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Local Company Clean & Press 4 Less Rebrands and Launches Laundry Subscription Service

“Clean & Press 4 Less” rebrands to “done4Ulaundry” and offers app-based laundry delivery service

February 18, 2022 (Burlington & Chapel Hill, NC) – Clean & Press 4Less, the North Carolina Research Triangle and Piedmont Triad’s top-rated dry-cleaning service, announced that it has completed a major rebranding. The rebrand to done4Ulaundry reflects new services and new technology the company has now launched to offer greater convenience to customers.

The changes to the business were in response to the negative impact the COVID-19 pandemic had on sales. The done4Ulaundry team was inspired by the way in which the grocery and restaurant industries had pivoted to allow customers to place orders online and get deliveries to their homes. done4Ulaundry saw an opportunity to offer laundry pickup and delivery services that could be managed through a mobile app. The service rolled out on a trial basis in 2021 and quickly caught on. done4Ulaundry ended the year just a few orders away from one thousand total pickups and deliveries to local businesses and families.

done4Ulaundry now offers pickup and delivery laundry service to both business and residential customers. The service provides customers with reusable heavy-duty laundry totes that come in three different sizes. Customers can sign up for a flat rate weekly subscription with packages based on small, large, and extra-large “All-U-Can-Stuff” bags that can be stuffed full of laundry items customers wish to have cleaned. done4Ulaundry laundry care is based on customer preferences and the items in the bag, including both wash and fold and dry clean services.

“We want the entire Piedmont Triad and Research Triangle region to know that done4Ulaundry understands that you hate doing laundry. We know families would rather be having fun together than doing laundry. We’re the solution to your laundry problem,” said Doug Hyman, owner and managing director of done4Ulaundry. “We believe that we are launching our automated laundry service at the perfect time as families are going back to work in offices and getting back out of the house for events and travel. The community will begin noticing that the signs on our brick-and-mortar locations are changing, but the friendly ownership and staff have not changed, and the fantastic quality of our service will not change.”

done4Ulaundry signs will replace the old Clean & Press 4 Less signs on their physical locations at 2265 S. Church Street, Burlington, NC and 11312 US HWY 15-501 N, Chapel Hill, NC. The company will continue to offer their top-rated dry cleaning services at their physical locations, but have added a new delivery van to pick up and deliver laundry from businesses and residences. Pricing for businesses and families can be found online at www.done4ulaundry.com and there is a Frequently Asked Questions (FAQ) page to provide additional details.

“The launch of our new subscription laundry service has already exceeded our expectations,” said Hyman. “The market will tell you whether or not you have a great service, and the market is telling us they love it.” Excitement for the new laundry subscription service has been high and customers have responded favorably through online reviews and testimonials.

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About done4ULaundry

done4ULaundry offers subscription laundry service for businesses and families in the North Carolina Piedmont Triad and Research Triangle. Cleaning laundry is slow, aggravating, and time-consuming. Most people give up a whole day of their week to dirty laundry. Done4ULaundry is a weekly laundry subscription service to simplify life for busy professionals and families. We pick up your dirty laundry, carefully wash and fold it, then deliver back the next business day so you can stop worrying about your endless mountains of laundry and do something meaningful with your time. Visit www.done4ulaundry.com to get started or visit one of our physical locations at 2265 S. Church Street, Burlington, NC and 11312 US HWY 15-501 N, Chapel Hill, NC.