

Joseph®
Joseph

Laundry
Spring 2022





It all started with a chopping board.

Twin brothers, Antony and Richard Joseph, grew up in a family with a long history of design and manufacturing. Originally set up by their grandfather in the 1930s, the family business specialised in the production of glass components and the brothers spent part of their summers working in the factory.

In 1999, having both trained in product design, the twins embarked on their early careers. As a sideline to their jobs, and with the support of their father, they utilised the capabilities of the factory in Birmingham to develop their own range of contemporary glass chopping boards.

But what started out as a fun project soon became the seed of a new business idea. After early success with their bold, colourful designs their entrepreneurial spirit kicked in and, in 2003, the Joseph Joseph brand was born.

Whilst glass chopping boards were just the start, the brothers were also designing other innovative kitchenware products and this gradually developed into a broader range of housewares.

What quickly became a key foundation of the brand was a simple observation - many tasks around the home could be made much easier and more enjoyable with a little intelligent thinking. It was this problem-solving approach, and the ability to combine it with a distinctive design aesthetic, that created some of their most iconic kitchenware and has made Joseph Joseph one of the world's most progressive houseware brands.

There's something special about a Joseph Joseph product that sets it apart from the competition. First it engages you with its distinctive design; then it captivates you with its functional benefits; finally, it assures you with its high-quality materials and attention to detail.

Joseph Joseph's ability to blend innovative design, contemporary styling and a distinctive use of colour is unique within the industry. While many brands concentrate on just one of these aspects, Joseph Joseph focuses on the whole user experience - creating products that work beautifully and are a pleasure to have around the home.

Since 2003 the brand has expanded successfully into many product areas and it continues to explore new houseware categories. It may have all started with a simple glass chopping board, but Joseph Joseph is now one of the fastest growing companies in the worldwide housewares market and it continues to earn accolades and awards for its unique, innovative designs.

Fresh thinking for a changed world.

Home has never been more important than now.

The past 2 years have seen many of us forced to spend much more time inside than we would have ever thought possible.

Living rooms, bedrooms and kitchens have become makeshift offices, trips away have been cancelled and staying-in has become the new normal for many.

If this has taught us anything, it's just how vital a well functioning home is and how important it is for the objects within it to perform efficiently.

At Joseph Joseph, we've always been passionate about inventing housewares that improve the simple, everyday tasks we all encounter.

Whether it's preparing a meal, organising the kitchen and bathroom or dealing with waste, we've always looked for ways to make these tasks easier or more enjoyable to do.

And this season is no exception.

We're excited to say we've turned our attention to another essential household task with the launch of our brand new laundry range.

Key products include a collection of stylish laundry baskets that allow you to separate washing into colour types and then empty easily (page 4); a compact, table-top ironing board with integrated iron storage, for ultimate convenience (page 8); and a full-size ironing board that's literally been designed from the ground up, with an innovative folding leg mechanism that makes it much more slimline and easier to store (page 6).

But our inventiveness this year hasn't just been reserved for laundry. We're also launching a host of innovations in existing categories, making this season's collection our biggest by far.

It's been a challenging period for all, with the retail and the housewares industries no exception. But at Joseph Joseph we believe that adversity also offers opportunities - the chance to challenge the status quo, to be creative and to do things better.

In short 'fresh thinking', which is at the core of our approach and which, we hope, delights customers and consumers alike.

Antony & Richard Joseph



Laundry

Tota Easy-empty laundry basket

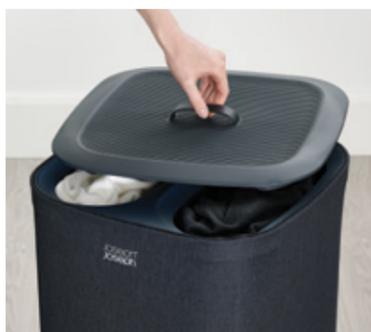
Design registered

This smart laundry basket features a host of practical features that help make wash day less of a chore. Beneath the lid it has two fabric tote bags allowing you to separate washing into light and dark/coloured fabrics. Each bag has handles at the top enabling you to conveniently lift and carry it straight to the machine and a helper handle on the base to make emptying easier. When replacing each bag in the basket there's no fiddly ties or buttons to do up either as the self-locating rim ensures it drops perfectly back into place, ready for the next load. The stylish fabric exterior is designed to compliment a range of interior styles and decors making it perfect for storing in the bathroom, bedroom or utility room.

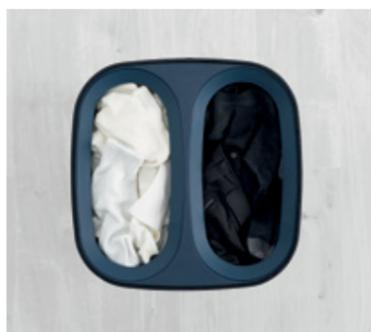
Available in two sizes and two colours, it comes flat-packed with full assembly instructions.



Video



Lid hides laundry



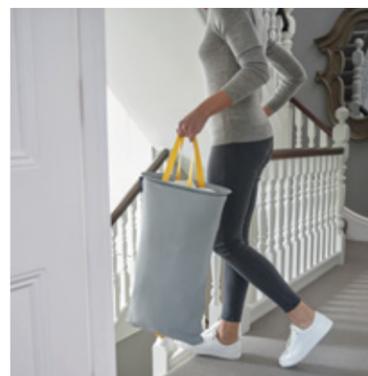
Dual compartments for easy separation of fabrics



Removable tote bags with easy-carry handles



Removable tote bags



Easy-carry handles



Helper handle on base of bags make emptying easy



Perfect for bedrooms



Ideal for bathrooms or utility rooms



Tota 60-litre
(50001) Grey
(50002) Black
Dimensions H71 x D39.5 x W39.5 cm
(H28 x D15½ x W15½ inches)



Tota 90-litre
(50003) Grey
(50004) Black
Dimensions H71 x D39.5 x W56 cm
(H28 x D15½ x W22 inches)

Glide

Easy-store ironing board

Design registered

Conventional ironing boards are notoriously cumbersome household items. When removing from cupboards, their legs and feet can easily snag on door frames or other items and they can be awkward and noisy to set up.

Glide is a revolutionary, full-size ironing board with a unique stand design that makes it more compact when stored than a conventional ironing board. When folded, the innovative leg mechanism means both sets of feet nest neatly together at one end of the board, making it less likely to snag when removing from storage. A large handle on the back makes carrying easy and this also doubles as a secure hanging point when used with the specially designed bracket (included), meaning it can be stored off the floor on the back of a door or inside a cupboard.

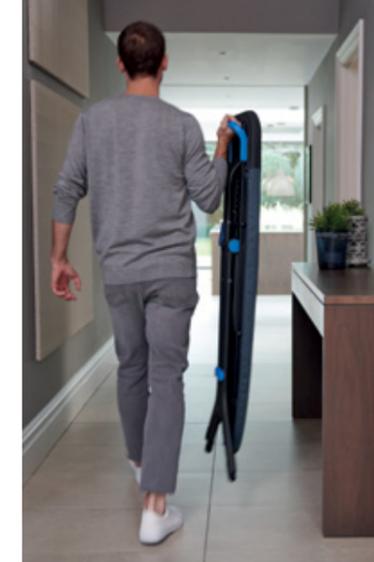
With Glide, set-up is smoother too. Simply grip the handle, press the release lever on the underside and swing the tip of the board up to horizontal. The height can then be adjusted to seven different positions using the release lever, from 84 cm (33 inches) up to a maximum of 99 cm (39 inches).

Glide comes in two variants. The first features a cover with a 100% cotton top-layer, a heat-resistant silicone iron rest, a padded felt underlay and an easy-change toggle. The second - Glide Plus - comes with an advanced, multi-layer cover with DripShield™ Technology that's been designed to cope with large volumes of ironing or for use with steam generator irons. See replacement cover listings for more details (page 10).

Frame guaranteed for 5 years against manufacturing defects.



Fast, easy set-up and adjustable to seven height positions



Easy to carry



Compact and slimline when folded



Easy-change cover with heat-resistant silicone iron rest



Separate hanging hook included for easy storage

Glide
(50005) Grey/Yellow
Dimensions Board size 130 x 38 cm (51.1 x 14.9 inches). Ironing surface 108 x 38 cm (42½ x 14.9 inches).
 Closed (incl. legs) H136 x W38 x D8½ cm (H53½ x W15 x D3.3 inches)

Glide Plus
(50006) Black/Blue
Dimensions Board size 130 x 38 cm (51.1 x 14.9 inches). Ironing surface 108 x 38 cm (42½ x 14.9 inches).
 Closed (incl. legs) H136 x W38 x D8½ cm (H53½ x W15 x D3.3 inches)

Pocket Folding table-top ironing board

Design registered

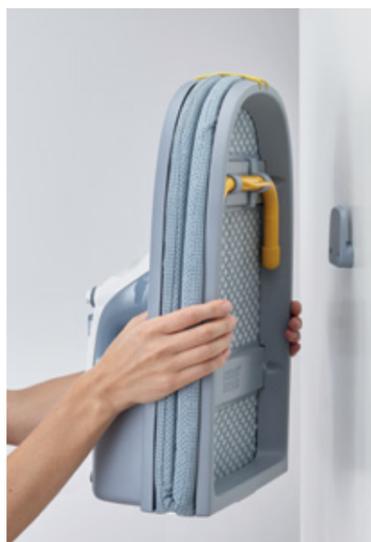
Compact ironing boards are a great option if you have limited storage space or just want to quickly iron one or two items. But this condensed board takes ironing convenience to whole new level with its innovative design.

For a start, it folds neatly in half and comes with its own hanging hook that can be mounted onto a wall or door, making it really compact and easy to store. It also features a special compartment for storing your iron, which saves valuable space elsewhere and keeps everything you need for this household chore together in one place.

Set-up is fast and easy too, with its quick release locking toggle and folding legs with non-slip feet. Once open, it has a generous ironing surface with corners perfectly shaped for shirts, trousers, dresses and more.

It comes in two variants. The first has an easy-change, perfect-fit cover comprising a 100% cotton top-layer and a thick padded felt underlay for super-smooth ironing. The second - Pocket Plus - comes with an advanced, multi-layer cover with DripLock™ Technology that's been designed to cope with larger volumes of ironing or for use with steam generator irons. See replacement cover listings for more details. (page 10).

Frame guaranteed for 5 years against manufacturing defects.



Separate hanging hook included for easy storage



Integrated iron storage compartment



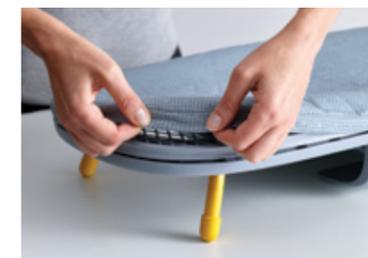
Compact folding design



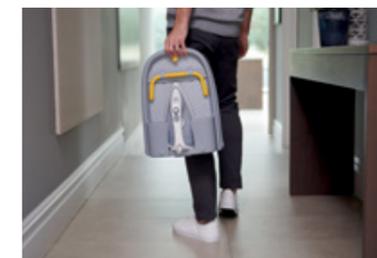
Generous ironing surface



Quick release locking toggle



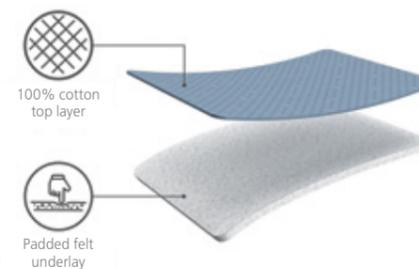
Easy-change 100% cotton cover with padded underlay



Easy to carry



Pocket (50009) Grey/Yellow
Dimensions Ironing Surface 90 x 33 cm (35.4 x 13 inches)
 Closed H45.5 x D15.5 x W33 cm (H18 x D6 x W13 inches)
 Open H11 x D15.5 x W90 cm (H4.5 x D6 x W35.5 inches)



100% cotton top layer

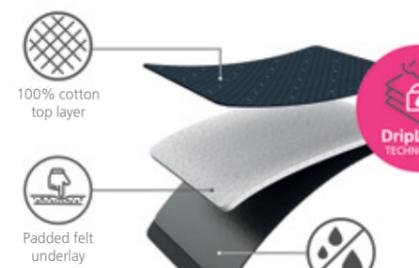
Padded felt underlay



Video



Pocket Plus (50010) Blue
Dimensions Ironing Surface 90 x 33 cm (35.4 x 13 inches)
 Closed H45.5 x D15.5 x W33 cm (H18 x D6 x W13 inches)
 Open H11 x D15.5 x W90 cm (H4½ x D6 x W35½ inches)



100% cotton top layer

Padded felt underlay



Waterproof layer



Video

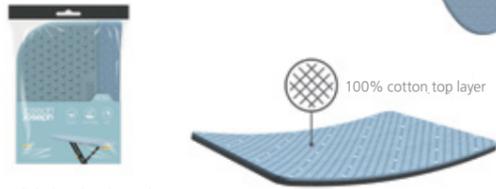


Glide

Ironing board cover (130 x 38 cm)

Design registered

This replacement cover features a 100% cotton top-layer with a heat-resistant silicone iron rest, a padded felt underlay and an easy-change toggle. It's suitable to use with Joseph Joseph Glide ironing boards 130 x 38 cm (51.1 x 15 inches).



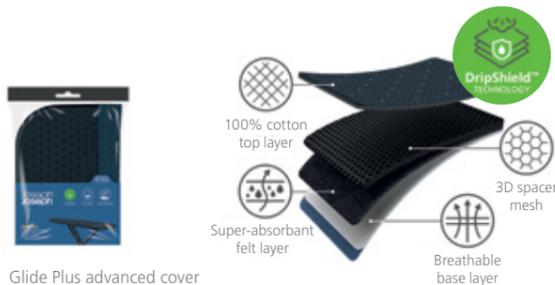
Glide ironing board cover (50007) Grey
Dimensions For ironing boards 130 x 38 cm (51.1 x 15 inches).
 Ironing surface 108 x 38 cm (42½ x 14.9 inches)

Glide Plus

Advanced ironing board cover (130 x 38 cm)

Design registered

This advanced, multi-layer cover features DripShield™ Technology that's been designed to cope with large volumes of ironing or for use with steam generator irons. Firstly, it has a 100% cotton top-layer with a built-in, heat-resistant silicone iron rest. Beneath that is a 3D spacer mesh, which allows steam to flow freely across the board making ironing quicker. Next, a highly-absorbant padded felt layer prevents water dripping on the floor whilst a breathable base layer below allows excess moisture to wick away. With it's cord toggle, the cover is also quick and easy to change. This replacement cover is suitable for Joseph Joseph Glide ironing boards 130 x 38 cm (51.1 x 15 inches).



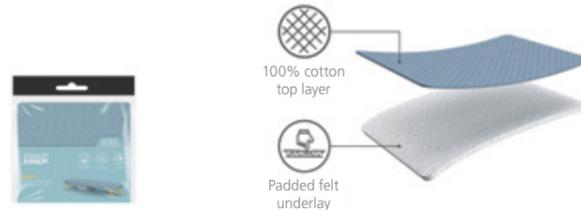
Glide Plus advanced cover (50008) Blue
Dimensions For ironing boards 130 x 38 cm (51.1 x 15 inches).
 Ironing surface 108 x 38 cm (42½ x 14.9 inches)

Pocket

Ironing board cover (90 x 30 cm)

Design registered

This replacement cover features a 100% cotton top-layer with a thick padded felt underlay. Elasticated sides make it easy to change and ensure it's the perfect fit. It's suitable for use with Joseph Joseph Pocket ironing boards 90 x 33 cm (35.4 x 13 inches).



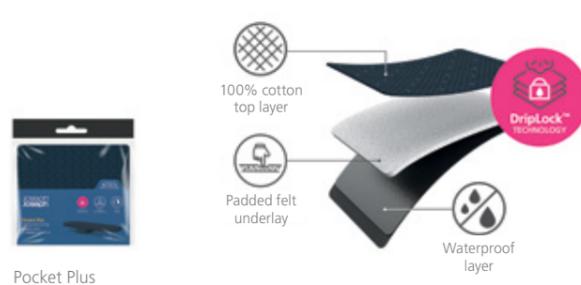
Pocket ironing board cover (50011) Grey
Dimensions For ironing boards 90 x 33 cm (35.4 x 13 inches).
 Ironing surface 90 x 33 cm (35.4 x 13 inches)

Pocket Plus

Advanced ironing board cover (90 x 30 cm)

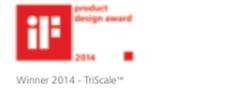
Design registered

This advanced, multi-layer cover features DripLock™ Technology that's been designed to cope with larger volumes of ironing or for use with steam generator irons. It has a 100% cotton top-layer with a thick padded felt layer underneath, for super-smooth ironing. Below that is a 100% waterproof base layer to prevent any excess water from dripping. With it's elastic edges, the cover is quick and easy to change and always fits perfectly. This replacement cover is suitable for Joseph Joseph Pocket ironing boards 90 x 33 cm (35.4 x 13 inches).



Pocket Plus (50012) Blue
Dimensions For ironing boards 90 x 33 cm (35.4 x 13 inches).
 Ironing Surface 90 x 33 cm (35.4 x 13 inches)

We are proud to have won the following awards:



Winner 2021 Gadgets - Multi-Prep™
 Winner 2020 Product Development
 Winner 2015 Housewares - Totem
 Winner 2015 Innovation Award - Totem
 Winner 2014 Innovation Award
 Winner 2013 Innovation Award
 Winner 2013 - Wash&Drain™
 Winner 2012 Innovation Award
 Winner 2011 Innovation Award
 Winner 2009 Innovation Award
 Winner 2009 - Nest 8™
 Winner 2008 Cutting Edge Award - Index™



Winner 2009 Kitchenware - Nest 8™
 Winner 2009 Food Preparation - Folding Colander



Winner 2012 - Nest™ 9 Plus
 Highly Commended 2012 - Arena™
 Winner 2011 - Flip™
 Highly Commended 2011 - Rocker™
 Winner 2010 - Hands On™
 Highly Commended 2010 - Y-Grinder™
 Winner 2008 - Index™

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