LAURA ASHLEY

SINCE 1953

by MyVQ.com.au



1.7L JUG KETTLE

LAK17ROM

220-240V~, 50/60Hz, 1850-2200W

SAFETY AND
INSTRUCTION MANUAL

Please read these instructions before use and retain for future reference.

WELCOME

LAURA ASHLEY

SINCE 1953

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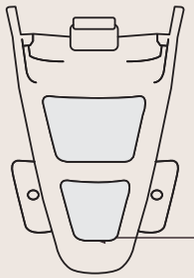
Thank you for purchasing this gorgeous **VQ Laura Ashley Jug Kettle,** designed and engineered by **VQ**. This stylish and classic-looking kettle not only appears stunning but is also incredibly practical. The key features in this guide will walk you through all the functions of your kettle, along with important care and safety instructions.

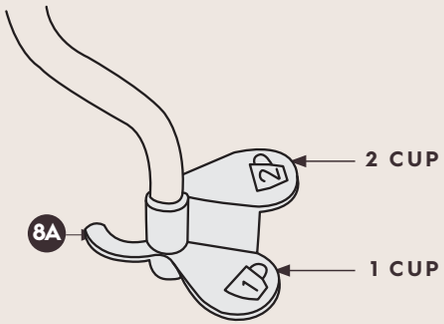
We hope you'll enjoy many years of use from this kettle and may consider adding other products from our collection to your home, including other small domestic appliances, radios, and speakers.

If you do have any questions or require assistance, you can contact our Support Team:

support@MyVQ.com.au

PRODUCT OVERVIEW





MAIN COMPONENTS:

1. Lid
2. Spout
3. Filter
4. Kettle Body
5. Power Base
6. Non-Slip Feet
7. Handle
8. Level Gauge
8A. 1/2 Cup Level Marker*
9. Power ON/OFF & Indicator
10. Mains Cord & Plug

*NOTE: View the 1/2 Cup Level Marker (8A) through the open Lid and then fill until the water touches the Marker.

TECHNICAL DATA

Description:	Jug Kettle
Model:	LAK17ROM
Rated Voltage:	220-240V~
Frequency:	50/60Hz
Power Consumption:	1850-2200W
Protection Class	I (This appliance must be earthed)
Capacity	1.7 Litres

Documentation
We declare that this product conforms with the Australian Electrical Household product legislation in accordance with:

IEC/CB Scheme with AS/NZL National Deviations to obtain the RCM Mark of Compliance
Electromagnetic Compatibility under the Electrical Equipment Safety Systems (EESS)
Restriction of Hazardous Substances IAS
Conforms to FDA Food Contact Materials

PRODUCT CONFORMANCE

This product complies with all relevant SAA approved safety requirements when installed and used in accordance with this instruction manual.

FOR HOUSEHOLD USE ONLY

ENVIRONMENTALLY FRIENDLY DISPOSAL



This symbol on the Product or on its packaging Indicates that this product may not be treated as household waste. Instead it should be handed over to a suitable collection point for the recycling of electrical and electronic equipment. If electrical appliances are disposed of in landfills or dumps, hazardous substances can leak into the groundwater and get into the food chain, damaging your health and wellbeing.

Appliances bearing the symbol shown may not be disposed of in domestic rubbish. You are required to dispose of old electronic appliances like this separately.

Please visit **https://recyclingnearyou.com.au/electrical** for access information about local recycling facilities near to you.

IMPORTANT SAFETY INFORMATION:

PLEASE READ THESE NOTES CAREFULLY BEFORE USING YOUR VQ APPLIANCE

WARNING: Fire Risk – Many people are aware of the potential dangers associated with electrical fires. Perhaps we all know someone who has encountered such an issue, whether major or minor. The primary culprits for these problems are usually tumble dryers, washing machines, and to a lesser extent, refrigerators. However, as a responsible supplier, we want to offer you the best advice to help you avoid any issues with the products you purchase from us, regardless of the risk's magnitude. Therefore, pay special attention to any warnings in these Operating Instructions that are followed by **"Risk of Fire"**.

Read this manual thoroughly before the first use, even if you are familiar with this type of product. The safety precautions enclosed herein reduce the risk of fire, electric shock, and injury when correctly adhered to. Keep the manual in a safe place for future reference.

Always follow basic safety precautions when using an electrical appliance, including the following:

- Ensure all packaging and transit materials have been removed. **DO NOT** remove the Rating Label.
- Make sure that your outlet voltage and circuit frequency correspond to the voltage stated on the Rating Label on the appliance.
- This appliance is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning the use of the appliance by a person responsible for their safety.
- Young children should be supervised to ensure they **DO NOT** play with the appliance. Close supervision is necessary when any appliance is used by or near children.
- **WARNING:** To reduce the risk of electrocution, never operate this product with wet hands, never immerse it in water or use it where it can drop into water.
- **CAUTION:** Keep this appliance out of the reach of children. It should only be used by or under the direct supervision of a responsible adult.
- Take care when handling the appliance. **ALWAYS** unplug it when unattended and before assembling, disassembling, cleaning or storage.
- **DO NOT** let the cord hang over the edge of a table or benchtop. **DO NOT** let it touch hot surfaces or become knotted. Protect it from sharp edges.
- **DO NOT** use this appliance outdoors. It is intended for indoor household use only.
- **CAUTION:** Switch off and unplug the appliance after each use.
- **DO NOT** use this appliance if it malfunctions or if the power cord is damaged. A damaged supply cord must be replaced by the manufacturer or its authorised service centre.
- Check the power cord regularly for damage.
- **DO NOT** use this appliance for any purpose other than those stated in this manual.
- **ALWAYS** use the appliance on a secure, dry, level surface.
- **ALWAYS** switch off and unplug the appliance after use and before removing or attaching parts.
- Grip the plug when disconnecting, do not pull on the cord.
- **WARNING:** The use of any accessories not recommended by the manufacturer may cause a safety hazard or damage to your product and will also invalidate your warranty.
- **ALWAYS** ensure the lid is closed before operation.
- **WARNING: DO NOT** lift the lid whilst the Kettle is boiling. Danger of scalding.

IMPORTANT SAFETY INFORMATION SPECIFIC TO THIS APPLIANCE

- Position the Lid so that steam is directed away from the handle.
- The Heating Element surface is subject to residual heat after use.
- **CAUTION:** Do not switch on the Kettle when there is no water in it.
- **WARNING:** Do not attempt to pour water into the Kettle when it is stood on the base. Risk of electrocution.
- Use this Kettle **ONLY** to boil water.
- **WARNING:** Never immerse the Kettle, Base, cord set or plug in water or any other liquid to protect against electrical hazards. Risk of electrocution.
- **WARNING:** Should the appliance be dropped into water, **DO NOT** attempt to remove it. Switch off at the wall socket and unplug before attempting to do so.
- This Kettle is only to be used with the base provided.
- **NEVER** use harsh, abrasive or caustic cleaners to clean this appliance.
- **NEVER** leave the appliance unattended when in use.
- **DO NOT** place your kettle underneath an area where the rising steam may cause damage.
- **WARNING:** Do not overfill this appliance. This can lead to the Kettle boiling over. Risk of scalding.
- **WARNING:** Do not try to pour the water out of the kettle too quickly. This will cause the water flow to be disrupted and lead to spillages. Risk of scalding.
- **DO NOT** use the kettle if water has been spilt onto the base. Turn the base upside down and leave to dry out before using again.
- **NEVER** use this appliance with a damaged cord or plug, after it malfunctions or if it has been damaged in any manner. Risk of fire.
- If the supply cord or plug is damaged it must be replaced by the manufacturer, its service agent or similarly qualified persons to avoid a safety hazard.
- **DO NOT** use this appliance outdoors. This appliance is intended to be used in household and similar applications, such as:
  - Staff kitchen areas in shops, offices and other working environments.
  - General Houses.
  - By Clients in Hotels, Motels and other residential type environments.
  - Bed and Breakfast type environments.
- This is a **CLASS I** product and as such must be connected to an earthed supply.

BEFORE FIRST USE

1. Remove all the Packaging.
2. Wipe the outside of the **Kettle Body** (4) and the **Power Base** (5) with a moistened cloth then rub dry using a soft cloth.
3. Stand the **Power Base** on a dry and level surface.
4. Press the indentation in the **Lid** (1) to open it.
5. Fill the Kettle to the 1.7L **MAX Level** on the **Level Gauge** (8) with clean water.
6. Close the **Lid by pressing down on the outer area**.
7. Place the **Kettle** on the **Power Base**.
8. Connect the **Power Cord** (11) to a **Wall Socket**, switch on the **Wall Socket**.
9. Press the **Power ON/OFF Switc**h (9) downwards.
10. The **Power ON/OFF Switch** (9) will illuminate and the **Kettle** starts to heat up.
11. When the **Kettle** has boiled remove it from the base and empty.
12. Rinse, refill to **MAX Level** mark and repeat 4-11 again.
13. Rinse.

USING YOUR KETTLE

1. Connect the **Power Base** unit to a suitable **Wall Socket**.
2. Fill your **Kettle** with clean water from the cold tap.

TIP: Do not put more water in the **Kettle** than you intend to use at one time. This **Kettle** is equipped with a **1 CUP Level** (9A) which maximises the saving in time and energy if you only want to make one drink. See the **PRODUCT OVERVIEW Diagram**. Don't forget, water is best when it is freshly boiled.

NOTE: The **1 CUP LEVEL** should be viewed through the raised lid and then the water filled until it reaches the **1 Cup Marker** fitted to the steam pipe.

3. Place your **Kettle** on to the **Power Base** and switch on.
4. When the **Kettle** has boiled it will switch off automatically.
5. Lift the **Kettle** from the **Power Base** and pour out the water as required.

NOTE: Your **Kettle** is equipped with **LOSO (Lift Off Shut Off)**. This means that if you lift the **Kettle** off the **Power Base** before it has shut off automatically it will switch off as you remove it. This is a useful safety feature that prevents an empty **Kettle** that is still switched on being put back onto the Power Base.

NOTE: Your **Kettle** is also equipped with **"Boil Dry"** protection. If you forget to fill the **Kettle** with water and switch on the protection will activate preventing damage to the **Kettle**. Leave the **Kettle** to cool for 10 minutes then fill with cold water. The trip will then be reset, and the **Kettle** can be used again.

CLEANING

1. Unplug the **Kettle** from the wall socket and allow it to fully cool.
2. Wipe the exterior of the **Kettle** and the base with a moistened cloth.
3. Dry with a soft cloth.
4. **DO NOT** use abrasive, aggressive or caustic cleaning materials. These can cause permanent damage to your appliance.
5. If you live in an area of hard water (high calcification) then, over time, you may suffer from a build-up of lime-scale. If this happens then use a proprietary de-scaling product to treat your **Kettle**. Follow the manufacturer's instructions. On completion, fill your **Kettle** with clean water, boil, empty and rinse. Repeat this twice before using the **Kettle** again.
6. You may notice the appearance of small rust spots within your **Kettle**. This is caused by impurities in the water. It is not a fault nor a cause for concern.

CLEANING YOUR FILTER

Periodically your **Filter** (1) may need cleaning as lime-scale builds up. Proceed as follows:

1. Allow your **Kettle** to fully cool.
2. Remove the Lid of the **Kettle**.
3. With one hand inside the **Kettle** (to catch the Filter), and your forefinger underneath the lip of the filter simply lift the **Filter** upwards out of the location.
4. Remove the **Filter** and rinse. If the **Filter** still has lime-scale on it then leave it in a solution of **White Vinegar** and **Water** overnight.
5. Rinse thoroughly.
6. Replace the **Filter** by putting it back in through the open **Lid** into the filter location.
7. The **Filter** will only fit in one direction so when replacing the **Filter** Press in firmly it should click into place.

STORAGE

1. Unplug the **Power Cord** from the mains power socket.
2. Allow the **Kettle** to cool thoroughly (at least 15 minutes).
3. If you wish you can wrap the **Power Cord** around the **Cord Storage** brackets on the bottom of the **Power Base**.
4. Store in a dry location out of the reach of children.

WATER QUALITY AND YOUR KETTLE

We want your new **Kettle** to provide you with many years of trouble-free service. We have been very careful to construct it from high-quality materials and subjected it to rigorous process control during manufacturing. However, some things are out of our control, one of these is water quality. Below are a few measures you can take to prevent the adverse effects that poor water quality can have on your kettle and on the taste of your water:

1. **Filling Your Kettle:** Empty any water left in your kettle from the last time you used it. If you haven't used water from your tap for some time **ALWAYS** run the water for around 30 seconds to clear out the water that has been sitting in your pipework thus ensuring fresh water.

2. **Overfilling: DO NOT** put more water into your kettle than you need. This saves energy and allows the kettle to boil more quickly.

3. **Hot Water Tap: NEVER** fill your kettle from the hot water tap. Water that has been standing in the hot water tank can contain undesirable minerals etc. that may have leached from the surface of the tank.

4. **Water Hardness:** Hard water causes a build-up of limescale which as well as reducing the efficiency of your kettle (takes longer to boil) and can also lead to limescale getting into your drinks.

   a. **Cleaning Your Kettle:** If you do live in a hard water area then we recommend regular descaling of the kettle with a kettle cleaner. Follow the instructions on the packet and make sure to rinse thoroughly when completed.
   b. **Water Softener:** Some people choose to have a water softener fitted as hard water can affect many appliances in your household as well as kettles, washing machines and immersion heaters. Obviously, this is a more expensive solution but has the benefit of protecting all your appliances so can be cheaper in the long term.

Water Impurities: These can cause amongst other things, rust spots on your kettle, this is not corrosion but the effect of impurities in the water. If you suffer from this problem, then you may want to consider using bottled water both for drinking and for using in your kettle.

FREQUENTLY ASKED QUESTIONS / TROUBLESHOOTING

PROBLEM	POSSIBLE REASONS	SOLUTION
Kettle fails to operate.	Not plugged in or switched on at wall socket. Boil Dry Protection has been activated.	Plug into the mains power outlet. Allow Kettle to cool, then add cold water. The Kettle will reset and can then be used.
The Kettle is boiling over.	The Kettle has been filled over the MAX (1.7L) level.	**DO NOT** overfill. Risk of scalding.
The Kettle has become slow to boil.	Calcification has occurred.	De-calcify the Kettle as described in the Cleaning section.

YOUR REVIEW, OUR QUEST

In today's digital age, online reviews have become a powerful tool for consumers seeking honest opinions and reliable information before making a purchase. However, the increase of fake reviews has cast a shadow of doubt on the authenticity of these testimonials.

At **VQ**, we believe in transparency, integrity, and putting our customers first. Research indicates that a significant percentage of reviews found online are fabricated, created either by companies themselves or automated bots. This unethical practice aims to boost sales by deceiving consumers with false endorsements.

The consequences of fake reviews extend beyond the realm of dishonesty. These fabricated testimonials can mislead consumers, leading to unsatisfactory purchases and eroding trust in the entire online shopping experience.

Fake reviews pose a serious threat to consumer trust and the credibility of online retailers. It's crucial for businesses to take proactive measures in eliminating fake reviews to protect their customers' interests and foster a genuine online shopping environment.

At **VQ**, we take immense pride in our commitment to ethical practices and customer satisfaction. We adamantly refuse to engage in the fabrication or promotion of fake reviews. Our mission is to create an honest and transparent platform where customers can rely on genuine feedback to make informed decisions.

Hence the name VQ, Vision in Design, Quality in Construction.

In February 2021, U.K. consumer advocacy group Which? published an investigation into how fake reviews for products available on Amazon Marketplace were being sold online in bulk. It found that companies set up for the sole purpose of flooding Amazon sellers' product listings with phoney praise were fuelling a huge global industry of coordinated online reviews.
We are proud to say that we have gained the most Which Awards for our audio products than any other British brand. Which magazine is an independent publication that vigorously tests products across many different areas in order to give the consumer an impartial overview of how each product performs.

We understand that mistakes can happen, and sometimes products may have faults or fail to meet expectations. In such instances, our dedicated support team is readily available to address any concerns and resolve issues promptly. We value our customers' experiences and continuously strive to improve our products and services based on their feedback.

To combat the prevalence of fake reviews, we need your support. Genuine reviews from real people who have experienced our products first hand are invaluable in helping others make informed choices.

If you have purchased one of our products and are enjoying the experience, we encourage you to share your thoughts and provide honest feedback. Your feedback matters to us, and we sincerely appreciate your support in helping us create a legitimate community of shoppers.

We are building a growing community of customers via our **VQ & YOU! Brand Ambassador Programme.** There is an option to leave a review of a product purchased to gain points that can be redeemed with a % discount on our products. Our reviews are from 'real' customers, and we greatly appreciate and listen to all of the feedback.

VQ & YOU! Brand Ambassador Programme & Affiliate Marketing Scheme

We believe that providing genuine reviews from real customers is the cornerstone of an ethical retail industry. By choosing to combat fake reviews and put our customers first, we strive to foster a trustworthy shopping experience that empowers consumers to make informed decisions.

Together, we can create a more reliable and transparent online retail sector, one genuine review at a time. **Your Review, Our Quest**.

WARRANTY:



Your appliance comes with a standard 12 Month manufacturer's guarantee, however, with registration online you can extend this warranty to 24 months to enjoy even more piece of mind.

Simply visit
www.MyVQ.com/pages/warranty
to register your product for this extended warranty.

If you do need any assistance with this appliance during your Warranty period contact the VQ support team:

| support@MyVQ.com.au

REGISTER YOUR WARRANTY, CUSTOMER SUPPORT AND ONLINE MANUALS

Imported by:
Official Distributor for Australia &
New Zealand: GAF Control Sales 24A Park West Drive, Derrimut Victoria, AUS 3026 Phone no: (03) 8368 1800, Free Call: 1300 659 489

Manufactured by:
Sourcing Boutique HK Ltd, 21st Floor, The Phoenix
23 Luard Road, Wan Chai, Hong Kong.

LAURA ASHLEY

SINCE 1953



Compliment your Kitchen with the Rosemore SDA Collection

Need Help?

www.MyVQ.com.au

support@MyVQ.com.au