



## PRESS RELEASE

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### **New Vollara LaundryPure Saves Money - No More Hot Water or Detergent Needed to Do Laundry**

*The new LaundryPure is a more energy, cost and eco-efficient way to do laundry, This new model uses 98% less energy, has a great new look, is maintenance-free and consistently gets clothes whiter, brighter and fluffier, all without using detergent, harsh chemicals or hot water!*

Dallas, TX April 08, 2014 – Vollara LLC, a global marketer and manufacturer of natural health and earth-friendly products, has recently released a new LaundryPure unit, The LaundryPure unit transforms regular residential washing machines to a whole new level of cleaning that results in producing whiter, brighter, fluffier and cleaner clothes, all without the use of hot water or detergents,

Doing laundry is becoming more and more expensive for the average American family. Hundreds of dollars can be spent annually on heating water, buying detergent, fabric softener and bleach used to wash clothes. Often, when such harsh chemicals are used to wash clothes, residue can build up on clothes, and inside the washer itself. That residue can leave clothes looking dull and even wear out the fibers faster than normal. On the inside of a washer, that same residue can build up and dislodge, causing stains on what should be "clean" clothes.

Without the need for detergent, or hot water, the new LaundryPure unit uses generated activated oxygen and peroxides to remove detergent residue and dirt from laundry, all while leaving clothes brighter, fluffier, and cleaner. This type of cleaning is based on a commercial process used for over a decade by hospitals, hotels and professional league teams. LaundryPure incorporates the power of Vollara's exclusive ActivePure<sup>®</sup>, Certified Space Technology originally developed for use in the International Space Station, The cleaning action of activated oxygen lifts dirt and grime away from the fibers of fabric and prevents the growth of odor causing bacteria, Washing without detergent can also help reduce allergic skin reactions. The eco-friendly LaundryPure greatly reduces the chemicals released into water treatment facilities produced by typical laundry loads, up to 40 gallons per load

The new LaundryPure comes with a new modern, brushed aluminum exterior that is impervious to rust and is designed, engineered and built in America for reliability and durability. This unit is maintenance free and is backed by a 3 year warranty.

"Our new [LaundryPure](#) is the most technologically advanced unit ever made," said Vollara's President and Chief Sales Officer Bill Coyle. "It deans clothes better without using any harsh chemicals or hot water, and uses 98% less energy than the previous model, Yes, our LaundryPure just got Greener! We believe every home should be a LaundryPure home! It's great for our ecosystem and it's great for your pocketbook, as it can save you real money each time you do a load of laundry.