

# Oliso, Inc. Launches Revolutionary Touch&Glide Iron

SAN FRANCISCO, Calif. – August 8 (SEND2PRESS NEWSWIRE) – Oliso, Inc., announced the release of its Touch&Glide(TM) iron today. Oliso CEO, Ehsan Alipour, said “We are very excited to see the rollout of our first product. I think our innovation will redefine the experience of ironing.”



Send2Press® Newswire

*Photo Caption: Touch&Glide(TM) iron from Oliso Inc.*

The Touch&Glide(TM) iron uses patented technologies that virtually eliminate the need to lift an iron or set it up on its unstable end. The iron’s touch-sensitive handle activates its AutoLift(TM) system, automatically lifting the iron off of the fabric when the handle is released. It lowers itself onto the fabric or an ironing board whenever you touch its handle.

Oliso’s Touch&Glide(TM) iron is the result of three years of research and hundreds of prototypes. Its design reflects feedback received from everyday iron users. “We are dedicated to true innovation and making people’s lives easier by observing them, listening to their needs and solving their problems,” said Alipour. “We have built an iron that is unsurpassed in performance, ease of use, safety and efficiency.” Many users have said they can cut-down ironing time by up to one-third.

“We knew we had a great product when we saw people literally jump when

touching the handle, and when our test users refused to return our prototypes. One of them even referred to it as her pet.”

The Touch&Glide(TM) is perhaps the most significant innovation in irons since the introduction of steam. It began as a Stanford University graduate school project with most early prototypes built in a basement of a San Francisco Mission Street building.

Oliso released its iron on the company’s webpage, . It will be available through the Home Shopping Network (HSN) television channel on September 2. Beginning October, the Touch&Glide(TM) iron will available at Bloomingdale’s, Famous Barr, Filenes, Foley’s, Gottschalk’s, Hecht’s, JC Penney (catalog) and Meier & Frank department stores, and Ace Hardware Stores (select locations).

Oliso, Inc. is a privately held San Francisco based firm composed of researchers, designers, and engineers with a strong background in quality manufacturing. The company regularly invites people from all walks of life, including professionals, to touch and test each one of their prototypes. Oliso’s design philosophy is that “exceptional form follows innovative function.”

Additional information about the Touch&Glide(TM) iron and Oliso is available at [www.touchandglide.com](http://www.touchandglide.com) and [www.oliso.com](http://www.oliso.com).

News issued by: Oliso, Inc.

# # #

Original Story ID: (641) :: 2005-08-0808-001

Original Keywords: Oliso Inc., Touch&Glide, Touch and Glide Iron, oliso, san francisco, california, Ehsan Alipour, Stanford University graduate school project, exceptional form follows innovative function, manufacturing, retail, home, clothing, ironing, gadgets Oliso, Inc.