

## Cold Weather Alert: New Honeywell HeatGenius™ and UberHeat™ Heaters Offer a Personalized and Stylish Way to Stay Warm

12/13/2016

Sleek, ceramic heater designs include enhanced safety features, adjustable heat settings and easy-to-use controls for more comfort and peace of mind

MARLBOROUGH, Mass., Dec. 13, 2016 /PRNewswire/ -- Whether in a home or office setting, keeping the chill away during colder weather can be a difficult task. This season, the new Honeywell HeatGenius and UberHeat Ceramic Heaters allow you to dial up localized heating for a warmer, more comfortable environment. Ideal for use in your bedroom, living room and office spaces, these new heaters provide a solution for everyone. Not only do both heaters make it easier than ever to adjust heat output and direction, they also include innovative, tried and tested safety features as part of the Honeywell Heaters Safety Matters® program. These enhanced features are designed from the inside out and include important elements such as:

- Tip-Over Safety Switch –this feature is designed to automatically shut the unit off in the event that it is tipped over.
- Overheat Protection – built-in sensor and fuse that ensures the heater will shut down if it exceeds temperature limits.
- Flame-Resistant Materials – critical materials used in the construction of the heaters' sleek designs are selected based on precise engineering test specifications for heat tolerance.
- Caution Lights – LED lights featured on the easy-to-use controls alert you when the heater is turned on.
- Protected wiring and enhanced connections – designed to last longer and withstand electrical irregularities.

"Whether you're buying a new heater or upgrading from an older model this season, you can now focus on design, heat output and personalized heating features knowing that we're building our products to include enhanced safety

features," said Ursula Kominski, brand manager-Heaters of Helen of Troy, marketers of Honeywell Portable Heaters. "In fact, we include features and construction on our products that go above and beyond industry standards."

The new Honeywell HeatGenius Ceramic Heater is packed with power and personalized features—it has four heating elements and two fans that function independently to offer six customized heat settings that give you control of your comfort. With these unique settings, you can heat yourself, your room or your floor area to create just the right level of comfort. The heater includes unique features including a HeatPhase™ Timer, an auto-off timer that gradually transitions the warmth in the room as heat levels step down over a two hour period. There is also a Quiet Mode option that uses a low heat setting and reduced fan speed to provide subtle white noise and a soothing environment. The Honeywell HeatGenius Ceramic Heater has a MSRP of \$69.99 and is available for purchase at Best Buy and Meijer, and online at BestBuy.com and Amazon.com.

Designed for use in small rooms and personal spaces, the Honeywell UberHeat Ceramic Heater delivers on both form and function. The heater has a compact, modern, rounded design that stylishly fits into your home or office décor. But don't let the compact nature of the product fool you – it powerfully provides up to 1500 watts of heat to quickly and evenly heats the space you are in. The UberHeat heater is simple and easy to use with two heat settings—max for whole room heating and low for more personal heating—and an adjustable thermostat. The Honeywell UberHeat Ceramic Heater has a MSRP of \$34.99, can be purchased at Best Buy, Staples and Amazon.com, and is available in white or black.

To find more information on Honeywell Heaters and tips for heating the home safely, visit:  
**[www.HoneywellPluggedIn.com](http://www.HoneywellPluggedIn.com)** or **[Facebook.com/HoneywellPluggedIn](https://www.facebook.com/HoneywellPluggedIn)**.

## About Kaz

Kaz is a world leader in high quality healthcare and home environment products whose branded product portfolio includes PUR® water filtration products, Vicks® thermometers and humidifiers, Honeywell® humidifiers, heaters, fans and air cleaners, Braun® thermometers, SoftHeat® heating pads, SmartTemp® hot/cold packs, Febreze® air purifiers and more. Kaz USA, Inc. is part of the Helen of Troy family of companies. For more information about Kaz, please visit **[www.kaz.com](http://www.kaz.com)**.

## About Helen of Troy Limited

Helen of Troy Limited (NASDAQ, NM: HELE) is a leading global consumer products company offering creative solutions for its customers through a strong portfolio of well-recognized and widely-trusted brands, including OXO®, OXO Tot®, Hydro Flask®, Vicks®, Braun®, Honeywell®, PUR®, Febreze®, Revlon®, Pro Beauty Tools®,

Sure®, Pert®, Infusium23®, Brut®, Ammens®, Hot Tools®, Bed Head®, Dr. Sinatra®, Dr. David Williams, and Dr. Whitaker®. All trademarks herein belong to Helen of Troy Limited (or its affiliates) and/or are used under license from their respective licensors. For more information about Helen of Troy Limited, please visit [www.hotus.com](http://www.hotus.com).

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/cold-weather-alert-new-honeywell-heatgenius-and-uberheat-heaters-offer-a-personalized-and-stylish-way-to-stay-warm-300376791.html>

SOURCE Helen of Troy Limited

Mary Jane Baker, 360 Public Relations, 857-300-6304, [mjbaker@360pr.com](mailto:mjbaker@360pr.com)