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For Immediate Release

Amba® Products Introduces Radiant Small™ Heated Towel Rack

(ATLANTA) – December 9, 2019 – As smaller living spaces becomes more common, Amba® Products, the country’s premier distributor of heated towel rack systems, has launched the Radiant Small — its newest model designed for comfort in tiny spaces.

Amba Marketing Manager Peter Manidis said the design of the new model will maximize comfort in homes with limited space like apartments, recreational vehicles and small homes.

“We designed the Radiant Small to help achieve our vision of having a heated towel rack in every bathroom in America,” said Manidis. “Now, homeowners can have all the useful and luxurious benefits of a heated towel rack, even in the tiniest spaces where some assume it’s impossible or impractical.”

The new design is less than two square feet in size and is available in polished, brushed and matte-black finishes. Customers will be able to purchase the affordably priced Radiant Small at multiple retailers. Additionally, the Radiant Small works with optional plug-in or hardwired controls and uses only 60 watts of power — the same as a standard lightbulb.

“Heated towel racks do more than just provide warm towels,” said Manidis. “They’re energy-efficient dryers, allowing users to dry wet items in between loads, meaning better air quality through mold reduction and fewer loads of laundry, thus saving on time and resources.”

Atlanta-based Amba® Products distributes more than 150 affordable models of heated towel racks in a variety of mounted and free-standing profiles, each made of 100-percent recyclable, corrosion-resistant high-grade 304 steel. They offer a stylish, functional and energy-efficient way to keep towels fresh, decrease trips to the laundry and reduce airborne mold.

For more information, visit Ambaproducts.com.

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About Amba® Products

Amba Products was established in 2004 with a clear goal in mind – to make the heated towel rack a must-have item for every bathroom in North America. While Europeans have been drying and warming their towels on heated towel racks for decades, most Americans have no experience with them. For many Americans, heated towel racks are view as overpriced, not widely available and seen only in the homes of the rich. A perception has persisted that they are a luxury item out of reach for most American families.



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Amba Products changed this view and are proud to be one of the first companies in the U.S. to introduce consumers to affordable, stylish heated towel racks made of high-quality stainless steel. Initially supplying a handful of clients with top-grade heated towel racks, Amba now proudly boasts the largest variety of products and serves more than 200 retailers throughout the United States, Canada, Mexico and the Caribbean. Amba Products is headquartered in Atlanta, Georgia, USA. www.ambaproducts.com