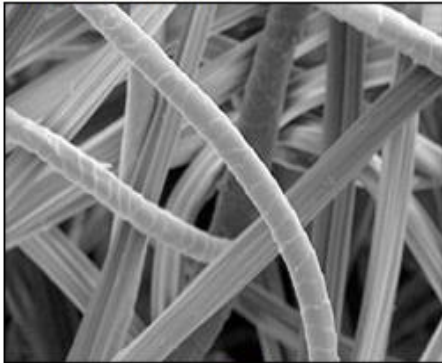


Dry Iron

**Ironing** is the use to remove [wrinkles](#) from fabric..It works by loosening the bonds between the long-chain [polymer molecules](#) in the fibers of the material. While the molecules are hot, the fibers are straightened by the weight of the iron, and they hold their new shape as they cool. Some fabrics, such as cotton, require the addition of water to loosen the intermolecular bonds.

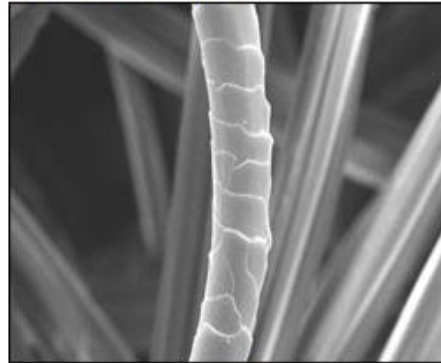
# What steam does?

Sample A - Steamed



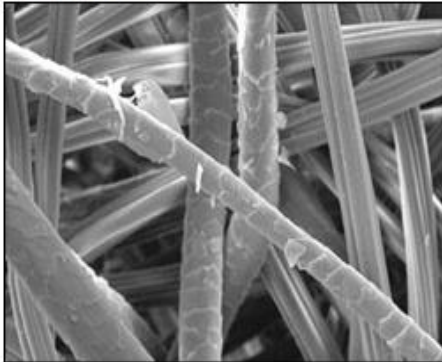
500x

Sample A - Steamed



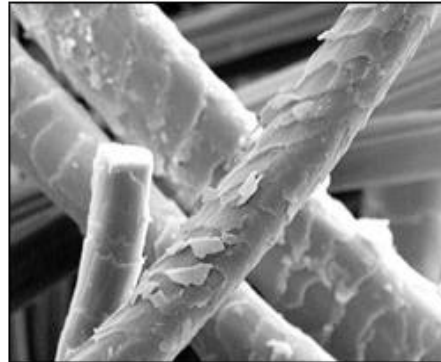
1000x

Sample B - Ironed



500x

Sample B - Ironed



1000x

The fibers in sample "A" are in near perfect condition due to the gentle nature of steam. However, the fibers in sample "B" are clearly distorted. You can easily recognize the damaged fibers caused by just one application of the iron's hot sole plate.

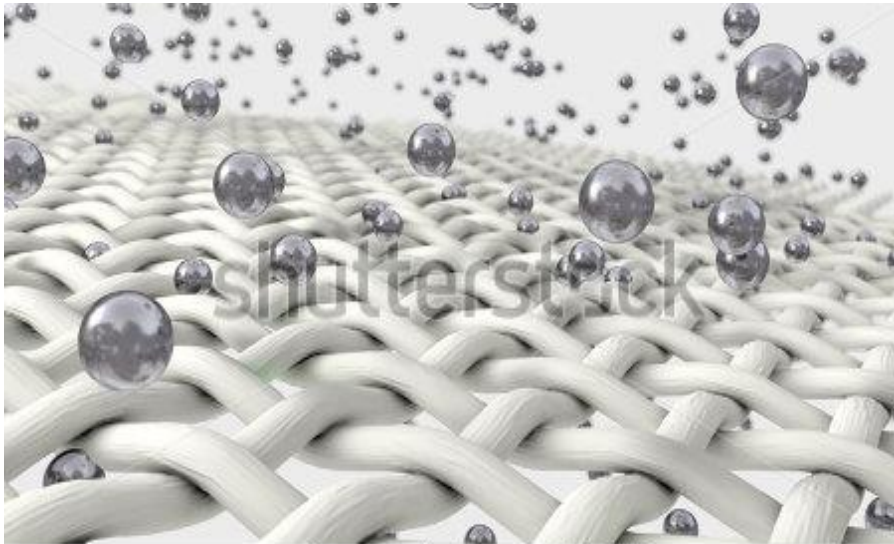
Unlike ironing, steam actually relaxes the fibers rather than crushing them.

“**Relaxes the tendons** through the latent heat penetration into the fabrics

“**Relieves stress** from the strands of the fabrics due to the binding effect of water on the strands

“**Conditions clothes** by providing them the nourishing effect of a moisturizer and protects the strands from the roughness of the soleplate

# How is Steam Beneficial?



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“ **Quick Loosening of bonds of fabric** -Effective wrinkle removal with **lesser effort**

“ **Prevents fraying** of lints of the fabric due to excessive heat (as moisture acts as an extra protective layer on clothes) **maintaining the shine on clothes** and ensuring longer fabric life

“ **Conditioning effect** on clothes by forming a protective layer on the **fibers-Helps fabric retain colour** and keeps fabric new for long

“ **Lower Surface Temperature**-The moisture from the steam acts as an extra protective layer on the clothes while ironing and reduces the contact temperature on the clothes while ironing thereby **Preventing glassification** of clothes

“ **Higher Density than water**- Irons **more number of clothes** in a single use as compared to sprinkling water on clothes for ironing

<b>USP's of steam</b>	<b>Benefit</b>
Quick Loosening of bonds of fabric	Effective wrinkle removal with lesser effort
Higher Density than water	Irons more number of clothes in a single use as compared to sprinkling water on clothes for ironing
Temperature of steam less than temperature of soleplate	The moisture from the steam acts as an extra protective layer on the clothes while ironing and reduces the contact temperature on the clothes while ironing thereby Preventing glassification of clothes
Conditioning effect on clothes by forming a protective layer on the fibres	Helps fabric retain colour and keeps fabric new for long
Penetrating power of steam deep into the strands of the fabric	Prevents fraying of lint of the fabric due to excessive heat (as moisture acts as an extra protective layer on clothes) maintaining the shine on clothes and ensuring longer fabric life