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A palm-sized washing machine for women's delicate clothing and activewear that washes in just minutes



The Allurette™ washer, launched in 2017, has been designed to allow delicates, activewear and other “hand wash” only clothing to be gently and effectively washed in just minutes without electricity. Weighing less than 112g (4 oz.) and folding to palm size, the Allurette washer alleviates the chore of cleaning “hand wash only” clothing, while extending the lifespan of that clothing. As well as simplifying the hand washing process at home, the Allurette washer makes washing clothes while traveling easier.

As fashion evolves and new fabrics hit the market, the number of “hand wash” only clothes and the cost attached to them is ever increasing. While these clothes look great and have superior function to old-style cotton clothing, we often don't have time to care for them properly. The Allurette washer provides the solution.

Calibre8 Pty Ltd, a company based in Melbourne, Australia, launched the Allurette washer on crowdfunding platform, Indiegogo, where it smashed its funding target in only a couple of days. Allurette is the sister product of the successful Scrubba™ wash bag, which has helped over 100,000 travelers clean their clothes anywhere. Managing director Ashley Newland said that customer feedback was the main drive for creating the Allurette washer specifically for delicate and active wear.

Allurette

"Our customers love the simplicity and effectiveness of the Scrubba wash bag for travel clothing. However, we have had a large number of requests for a smaller version in a neutral colour with a specially designed washboard for home use."

The Allurette washer includes similar proprietary technology to the Scrubba wash bag, with both featuring a flexible internal washboard and a backing grip surface. However, the Allurette washer has been engineered with a series of patterned rounded ridges that function as a washboard for more delicate items.

The Allurette washer requires no electricity and is as gentle as handwashing, yet can provide a machine quality wash in just minutes. To wash delicate clothes or active wear a user simply adds water and cleaning liquid, closes the washer, removes air through the valve and rubs for 30 seconds to 3 minutes. After a quick rinse, clothing is ready to dry.

For further information please contact us at info@myallurette.

High resolution images are available at:

https://www.dropbox.com/sh/zotlsv3ac9gizy5/AAB99I_pHzluHuFr5cYd9G-Ta?dl=0

Our promotional videos are accessible at:

<https://vimeo.com/196135841>

The Allurette washer can be purchased for USD49.95 including free US shipping at:

<https://www.myallurette.com/> and

<https://thescrubba.com/collections/all/products/allurette-washer>

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