



1205 East Pike Street  
Suite 2G  
Seattle, WA 98122  
(206) 860 5166  
[www.ifmachines.com](http://www.ifmachines.com)

## FOR IMMEDIATE RELEASE

### Contact information:

Margaret Orth, Founder

Email: [morth@ifmachines.com](mailto:morth@ifmachines.com)

## NEW ESSENTIAL™ SQUARE WALL DIMMERS FROM IFM

*-- Company expands functional and funky product line  
with sleek new style --*

May 21, 2008, Seattle, WA – International Fashion Machines, Inc. (IFM) announced today that it has added the ESSENTIAL™ Square Wall Dimmer to its unique line of electronic textile-based home lighting products.

The strongly modern aesthetic of the new square design clearly communicates the textile dimmer's touch sensing function, and offers a sleeker and more minimalist alternative to the original ESSENTIAL Wall Dimmer. Just a soft finger's touch applied to the compact tufted square turns on, off and dims the lights.

Utilizing IFM's patented Plush Touch™ sensing technology, the ESSENTIAL Square Wall Dimmer adjusts lighting in a completely new and aesthetic way. Electronic fibers are embedded directly into Designtex™ wool felt, so there are no hidden buttons or switches. All the user feels is the allure of a soft, fuzzy surface. These chic fabric dimmers transform a purely mundane task into an irresistibly fun and easy experience, while adding a touch of contemporary design and color to any interior.

"We're excited to add this modern style to our popular line of e-textile wall dimmers," explains Margaret Orth, Founder and President of International Fashion Machines, Inc. "Most homes have double and triple gang dimmers, in addition to the regular single style. Our new, intuitive square motif is perfectly suited for hosting multiple gang switches. And like all our products, the ESSENTIAL Square Wall Dimmer is as fun to look at as it is to use."

### Product Details

Easy-to-install, ESSENTIAL Square Wall Dimmers are antimicrobial, stain resistant, UL listed, and rigorously tested for safety and durability. They are available in an array of 14 colors, which are designed to enhance any well-planned interior. Prices range from \$99 for the single gang dimmer, to \$135 for the double gang plate, and \$169 for the triple gang configuration. All ESSENTIAL Square Wall Dimmers can be purchased directly from the IFM website at <http://www.ifmachines.com>. IFM has recently launched a wholesale division enabling retail outlets throughout the US and Canada to market and sell their unique product line. Contact IFM for wholesale pricing or to locate a participating retail store.



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### **About International Fashion Machines, Inc.**

International Fashion Machines, Inc. is a recognized innovator in electronic textiles and exceptional contemporary design. Their patented Plush Touch sensing technology literally weaves, tufts, sews and embroiders electronic yarns and materials directly into fabric, making the fabric itself a sensor, and transforming it from purely decorative to something that's uniquely functional.

IFM's design and development of electronic textiles range from one-of-a-kind interactive fabric artworks, to research for the military and strategy for the fashion industry, to the development of their own patented electronic textile technology and products.

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