

Shark

PRODUCT MESSAGING:

How we're talking about the
**Shark DuoClean Cordless Stick Vacuum Cleaner
with Flexology.
TruePet Model [Single Battery]
IF200UKT**



IF200UKT

Naming Convention: Shark DuoClean Cordless Stick Vacuum Cleaner with Flexology. TruePet Model [Single Battery] IF200UKT

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

Please refer to this information and hierarchy as a guide when creating customer communications.

1

A cordless revolution for pet owners

This lightweight cordless stick vacuum cleaner is purposefully designed for homes with pets

- Features Shark's exclusive DuoClean and Flexology Technologies
 - Up to 22 minutes run-time*

*When used in extended run-time mode, with non-motorised tool.

- Includes 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

Flexology Technology

The flexible wand bends so you don't have to

- Reach anywhere – Bends to clean under low-lying furniture
- Store anywhere – Click to fold down for convenient, free-standing storage
- Charge anywhere – Removable battery can be charged either on or off the vacuum



FLEXOLOGY

4

Converts to handheld

Instantly transforms into a lightweight, portable cordless vacuum with included tools

- Perfect for cleaning stairs, sofas and in the car
- Quick-release wand to clean ceilings, curtains and high shelving



5

Clean anywhere

Easily vacuum edges, surfaces and hard-to-reach areas.

- Also includes upholstery, crevice and dusting tools
- Signature LED headlights



Tech Spec

| | |
|----------------------------|---|
| Model Number | IF200UKT |
| Product Description | Shark DuoClean Cordless Stick Vacuum Cleaner with Flexology. TruePet Model [Single Battery] |
| Technology | DuoClean Flexology TruePet |
| Charge Time | 3.5 hours |
| Run Time | Up to 22 Minutes* *When used in extended run-time mode, with non-motorised tool. |
| Dust Cup Capacity | 0.33L |
| Settings | Floor Type - Carpet & Hard Floor |
| Weight | 4kg |
| Accessories | 1 x Motorised Pet Tool 1 x Crevice Tool 1 x Upholstery Tool 1 x Dusting Brush 1 x Lithium Ion Battery 1 x Power Pack Charger |
| Guarantee | 5 Years (2 Years for the battery) upon registration with Shark |

Lifestyle Images



Cutout Images



The Legal Bit

Please ensure all claims are used alongside the correct disclaimers

Up to 22 minutes run-time*

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