

**Media Release
Date****IXL takes the sweat out of summer!**

Melbourne: IXL Appliances is delighted to unveil its latest cooling product range in good time for the long hot summer ahead. This new range of coolers and fans is essential for those who want to enjoy the sizzling summer weather without breaking a sweat!

The latest cooling range consists of a variety of evaporative coolers, and a selection of fans including tower, pedestal, ceiling and floor fans. All products are sleek and chic, and will complement the design of any modern home or office. Furthermore, IXL Appliance's state-of-the-art technology guarantees low energy usage, suiting the requirements of today's environmentally-conscious consumer. The new range of coolers also incorporates oscillation options, as well as remote control functions.

Roslyn Hartland, Sampford IXL Brand Manager, said: "With such an array of models and styles, IXL have a custom-made cooling system for every kind of modern living space, making summer living a breeze! These cooling systems are especially suitable for some of Australia's driest areas during the summer season."

The new premium models of evaporative coolers include the Glacier Maxi, the Blizzard, and the Blizzard Maxi. They are attractive, portable and will provide a refreshing respite from any hot, dry day at only a fraction of the cost of refrigerated air conditioning. Ideal for asthma and allergy sufferers, these coolers don't dry out the air or disturb dust particles.

The IXL Glacier Maxi Tower Evaporative Cooler retails at \$199.00, the IXL Blizzard Ice Evaporative Cooler at \$289.00 and the IXL Blizzard Elite Evaporative Cooler and Blizzard Maxi Evaporative Cooler at \$299.00.

Streamlined and slender tower fans, such as the Frio and the Eureka, boast a range of innovative, contemporary and easy-to-use features. Both elegant models have clear push button controls make operation simple. The fans are compact in design to ensure storage during winter is made easy!

The IXL Eureka Tower Fan retails at \$149.00 and the IXL Frio Tower Fan at \$139.00.

IXL Appliance's powerful pedestal fans are designed with clean lines, allowing for their integration into any living space with ease. The latest ceiling fans have been designed for efficient year round use. In summer the stainless steel blades create cool breezes while reversible motors make the fan ideal for pushing hot air down from the ceiling during colder months.

Malcolm Owens, CEO of Sampford IXL, said: "This new collection of coolers is the most functional and stylish range to date. Our designers have successfully integrated innovative features with modern design trends to come up with a range of coolers that provide customers with outstanding choice and top quality comfort."

For more information please visit www.sampfordixl.com.au.

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