

Shark

PRODUCT MESSAGING:

How we're talking about the
**Shark DuoClean Cordless Upright
with Powered Lift-Away IC160UK**



IC160UK

Naming Convention: Shark DuoClean Cordless Upright with Powered Lift-Away IC160UK

These highlights quickly explain the product's key features and benefits.

You can use this information and hierarchy in your customer communications.

1

Unique cordless upright design

Combining the best of both worlds, enjoy cordless freedom with cleaning versatility

- Up to 50 minutes run-time*
- *When used in Ion Power mode, with non-motorised tool.
- Removable Lithium Ion battery can be charged either on or off the vacuum
- Combines some of Shark's best-loved upright technologies

2

DuoClean Technology

Shark's unique DuoClean floorhead features two specially-designed brush rolls

- Go from carpets to hard floors without stopping to switch heads
- Bristle brush cleans deep into carpet pile
- Second velvet-like brush roll draws in debris and removes dust from hard floors



3

Powered Lift-Away Technology

Instantly converts into a lightweight, portable cordless vacuum

- Comfortably clean stairs, under furniture and in the car
- Powered brush rolls continue rotating, rather than relying on suction alone



POWERED LIFT-AWAY™

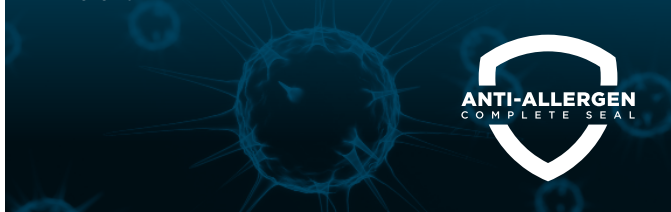
4

Anti-Allergen Technology

Perfect for allergy sufferers and pet owners

- Anti-Allergen Complete Seal captures and traps 99.9%* of dust and allergens inside the vacuum, not releasing them back in to the air you breathe.

*Based on IEC Standard 62885-2 Cl 5.11 at 0.3 to 10 microns.



ANTI-ALLERGEN
COMPLETE SEAL

5

Clean anywhere

Easily vacuum sofas, surfaces, curtains and ceilings.

- Extended reach wand to clean high up
- Includes upholstery, crevice and dusting tools
- Enhanced swivel steering
- Signature LED headlights



Tech Spec

| | |
|----------------------------|--|
| Model Number | IC160UK |
| Product Description | Shark DuoClean Cordless Upright Vacuum with Powered Lift-Away |
| Technology | DuoClean, Powered Lift-Away |
| Charge Time | 3.5 hours |
| Run Time | Up to 50 minutes* * When used in Ion Power mode, with non-motorised tool. |
| Dust Cup Capacity | 0.6L |
| Settings | Floor Type - Carpet & Hard Floor |
| Easy Emptying | Yes |
| Weight | 5.7kg |
| Accessories | 1 x 20cm Crevice Tool 1 x Dusting Brush 1 x Wide Upholstery Tool 1 x Lithium Ion Battery 1 x Charging Dock 1 x Charging Cable |
| Guarantee | 5 Years (2 years for the battery) |

Lifestyle Images



Cutout Images



The Legal Bit

Please ensure all claims are used alongside the correct disclaimers.

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