

1. Product Overview

The Rowenta Focus Excellence Steam Iron (Model DW5433) is a household iron designed for removing wrinkles from clothing and fabrics. It features a stainless steel soleplate, a retractable power cord, and an LED display for selecting fabric-specific settings.



Key Identifiers:

- **Brand:** Rowenta
- **Model:** Focus Excellence, Steam Iron, 1750 W, Powerful Steam Boost
- **Model Number:** DW5433
- **Color:** Red
- **Style:** Powerful Steam Boost - Retractable Cord

2. Features and Components



2.1. Physical Components

- **Stainless Steel Soleplate:** Features over 400 Microsteam holes for steam distribution.
- **Precision Tip:** For ironing around buttons and seams.
- **Water Tank Fill Opening:** Located at the front of the iron.
- **LED Display & Control Panel:** Located on the handle. Includes fabric setting buttons and a steam boost button.
- **Retractable Cord (Cordreel):** An 8-foot power cord that retracts into the iron's base at the press of a button.
- **Heel Rest:** The back of the iron is designed to be stable when placed upright.

2.2. Technical Specifications

- **Wattage:** 1750 Watts
- **Voltage:** 120 Volts (For use in the United States)
- **Steam Output:** Powerful steam boost up to 180 grams per minute.
- **Dimensions:** 12.91" L x 4.96" W
- **Weight:** 3.64 Pounds

2.3. Special Functions

- **Auto Shut-off:** The iron powers down automatically if left unattended or in certain positions.
- **Anti-Drip System:** Prevents water leakage at low temperatures.
- **Anti-Calc Function:** Helps manage mineral scale from water.
- **Continuous Steam Technology**
- **Scratch Resistant Soleplate**

3. Use Guide



3.1. Before First Use

1. Remove all packaging and stickers from the soleplate.
2. Fill the water tank with tap water. Do not exceed the maximum fill level.
 - **Note:** Some units may have water drops in the tank from factory testing.
3. Set up your ironing board in a safe, stable location.
4. Fully unwind the power cord and plug the iron into a standard 120V electrical outlet.

3.2. Operating the Iron

Setting the Temperature and Steam

1. Turn the iron on using the power switch (if applicable) or by setting a fabric temperature.
2. Use the **LED Display** and buttons to select one of the 5 fabric presets (e.g., Silk, Wool, Cotton, Linen, Synthetic). The corresponding indicator will light up.
3. Wait for the iron to heat up. The LED will indicate when the selected temperature is reached.
4. For steam ironing, ensure the water tank is filled. The iron will produce continuous steam.
5. For stubborn wrinkles, press the **Steam Boost button** to deliver a powerful burst of steam (up to 180 g/min).



Ironing Techniques

- Use the precision tip to iron around collars, cuffs, and between buttons.
- For delicate fabrics, start with the lowest temperature setting and test on an inconspicuous area.

- Use smooth, gliding motions. Do not press down excessively.

3.3. Using the Retractable Cord (Cordreel)

1. While ironing, the 8-foot cord provides ample reach.
2. After use, and once the iron has cooled, press the cord retraction button (usually near the cord base).
3. Guide the cord as it retracts into the iron's storage compartment.



3.4. Safety Features in Operation

- **Auto Shut-off:** The iron will automatically turn off if left motionless on its soleplate or heel rest for a period of time (typically 30 seconds to 8 minutes, depending on position). Moving the iron will reactivate it.
- **Anti-Drip:** If the iron is too cool for steam, the anti-drip system prevents water from leaking through the soleplate.

4. Care, Cleaning, and Storage

4.1. Emptying the Water Tank

After each use, unplug the iron and empty any remaining water from the tank by tilting it over a sink. This helps prevent mineral buildup and odors.

4.2. Cleaning the Soleplate

- Ensure the iron is unplugged and completely cool.
- Wipe the stainless steel soleplate with a damp, soft cloth. Do not use abrasive cleaners or scouring pads.
- If fabric residue (starch, synthetic fibers) builds up, you can gently clean the soleplate with a paste of baking soda and water, then wipe clean.

4.3. Descaling (Anti-Calc Function)

Regular descaling is recommended, especially if using hard water. Follow these steps:

1. Fill the water tank halfway with a 50/50 mixture of white vinegar and water.
2. Plug in the iron and set it to a high steam setting.
3. Hold the iron over a sink and press the steam button repeatedly to expel the solution and loosened scale.
4. Once the tank is empty, refill it with clean water and repeat the steaming process several times to rinse out any vinegar residue.
5. Empty the tank completely and let the iron dry with the fill cap open.

4.4. Storage

1. Ensure the iron is unplugged, cooled, and the water tank is empty.
2. Retract the power cord using the Cordreel button.
3. Store the iron upright on its heel rest in a dry location.

5. Troubleshooting

Problem	Possible Cause	Solution
Iron does not heat up.	Not plugged in. Auto shut-off is active.	Check power connection. Move the iron to reactivate it from auto shut-off.
Little or no steam.	Water tank is empty. Temperature set too low. Steam vents clogged with scale.	Fill tank with water. Select a higher temperature setting. Descale the iron.
Water leaks from soleplate.	Iron used at a temperature too low for steam. Tank overfilled.	Increase temperature setting. Do not exceed the MAX fill line.
Brown stains on soleplate or clothes.	Mineral deposits from water or burnt starch/residue.	Descale the iron. Clean the soleplate as instructed.
Retractable cord does not retract.	Obstruction in the cord reel mechanism.	Ensure cord is not twisted or tangled. Gently guide it while pressing the retract button.

6. Important Safety Instructions

- Read all instructions before using the iron.
- Use the iron only for its intended purpose of removing wrinkles from washable fabrics.
- Always plug the iron into an electrical outlet of the correct voltage (120V).
- Do not leave the iron unattended while plugged in.
- The iron is hot during and after use. Avoid contact with skin. Use the handle.
- Keep the iron and cord away from children.
- Always place the iron on its heel rest on a stable, heat-resistant surface. Never place it on the ironing board cover or any other fabric when hot.
- Do not use the iron if it has been dropped, shows visible damage, or leaks.
- Unplug the iron from the outlet before filling with water, emptying, cleaning, or storing.
- Do not use chemical descaling agents in the water tank.
- The auto shut-off feature is a safety backup. Always turn off and unplug the iron when not in use.

Warning

This content is compiled from multiple sources and is provided for reference purposes only. It may not be complete or fully applicable to all situations. If you are unable to resolve your issue, please contact the product manufacturer or an authorized service provider for official support.

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