

Global on-demand platform Laundryheap enters the US after COVID surge

Laundryheap, the world's leading on-demand laundry and dry-cleaning company, has announced their expansion to the US, establishing a presence in Los Angeles, San Francisco, Boston and New York City, following a successful soft launch across the East Coast.

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The company - which offers a contactless, door-to-door laundry and dry-cleaning service - already operates across Singapore, the UAE, Bahrain, Kuwait, Qatar, the Netherlands, Ireland and the UK, where they are headquartered.

Since launching in 2014, LaundryHeap has built sustainable revenue models in all of its early markets across Europe and the UAE. It is now focused on further US expansion and launching in new international markets.

The ongoing coronavirus pandemic has not slowed these ambitions. The latest announcement follows a year of steady growth, which has seen the company expand into five new markets over the summer period, and announce their plans to take on even more cities before the end of the year.

The startup has observed a renewed interest in professional cleaning services as a result of the pandemic and has introduced a range of

measures to provide customers with a COVID-optimised service. This includes contactless collection and delivery, a high-heat, virus-targeting wash, and green travel routes for their delivery drivers. These services are offered in conjunction with the company's unique 24-hour laundry turnaround guarantee, with all services booked through their website or app.

“We’re thrilled to be expanding our offering across the US. We’ve worked hard to perfect our operations over the past six years and continually tailor our services in ways that will be of most value to our customers. This has been especially the case in the wake of the pandemic, and as a result, we’ve managed to expand our support to consumers and bring our services to new communities. Likewise, focusing on steady growth in our early years has proven instrumental in allowing us to expand so exponentially during such an uncertain time. It has also meant that we’re confident in our ability to expand without compromising on our high levels of service. We’re proud to be lightening California’s laundry load during these difficult times and look forward to bringing Laundryheap to more destinations across the globe in the coming months.” - Deyan Dimitrov, Founder and CEO of LaundryHeap



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