

Product description example (Ian Middleton)

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1. Name of the product incorporated into the title



The shark Lift Around vacuum cleaner combines **power, versatility and portability**.

2. Short description (4-5 sentences)

The **ultra-lightweight** Shark Lift Around makes vacuuming a breeze with its **multitude of attachments**. It's **as powerful as an upright** and effortlessly sucks up dirt and dust that you can't even see. **Advanced cyclonic technology** separates the dust from the air and prevents clogging, so your cleaner will **never lose suction**. The **sealed HEPA filtration unit retains 99.99% of dust and allergens**, leaving the air you breathe completely allergen-free.

3. Long description

The power and versatility of an upright in a portable vacuum cleaner

At just **2.7kgs**, the Shark Lift Around is **ultra-lightweight and portable**, yet easily rivals any upright vacuum cleaner when it comes to suction power. Not only does it pick up the dirt that you can see, but it effortlessly sucks up the majority of the embedded dirt you can't. From wooden floors to thick, deep pile carpets, it remains just as effective.

Its **advanced cyclonic technology** ensures that all dust is removed from the airflow, eliminating any clogging in the system, meaning the **suction will be as powerful from start to finish**, no matter how many rooms your house has.

Get into all those hard to reach places

The advantage of a portable cleaner is that it can go where your upright can't. Additionally, a multitude of powerful attachment tools easily suck up the most stubborn dirt and hair, whether it's on the floor, ceiling or even in the tightest of corners. A handy, **on-board detachable tool caddy** allows you to simply change over attachment while on the move. An **ergonomically designed shoulder strap** distributes the weight across your shoulder, helping to take the effort out of carrying and leaving you with both hands free.

There's nothing more frustrating than reaching the end of the cable and having to trudge back and forth unplugging your vacuum and searching for another power socket. But this vacuum's **extra long power cable** will reach across larger rooms and houses, leaving you free to clean and not change sockets so often.

The range of accessories includes:

- **Telescopic Tube:** Increase your reach into those distant, hard to reach areas. Blitz those irritating cobwebs in places such as ceiling corners.
- **Flexible Hose:** Corners and awkward places will never be a problem again.
- **Upholstery Brush:** Pet owners will love this attachment which effortlessly removes animal hair from your sofa, chairs and even your car.
- **6' Crevice Tool:** A handy tool to get into those narrow spots.
- **Dusting Brush:** Perfect for removing dust from your shelves, tables and other furniture. The bristles are soft enough to dust fragile surfaces such as glass, yet firm enough to tackle lamps and curtains.
- **Power Brush:** This air-driven brushroll is ideal for deep cleaning upholstery, stairs, rugs and car floors.
- **Floor Kit Handle:** An excellent little tool to aid handling and manoeuvrability.
- **Straight Suction Nozzle:** The best attachment for bare, wooden floors and low-pile carpets. The perfect accompaniment to the Floor Kit Handle.

Allergy sufferers will love the superior anti allergen technology

HEPA filters are designed to trap dust and separate it from the airflow. This prevents dust getting stuck in the system and clogging, which subsequently causes a loss of suction. But the HEPA filter on its own is not enough.

If your filter is unsealed, then although your system inside will remain unclogged and retain its suction power, dust and allergens can escape from the filter itself and make their way back into the air you are breathing. However, the Shark Lift Around uses a **sealed HEPA filter**, which guarantees that **99.99% of all dust and allergens it picks up remain trapped inside the filter**, leaving the air around you allergen free.

Low maintenance costs

All the **filters are washable** and will last the life of your vacuum, meaning your system will require **virtually no maintenance** and absolutely **no replacement costs**.

4. Technical

- Mass: 2,70 kg
- Power: 600 W

5. How it works

Cyclonic system provides superior suction

Cyclonic systems are bagless. In this model the **dust is retained in a dust cup**, easily removed by the press of a button. Air and dust are sucked up at high speed by a powerful pump into the collection vessel at a direction tangential to the vessel wall, creating a fast-spinning vortex. The dust particles and other debris move to the outside of the vessel by centrifugal force, where they fall due to gravity. For maximum efficiency and sucking power, it's best to empty the dust cup after each use.

A range of handy accessories help make light work of your housework

A lot of thought has gone into The Shark Lift Around, and with so many different attachments the designers thought it would be a good idea to include a **detachable tool holder** that you can easily access while carrying, and swap attachments without having to put everything down on the floor.

6. Who is it for?

- Anyone who wants to clean their home thoroughly and with less hassle and effort.
- **Asthma and allergy sufferers** who need a reliable vacuum cleaner that won't trigger their allergies.
- **Pet owners:** blitz that never-ending cycle of animal hair that seems to dominate your life.