LAURA ASHLEY

SINCE 1953

by MyVQ.com.au



4-SLICE TOASTER

LAT4ROM

220-240V~, 50/60Hz, 1550-1850W

SAFETY AND INSTRUCTION MANUAL

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

WELCOME

LAURA ASHLEY

SINCE 1953

by MyVQ.com.au

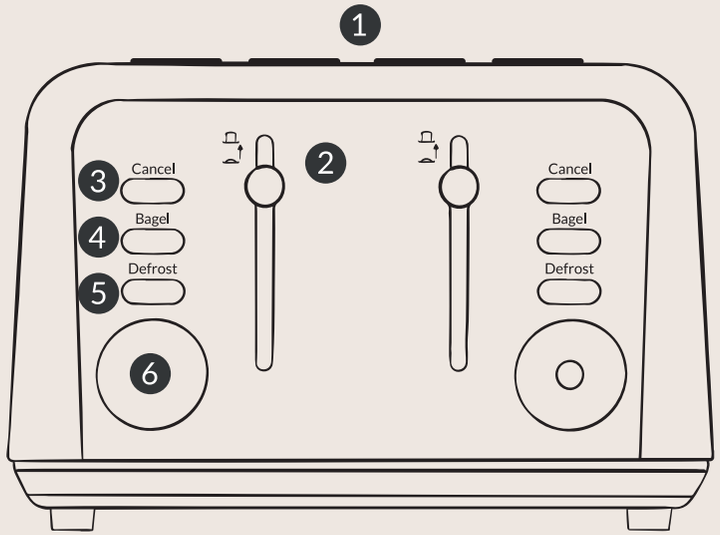
Thank you for purchasing this gorgeous **VQ Laura Ashley 4-Slice Toaster,** designed and engineered by **VQ**. This stylish and classic-looking Toaster not only appears stunning but is also incredibly practical. The key features in this guide will walk you through all the functions of your kettle, along with important care and safety instructions.

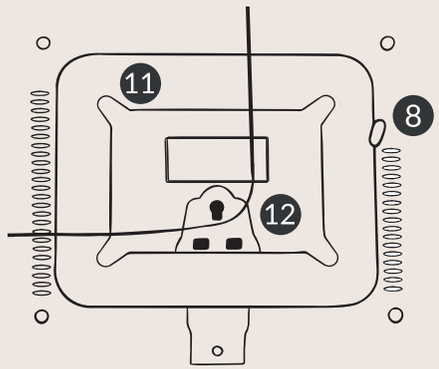
We hope you'll enjoy many years of use from this Toaster and may consider adding other products from our collection to your home, including other small domestic appliances, radios, and speakers.

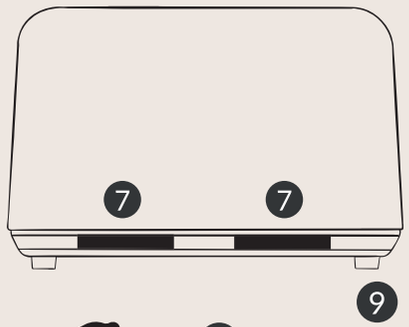
If you do have any questions or require assistance, you can contact our Support Team:

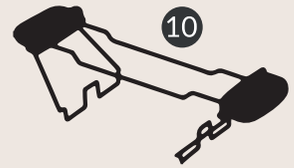
support@MyVQ.com.au

PRODUCT OVERVIEW









MAIN COMPONENTS:

1. Toasting Slots x4
2. Loading Lever/s x2
3. Cancel Button
4. Reheat Button
5. Defrost Button
6. Browning Control
7. Removable Crumb Tray
8. Power Cord
9. Feet x4
10. Warming Rack x1
11. Cord Storage
12. Cable Guide

TECHNICAL DATA

Description:	4-Slice Toaster
Model:	LAT4ROM
Rated Voltage:	220-240V~
Frequency:	50/60Hz
Power Consumption:	1550-1850W
Protection Class	I (This appliance must be earthed)
Capacity	4 Slice

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

ENVIRNMENTALLY 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.

IMPORTANT SAFETY INFORMATION SPECIFIC TO THIS APPLIANCE

- When first used there may be some smoke due to residual manufacturing burning off. This is not a fault and will soon dissipate.
- The surfaces of the **Toaster** can become very hot in use, particularly the top area where the bread fits into the slots. **DO NOT** touch these surfaces. Danger of burns.
- **DO NOT** push any objects, particularly metal into the bread slots. **Risk of electric shock and / or product damage.**
- **DO NOT** operate this Toaster under or close to curtains, blinds or similar combustible materials. **Risk of fire.**
- **DO NOT** place the cord or other items over the top of the **Toaster** when in use or immediately after use. The surfaces become very hot. **Risk of fire / damage.**
- **DO NOT** cover the **Toaster** when in use. **Risk of fire.**
- **DO NOT** leave this appliance unattended when operating.
- **DO NOT** leave this appliance connected to a wall outlet when not in use.
- **DO NOT** leave the cord hanging over the edge of a tabletop or worktop where a child may pull on it. **Danger of burns.**
- **DO NOT** attempt to lift the **Toaster** by placing your fingers inside the Bread Slots. **Risk of burning / electric shock.**
- **WARNING. ALWAYS remember to clean out the Crumb Tray regularly. Risk of fire.**
- This appliance is not intended to be operated by means of an external timer or similar device.
- **CAUTION: It is possible, that over the long term the colours of your printing may fade if subjected to continuous strong sunlight. We therefore advise avoiding this if at all possible.**

BEFORE FIRST USE

CAUTION: Take care when the product is hot as the printed surfaces may be more prone to damage particularly by sharp objects.

- Carefully unpack your **Toaster** and check that all the parts are present and undamaged. See **Product Overview** below for the contents that you should have.
- If you do find any damaged items, then **DO NOT** use the product. Contact your Service Centre for advice.
- We recommend you retain the packaging for ease of storage and as a precaution in case you experience a problem and need to return the item for repair.
- Before toasting bread, that you intend to eat we recommend that you cook two slices to ensure that any manufacturing residues have burnt off.
- Remember to regularly remove the crumb tray to empty it. **Failure to do this can cause a risk of fire.**

*** IMPORTANT: This Toaster (the Australian version) is equipped with an Anti-jam feature for your safety. If the bread should become stuck so that the Loading Lever does not return to the up position at the end of the toasting cycle, then the toaster will automatically switch off preventing the toast from burning and the ensuing risk of fire. If this should happen, UNPLUG the toaster from the wall socket and remove the jammed slice of toast.**

USING YOUR TOASTER

- Place your **Toaster** on a flat, stable and heat resistant surface.
- Make sure that the **Crumb Tray (7)** is pushed all the way into the **Toaster**.
- Having checked that your local mains supply matches that shown on the rating plate of the appliance plug the toasters **Power Cord (8)** into a wall socket and switch on. If you wish you can also clip the **Power Cord** into the **Cable Guide (12)** to hold the cable out of the way.
- As a starting point, set your **Browning Control (6)** to the halfway point (setting 4).
- Place your bread into the **Toasting Slots (1)** on the top of the **Toaster**.

NOTE: You can just toast one slice or 2 slices if you desire.

NOTE: If the height of the bread slice means that it is sticking out of the Toaster when operating then we recommend toasting the slice horizontally.

Push down and release the **Loading Lever (2)** control. The **Toaster** will start to heat.

NOTE: Pressing the Cancel Button (3) at any point will switch off the toaster and eject the bread.

- Your toast will now start to cook. Once completed the **Toaster** switches off automatically.
- Take care when removing the toast as the surfaces will be hot.

NOTE: If the toast is not protruding far enough to grasp the slice without touching the metal parts of the Toaster, then lift the Loading Lever upwards. This will raise the slice of bread so you can easily remove it.

WARNING: When removing the Bread take care NOT TO TOUCH any part of the top plate as it will be very hot!

USING YOUR TOASTER (CONTINUED)

- Switch off at the wall socket and unplug.

WARNING: ALWAYS unplug your Toaster after use.

- Leave to cool before storing.
- **Reheating**: Your **Toaster** has a convenient reheating feature. To use this, simply press down the **Loading Lever** and then, immediately, press the **Reheat Button (4)**. This activates a separate timer which will reheat your toast for approximately thirty seconds before automatically switching off.
- **Defrost**: A useful function that allows you to toast bread from frozen. Place your bread in the **Toasting Slots** as normal and press down the **Loading Lever**, then, immediately press the **Defrost Button (5)**. The toasting time will be extended automatically to defrost your bread slices and then cook as normal to your selected browning level.
- **Warming Rack**: The **Warming Rack (10)** can be used to warm buns or similar. Locate the **Warming Rack** on top of the **Toaster** positioning it in the ends of the **Toaster Slots**. Place the items you wish to warm on the **Rack** and then press down the **Loading Lever**. The amount of warming time can be adjusted by using the **Browning Control (6)**, a higher number equating to a longer time.

WARNING: DO NOT reheat buns or other items that have had butter or other spreads applied to them, butter etc. may drip into the Toaster. Risk of Fire.

TOASTING TIPS:

- Thin and dry bread slices will toast more quickly than thick, moist bread.
- Fresh bread will always take a little longer to toast due to a higher moisture content.
- If the toast starts to smoke press the **Cancel** button **immediately** to switch off the **Toaster** and eject the bread.
- The adjustment of the **Browning Controls** are affected by several factors; Your personal preferences, the type of bread, the age (freshness) of the bread. It is best to experiment a little when you first start using the toaster to obtain the optimum results for yourself.
- If you are toasting large slices of bread that tend to stick up above the areas of the heating elements then it may give better results if you put the bread in horizontally (long side down).

WARNING: DO NOT reheat toast that has had butter or other spreads applied to it. Risk of Fire.

CARE AND CLEANING

- Allow the unit to fully cool down.
- Using a damp (but not wet) cloth wipe down the outside of the unit, then dry with a soft cloth.
- **DO NOT** Invert this unit whilst emptying the **Crumb Tray** to avoid crumbs becoming trapped in element areas. **WARNING RISK OF FIRE.**
- **WARNING:** Make sure that you empty the **Crumb Tray** on a regular basis.
- **DO NOT** use any abrasive, chemical or solvent cleaning products. These may damage the plastic parts of your appliance.
- **DO NOT** immerse the unit, cord set, or mains plug in water or any other liquid.

STORAGE

- Unplug the power cord from the mains power socket.
- Allow the unit to cool thoroughly (at least 15 minutes).
- If you wish you can wrap the **Power Cord** around the **Cord Storage (11)** brackets and put your **Mains Plug** in the **Cable Guide (12)**.
- We recommend that if the unit will not be used for some time then it is stored in its original box for best protection.

FREQUENTLY ASKED QUESTIONS / TROUBLESHOOTING

PROBLEM	POSSIBLE REASONS	SOLUTION
Toaster fails to operate.	Toaster is not plugged in.	Plug into the mains power outlet.
The Toast is too light in colour.	Browning control is not set correctly.	Turn the Browning Control clockwise.
The Toast is too dark in colour.	Browning control is not set correctly.	Turn the Browning Control anti-clockwise.

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