

Shark

PRODUCT MESSAGING:

How we're talking about the
**Shark DuoClean Cordless Stick Vacuum Cleaner
with Flexology
[Twin Battery] IF250UK**



IF250UK

Naming Convention:

Shark DuoClean Cordless Stick Vacuum Cleaner with Flexology [Twin Battery] IF250UK

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

Join the cordless revolution

Discover a new way to clean with this **lightweight cordless stick vacuum cleaner**

- Features Shark's exclusive DuoClean and Flexology Technologies
 - Twin battery model – up to 44 minutes run-time*

*When using double battery pack in extended run-time mode, with non-motorised 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 – 2 removable batteries can be charged on vacuum or in dual dock to double your run-time



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.**

- Includes upholstery, crevice and dusting tools
- Signature LED headlights



Tech Spec

Model Number	IF250UK
Product Description	Shark DuoClean Cordless Stick Vacuum Cleaner with Flexology [Twin Battery]
Technology	DuoClean Flexology
Charge Time	3.5 hours
Run Time	Up to 44 Minutes* *When using double battery pack 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 Crevice Tool 1 x Upholstery Tool 1 x Dusting Brush 2 x Lithium Ion Batteries 1 x Power Pack Charger 1 x Double Charging Dock
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 44 minutes run-time*

*When using double battery pack in extended run-time mode, with non-motorised tool.

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