

# TIDE INTRODUCES AN ON-DEMAND LAUNDRY SERVICE

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26 : 02 : 2019    Retail : Lifestyle : Cleaning



Introducing Tide Cleaners, US

Watch this video at <https://www.lsnglobal.com/news/article/23681/tide-introduces-an-on-demand-laundry-service>

US – The detergent brand plans to double the size of Tide Cleaners, its out-of-home laundry offering, by asking consumers where it should open next.

With the aim of bringing the service to more than 2,000 sites across the US by 2020, **Tide** is asking consumers and business-owners to request new locations via a **microsite**. The locations will include drop-box lockers inside high-rise apartment buildings, offices and retail locations such as supermarkets, vans parked on student campuses and 24-hour stand-alone stores. Customers can pre-pay for laundry through an app, drop it off in the lockers and receive a notification when it is ready for pick-up.

'Whether you're one of the millions of people living in a high-rise apartment building or you're juggling college classes, we know taking care of your clothes may not always be convenient,' says Sundar Raman, vice-president of North American fabric care at Tide parent company Procter & Gamble.

As explored in our macrotrend **Subconscious Commerce**, product-driven businesses like Tide are exploring on-demand services in order to create a more intimate relationship with consumers.