

Shark

PRODUCT MESSAGING:

How we're talking about the
**Shark DuoClean Cordless Upright
with Powered Lift-Away. TruePet Model
IC160UKT**



IC160UKT

Naming Convention: Shark DuoClean Cordless Upright with Powered Lift-Away. TruePet Model IC160UKT

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 vacuum designed for homes with pets

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
- Includes Shark's TruePet Hair removal tool

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



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.



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	IC160UKT
Product Description	Shark DuoClean Cordless Upright Vacuum with Powered Lift-Away. TruePet Model
Technology	DuoClean, Powered Lift-Away, TruePet
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 Motorised Pet Tool 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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