

Cleaning Platform Helping Rolls out its Global Brand to the UK and Ireland

01 JUNE 2017, LONDON

SUMMARY

Hassle.com, the European pioneer for booking a trusted and local cleaner online, today announced that the company has rebranded to Helping in order to extend its market leadership in the UK and Ireland. This move takes place two years after Hassle.com was acquired by Helping, Europe's leading online marketplace for booking household services online.

Hassle.com, the European pioneer for booking a trusted and local cleaner online, today announced that the company has rebranded to [Helping](#) in order to extend its market leadership in the UK and Ireland. This move takes place two years after Hassle.com was acquired by Helping, Europe's leading online marketplace for booking household services online.

Hassle.com was founded in late 2012 as Europe's first platform to allow customers to book a domestic cleaner online. In summer 2015, the [company was acquired by Helping](#), the leading online marketplace for home services in Europe. Helping is active in nine countries across three continents and has secured €67M of investment since its launch in early 2014.

After the acquisition, the companies first focused on technological- and process-related integration before making the step to merge the two brands. In early 2016, Helping migrated globally to the technology of the subsidiary. At the same time, Hassle.com adopted essential operational processes from Helping, which enabled the company to be the first platform of its kind to [expand nationwide in late summer 2016](#) in the UK.

The first steps towards the rebranding began with the integration of the Helping icon into the Hassle.com branding at the end of last year. From today, the website and any other communications material will change from Hassle.com's purple to Helping's green. The rebranding will not cause any changes on the platform for customers and cleaners. The ongoing long-term relationships, which account for 80% of the business, will not be affected.

Speaking of the change, CEO of Hassle.com, Sam James, says: "Since the acquisition by Helping in 2015, a lot of hard work has been happening in the background to make the rebranding possible. We are very proud of how much trust and loyalty we have built towards cleaners and customers with Hassle.com during the last four years. The global brand is the base for accelerated growth and will enable us to further strengthen our position as the UK's and Ireland's market leader for home

cleaning.”

Benedikt Franke, Co-Founder of Helpling: “A strong and consistent global brand is key to our mission of becoming the synonym for any help at home. The introduction of the Helpling brand in the UK and Ireland reinforces our position as Europe’s leading destination for booking household services online. The UK is one of our most important markets - over the next two years, we will invest €10M into marketing activities in the UK to take the business to the next level.”



IMAGES

Helpling

COMPANIESnewsroom