



# MUZ



INNOVATION - USER CENTRISM - PERFORMANCE

***TEFAL/CALOR/ROWENTA***  
Préconception LP IXEO CUBE  
12/02/2021

**CUBE**

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# *Ranges*

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**RANGES - INFORMATIONS**

<b>BRAND</b>	<b>PRODUCT</b>	<b>CMMF</b>	<b>REF CO</b>
<b>ROWENTA</b>	IXEO CUBE	1830008224	UR2020
<b>TEFAL</b>	IXEO CUBE	1830008227	UT2020Eo
<b>TEFAL</b>	IXEO CUBE (CH ONLY)	9100044061	UT2020CH
<b>TEFAL</b>	IXEO CUBE (UK ONLY)	1830008274	UT2020Go
<b>CALOR</b>	IXEO CUBE	1830008228	UT2020Co

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# *Planning*

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A large, solid orange rectangular box is centered on the page. Inside the box, the letters "WIP" are written in a black, sans-serif font.

WIP

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# *Overview*

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**ANCRES**

**STRUCTURE**

- #triple-action >
- #video >
- #sanitize >
- #high-pressure-steam >
- #viruses-bacterias >
- #mobile >
- #ease-of-use >
- #made-in-france >
- #product-details >

- 1. Hero Content**
- 2. Triple action**
- 3. Video**
- 4. Sanitize**
- 5. High Pressure Steam**
- 6. Viruses & bacterias**
- 7. Mobile**
- 8. Ease-of-Use**
- 9. Made in France**
- 10. Product Details**

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# *Meta Tags*

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META TAGS	LP IXEO CUBE EN	LP IXEO CUBE FR
Url	<a href="https://www.tefal.com/ixeo-cube">https://www.tefal.com/ixeo-cube</a>	<a href="https://www.calor.fr/ixeo-cube">https://www.calor.fr/ixeo-cube</a>
H1 Tag 70 - 100 characters		
Title Tag 60 characters		
Page Description Ideally 130 characters(if necessary 300 characters maximum)		
Keywords Ideally 250 characters maximum, keywords separated by commas		

#3 A PERFORMANT LP

## #7 OPTIMIZE YOUR LP WITH SEO

- ### 1. Optimize your Meta tags → invisible content on the Landing page

  - **Meta title:** It's your **tagline** and a **showcase** of the landing page
    - put **line** when a user is searching on a search engine and types keywords
  - Meta:**
    - **Maximum 60 characters**
    - **Concise & Exhaustive with strategic keywords (2-3 max)**
  - **Meta description:** It describes in more details the page's content
    - Enter the **blue link**
  - Meta:**
    - **Maximum 130 to 160 characters**
    - **Use cleverly the keywords**
    - **Create a convincing description of the page which makes the user want to click on the site and discover the landing page.**
- ### 2. Optimize your « H » tags → visible content on the Landing page

  - **« H » Tag:** They are the tags which organize and **hierarchy** your content on the page. They are **titles** and **subtitles** of your content and help Google to **understand** your page.
    - **H1** is the most important
  - Meta:**
    - **Maximum 70 - 100 characters**
    - **Main keywords (only a short text)**
    - **Only one H1, use H2, H3 ... H6 to hierarchy the rest of the page**



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# *Légende*

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## Légendes

MUZ > Proposition / En attente

GSEB > Correction / Modification

MUZ > Pris en compte

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# *Détail lames*

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***DESKTOP***



Tefal



English COM

Follow Tefal



COOKWARE & KITCHENWARE

COOKING APPLIANCES

FOOD & DRINK PREPARATION

ENTER THE SHOP

LINEN CARE

HOME CARE

PERSONAL CARE

Home > OptiGrill Cube, the new electric grill by Tefal

# CUBE

The first High Pressure Steamer to sanitize & refresh with the 100% natural power of steam



BUY ONLINE

TRIPLE ACTION

SANITIZE

HIGH PRESSURE STEAM

VIRUSES & BACTERIAS

MOBILE

EASE-OF-USE

BUY ONLINE

**TRIPLE  
ACTION**

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

[BUY ONLINE](#)

**STEAM**  
Last minute

**SANITIZE**  
Natural solution

**IRON**  
Perfect results



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

BUY ONLINE

VIDEO YOUTUBE  
autoplay



TRIPLE  
ACTION

**SANITIZE**

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE



[BUY ONLINE](#)



## CUBE

# sanitizes all your textiles

CUBE removes **bacterias, viruses, allergens** and **mites** on all your home textiles



**SANITIZE**  
KILLS  
UP TO  
**99.99%**  
VIRUSES  
BACTERIA  
AND GERMS\*

\*Experimental tests performed on cotton fabric, taking reasonable care.



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

[BUY ONLINE](#)

## CUBE is powerful and efficient

Its **exclusive high-pressure steam** goes deeply  
inside the fabrics  
Its 90 g/min steam output makes it as powerful  
as a steam station.

UP TO  
**5.8**  
BARS

UP TO  
**90**  
G/MIN

UP TO  
**200**  
G/MIN



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

**VIRUSES &  
BACTERIAS**

MOBILE

EASE-OF-USE

[BUY ONLINE](#)

**CUBE**

**kills up to 99,99% of viruses, bacteria  
and germs \***



Use the **natural** power of high-pressure steam to **refresh** and **sanitize** all textiles.

[KNOW MORE](#)

*\*external tests performed on cotton fabrics, taking reasonable care*

TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

**MOBILE**

EASE-OF-USE

[BUY ONLINE](#)



**CUBE**

**is mobile in your home,**

Thanks to its handle and 4.8m cordon range  
With its large water tank you can refill it at any  
time for an **unlimited usage**



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

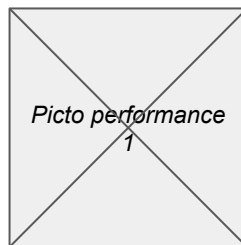
BUY ONLINE



## CUBE

# is designed for ultimate ease-of-use

No temperature settings required, it is safe for **all fabrics**  
Enjoy the **very light** steam head for the best comfort



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

[BUY ONLINE](#)



## **CUBE** **is made in our factory** **in France**

It is the result of our continuous efforts for innovation and answers to our engagement of 10-year reparability



TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

[BUY ONLINE](#)

**Ultra light steam head**  
Only **530g**,  
the lightest in its category

**3 Steam modes**  
Eco mode for energy  
savings, medium for regular  
dewrinkling, and Max for  
heavy duty

**Quick set-up**  
Ready in only **70s**,  
for last minute dewrinkling



**Fabric brush**  
For in thick textiles,  
for in depth steam  
penetration



**Mobile**  
Handle for mobility around the  
house **4,8m range** for best  
convenience

**Large and removable water tank**  
Long autonomy for 80min of  
steaming

**High Pressure Technology**  
Stainless steel boiler, making it  
as Powerful as a Steam Station,  
at **90g/min steam output** and  
**200g/min boost**

TRIPLE  
ACTION

SANITIZE

HIGH PRESSURE  
STEAM

VIRUSES &  
BACTERIAS

MOBILE

EASE-OF-USE

[BUY ONLINE](#)



**WARRANTY**

Two-year limited  
warranty on the unit



**POWER**

Two-year limited  
warranty on the unit



**INSTRUCTIONS  
FOR USE**

The step-by-step  
instructions for  
using the product



**FREQUENT  
QUESTIONS**

Get answers to the  
most common  
questions



**CONTACT**

Get answers to all  
your questions

Home

Product information  
Features  
Specifications  
Dimensions  
Weight  
Accessories  
Downloads

Support & help  
Frequently asked questions  
Troubleshooting  
Product manuals & guides  
Product videos & demos  
Product recalls & updates

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Our story  
Our mission & vision  
Our values  
Our products & services  
Our partners  
Our distributors  
Our agents  
Our franchisees  
Our investors  
Our suppliers

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Store locations  
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Customer service  
1-800-XXX-XXXX

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Product information  
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Specifications  
Dimensions  
Weight  
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Our distributors  
Our agents  
Our franchisees  
Our investors  
Our suppliers

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# *Détail lames*

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**MOBILE**



Tefal

# CUBE

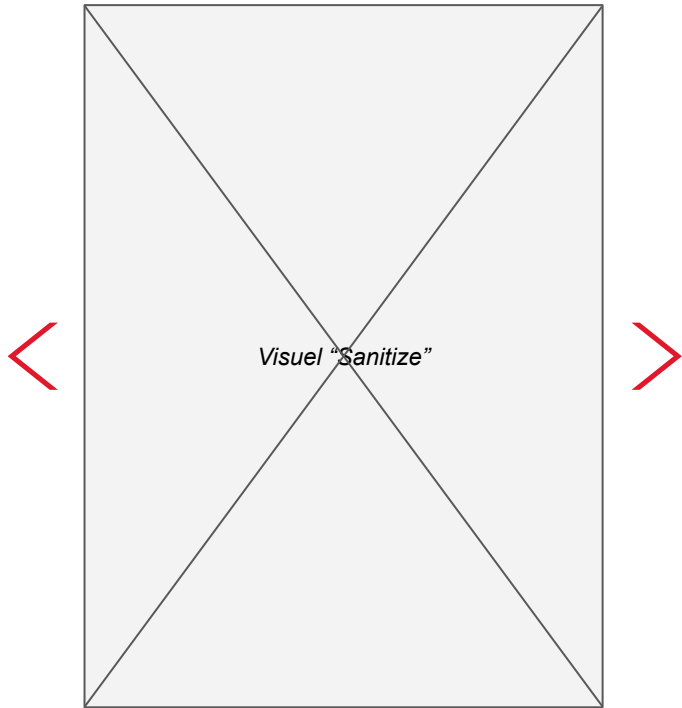
The first High Pressure Steamer  
to sanitize & refresh with the  
100% natural power of steam

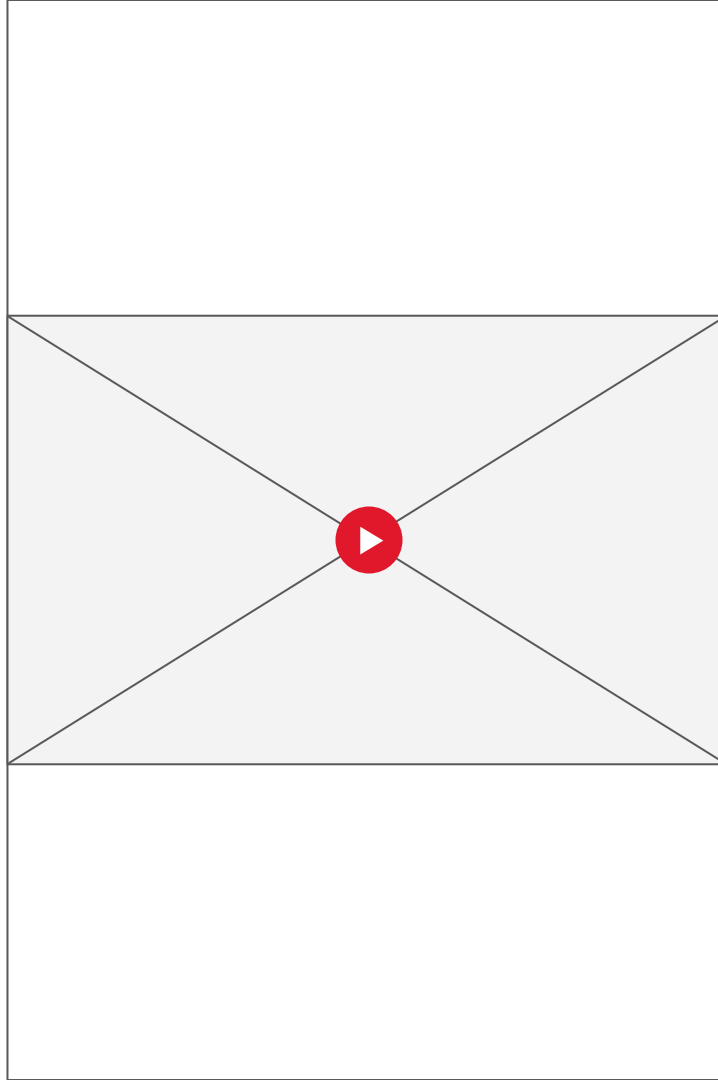


BUY ONLINE

# SANITIZE

Natural solution

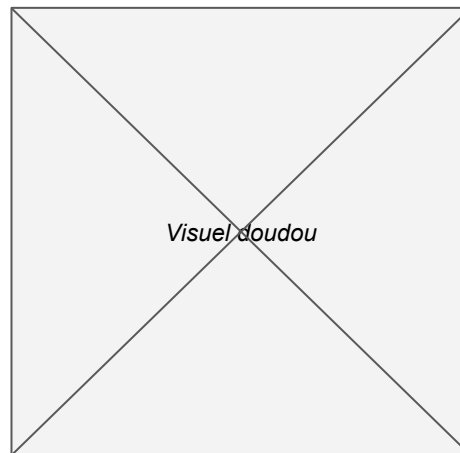




# CUBE

## sanitizes all your textiles

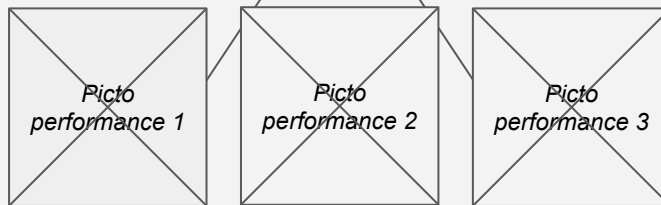
CUBE removes **bacterias, viruses, allergens** and **mites** on all your home textiles



# CUBE

## is powerful and efficient

Its **exclusive high-pressure steam** goes  
deeply inside the fabrics  
Its 90 g/min steam output makes it as  
powerful as a steam station.



## CUBE

**kills up to 99,99% of  
viruses, bacteria and  
germs \***



Use the **natural** power of high-pressure steam to **refresh** and **sanitize** all textiles.

**KNOW MORE**

*\*external tests performed on cotton fabrics, taking reasonable care*

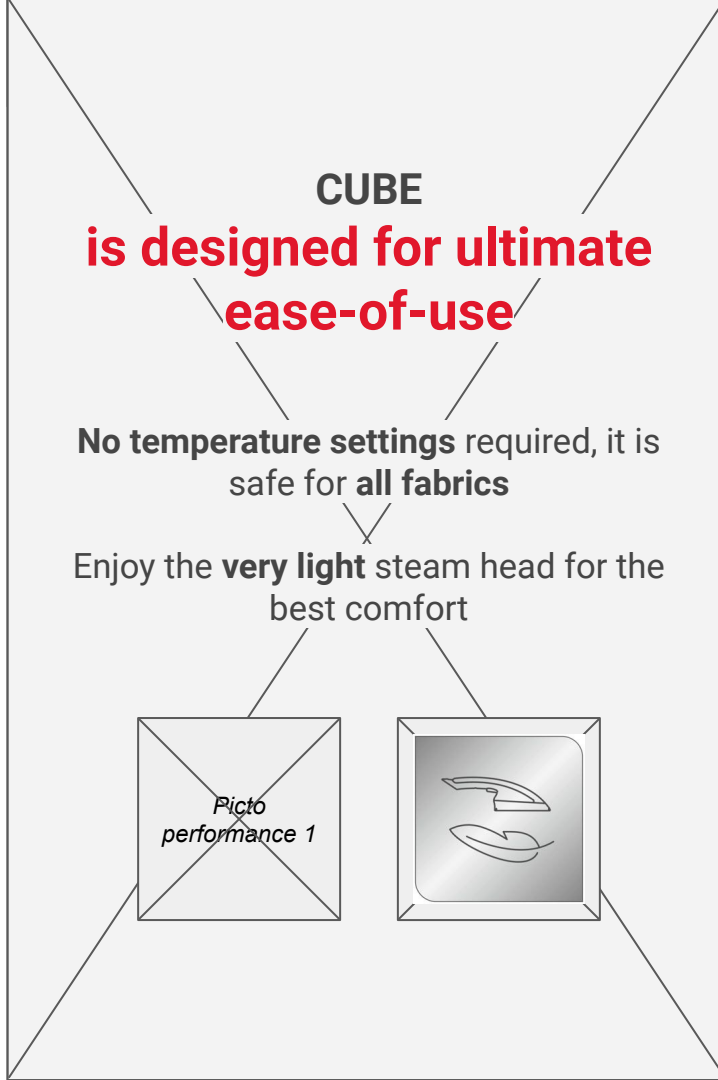
**CUBE**

**is mobile in your home,**

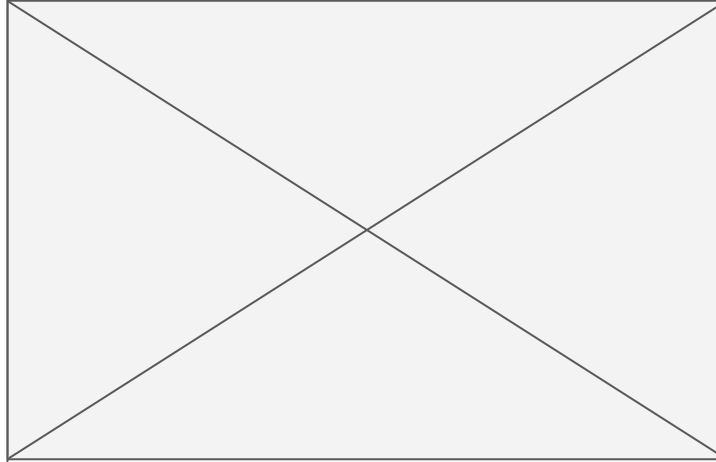
Thanks to its handle and 4.8m  
cordon range

With its large water tank you can refill  
it at any time for an **unlimited usage**





**CUBE**  
**is made in our factory in**  
**France**



It is the result of our continuous efforts for  
innovation and answers to our engagement  
of 10-year reparability



**Ultra light steam head**

Only **530g**,  
the lightest in its category

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[Legal terms](#)

**Desktop website**

| [English COM](#)

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# *Webdesign*

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***Tefal / Rowenta / Calor***



Smart and powerful  
**THE GARMENT CARE  
REVOLUTION**

*Smart and powerful*  
**THE GARMENT CARE  
REVOLUTION**

**INTELLIGENT ET PUISSANT :  
UNE RÉVOLUTION  
DANS LE SOIN DU LINGE**

INTUITIVE IRONING  
& STEAMING

PROFESSIONAL  
RESULTS

COMFORT  
OF USE

REFRESH  
& SANITIZE

TECHNICAL  
FEATURES

BUY ONLINE

INTUITIVE IRONING  
& STEAMING

PROFESSIONAL  
RESULTS

COMFORT  
OF USE

REFRESH  
& SANITIZE

TECHNICAL  
FEATURES

BUY ONLINE

DÉFROISSAGE  
& REPASSAGE INTUITIFS

RÉSULTATS  
PROFESSIONNELS

CONFORT  
D'UTILISATION

RAFRAÎCHIR  
& ASSAINIR

CARACTÉRISTIQUES  
TECHNIQUES

ACHETER EN LIGNE



New garment care  
**experience**

NEW GARMENT CARE  
**EXPERIENCE**

**VIVEZ UNE EXPÉRIENCE  
INÉDITE POUR L'ENTRETIEN  
DE VOTRE LINGE**

**Using**

**your IXEO Power at home**

Take care of all your clothes and home furnishes quickly  
and easily.

— *Using* —

**YOUR IXEO POWER AT HOME**

Take care of all your clothes and home furnishes quickly and easily.

**UTILISEZ VOTRE IXEO POWER  
PARTOUT CHEZ VOUS**

Prenez soin de tous vos vêtements et de votre  
intérieur en un clin d'oeil.

# Steam & sanitize all around your home

Thanks to the smart removable base, refresh from curtains to furniture to bed linen anytime, anywhere

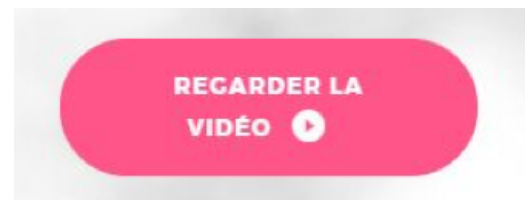
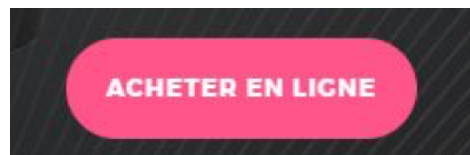
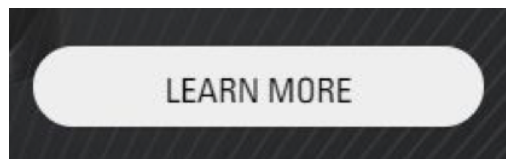
— *Steam & sanitize* —

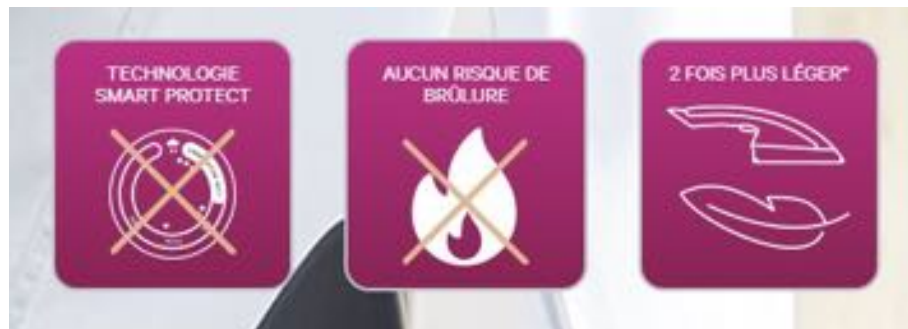
## ALL AROUND YOUR HOME

Thanks to the smart removable base, refresh from curtains to furniture to bed linen anytime, anywhere

**L'IDÉAL POUR RAFRAICHIR & ASSAINIR  
TOUT VOTRE INTÉRIEUR**

**Sa base amovible** vous permet de rafraîchir tout ce que vous voulez, quand vous le souhaitez : rideaux, canapé, et linge de lit.

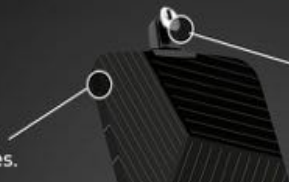






## Smart and powerful technology

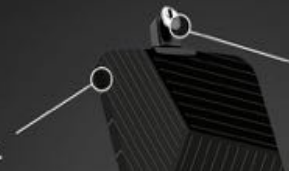
Built-in SmartBoard:  
3 different positions.  
Fit all kinds of clothes.



Removable hanger:  
To directly hand your  
clothes for easy steaming

## — Smart and powerful — TECHNOLOGY

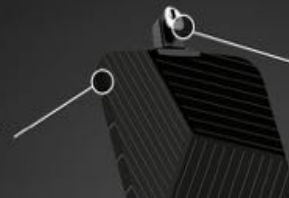
Built-in SmartBoard:  
3 different position.  
Fit all kinds of clothes.



Removable hanger:  
To directly hand your  
clothes for easy steaming

## UNE TECHNOLOGIE INTELLIGENTE ET PUISSANTE

Smartboard intégrée  
3 positions différentes,  
pour tous types de  
vêtements



Cintre amovible  
Suspendez directement vos  
habits, pour un repassage  
facilité



# MUZ



INNOVATION - USER CENTRISM - PERFORMANCE

*Merci pour votre attention.*

[muzagency.com](http://muzagency.com)