

**PRESS RELEASE / LONDON – 10 February 2016**

## **Asteria Cleaners, your Dry Cleaning Concierge goes Mobile**

**London-based Asteria Cleaners is announcing the release of its mobile application on both Android and iOS. The startup provides a high quality on-demand dry cleaning concierge service for busy Londoners.**

*« Habits and consumption patterns of urban people are evolving. The number of employees working more than 48 hours per week in London has increased by 21% over the last 5 years\*. Work is becoming increasingly flexible in terms of hours and location, and everyone expects to benefit from the same flexibility when it comes to managing our personal life. People want to enjoy each minute of their free time. Leveraging the latest technology we are able to meet those expectations by offering an incredibly flexible and convenient premier dry cleaning and laundry service. »*

*« People who work long hours have difficulty finding time to get to a local dry cleaners. Those who cycle to work like to have clean clothes ready when they arrive at the office in the morning. Our mobile solution is a fast and convenient collection and delivery service wherever the customer wants (at the workplace or home). We offer a simple way to save your precious time on a recurring errand. Think about Asteria as your dry cleaning concierge! »*

*Anna Bondarenko, Founder & CEO of Asteria Cleaners*

### **About Asteria's Mobile App Technology**

Asteria Cleaners released a mobile application on Android and iOS. Customers can create account using their email, Facebook or Google+ account and schedule a collection in just a few taps. They can also track their order and update payment details. For more functionality, including garment tracking and invoice printing, customers can log into their account on [www.asteriacleaners.co.uk](http://www.asteriacleaners.co.uk). Asteria's mobile-responsive website was released last year.

### **A Convenient Service**

Asteria's service allows busy Londoners to save time on laundry, dry cleaning and alterations. Clients can book a collection at the time slot and the location of their choice. Asteria's service is open 7 days a week. Time slots are available from 7 am to 11 pm across London.

Following the booking, one of Asteria's concierges will come and collect the customer's garments as requested. Clean clothes are delivered back in as quickly as 24 hours. Customers can track their orders online or via Asteria's app at any time and call the service desk if they have any concerns.

All payment cards are accepted (MasterCard, VISA and American Express). Customers can connect to their online account at any time, view their order history and print invoices.

Asteria offers a full range of garment care services: specialty dry cleaning, shirt and linen laundry, repairs and alterations. Asteria's seamstresses can do any alteration or repair that does not require a fitting. Getting your garment cleaned and cared for has never been so fast and simple!

### **Launch Offer**

To celebrate the launch, Asteria is offering a 30% discount to every new or existing customer who places his next order through the app using the code ASTERIAPP.

*\* Note: according to the "Trade Union Congress".*

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*You want to learn more about Asteria Cleaners or have a free trial?  
Just contact the team!*

### **Learning More about Asteria Cleaners**

Website: [www.asteriacleaners.co.uk](http://www.asteriacleaners.co.uk)

Blog: <https://www.asteriacleaners.co.uk/blog>

Follow on Twitter: [@AsteriaCleaners](https://twitter.com/AsteriaCleaners)

Facebook page: [AsteriaCleaners](https://www.facebook.com/AsteriaCleaners)

### **General Enquiries**

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Note to editors: more content and information are available upon request.