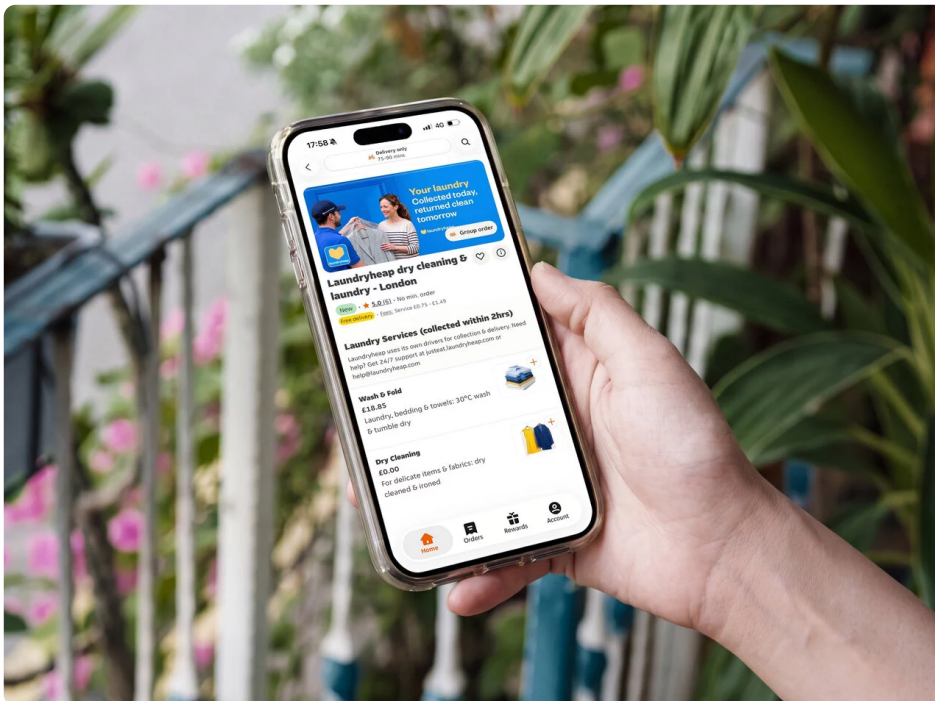


DID SOMEBODY SAY... DRY CLEANING AND DINNER

Just Eat launches first ‘service’ partnership with Laundryheap as summer piles pressure on wardrobes

- Just Eat signs UK success story Laundryheap as its exclusive laundry and dry cleaning partner marking the app’s first service offer and the first time a laundry service has been integrated into a mainstream convenience app
- New service allows customers to book ‘Wash & Fold’ and dry cleaning directly through the Just Eat app with clothes back in a market-leading 24 hours
- Launch comes as sweaty commutes and a packed summer of weddings leave wardrobes working overtime



This summer, Just Eat is making it easier to keep clothes fresh with the launch of a new laundry service in partnership with Laundryheap.

With Transport for London recording around 1.5 million cycling journeys every day, up 43% over the past six years, and temperatures on parts of the Underground having reached 40°C this summer, many Londoners are arriving at work with wardrobes in need of an extra refresh. Whether it's a freshly cleaned shirt ready for the office after a hot commute or a favourite outfit that needs specialist care after a summer wedding, customers can now book laundry collection and dry cleaning directly through the Just Eat app. The door-to-door service offers a market-leading turnaround of just 24 hours.

The exclusive partnership launches in London and will expand to Birmingham, Manchester and Edinburgh within six months, giving customers access to Laundryheap's wash & fold and dry cleaning services alongside their usual Just Eat orders.

Summer is already one of the busiest periods for dry cleaning, as weddings, garden parties and race days mean thousands of dresses, suits and delicate garments require specialist care. However, with recent Laundryheap research* finding that 39% of Brits have ruined clothes by washing them incorrectly, it seems favourite outfits up and down the country are at risk.

Fortunately for customers unsure about how to look after their summer best, the new service offers a simple way to have garments professionally cleaned, with prices starting from just £1.95 per item for dry cleaning.

The same research from Laundryheap has also revealed that Brits spend a depressing 6.5 days a year on average cleaning clothes, so it's little surprise that nearly half (42%) would pay someone to handle their laundry if they could.

The partnership marks Just Eat's first service proposition as it continues to expand beyond food delivery and retail into everyday convenience, helping customers tick another task off their to-do list from the same app they use to order dinner, groceries and everyday essentials.

Laundryheap has served more than 400,000 customers globally and processed over 110 million items, with 465,000 orders processed in the past year alone. The award-winning

company uses low-emission vehicles and efficient water processes to help reduce its environmental impact, while proprietary routing systems additionally help to reduce its carbon footprint and ensure on-time deliveries.

Caroline Bates, Grocery and New Verticals Director at Just Eat UK, said:

"Summer often means busy diaries and busier wardrobes. Whether you've cycled into work on one of the hottest days of the year, have a week's worth of shirts waiting to be washed, or need your wedding outfit professionally cleaned before the next celebration, we're making it even easier to get everyday jobs done."

"Our partnership with Laundryheap is another step in our ambition to become the UK's go-to convenience platform. Customers already turn to Just Eat for dinner, groceries and everyday essentials, and now they can book laundry collections through the same app, giving them one less thing to think about."

Deyan Dimitrov, Founder and CEO at Laundryheap, said: *"Our goal at Laundryheap is simple: to make busy lives easier. We want to give people more time to do the things they love by taking one of life's most tedious chores off their hands. That's why we're absolutely thrilled to partner with Just Eat on its mission to redefine everyday convenience. Now Brits will be able to order dinner and get their dry cleaning done all in the very same app, delivered straight to their door. Laundry has quite literally never been easier."*

How it works

This is a marketplace partnership - orders are taken via the Just Eat app. Collection & delivery is completed by the Laundryheap network.

- To place an order, users simply select a Laundryheap service (Wash & Fold or itemised Dry Cleaning) on Just Eat's platform, and choose a slot the following day for their fresh laundry to be returned.
- Items for cleaning should be packed into disposable bags, with Wash & Fold and Dry Cleaning in separate bags if the order includes both services. (No bags? Your Laundryheap driver will provide some at the collection.)

- Laundry will be collected by a Laundryheap driver and taken for cleaning within 2 hours of the order being placed, or at a time selected by users during the booking process.
- The following morning, they will receive an SMS with tracking information about the return delivery of their clean clothes. An additional reminder with live tracking information will be sent when the driver is nearby.
- Collection and delivery is free (although Just Eat's service fee does apply).

Ends

***Notes to Editors**

The data in this press release was collected by Censuswide on behalf of Laundryheap in a poll of 2,001 UK adults, carried out in February 2026.

About Laundryheap

Laundryheap is the world's leading on-demand laundry and dry cleaning service, and was named one of the UK's Top 8 Innovators at this year's British Business Awards.

Established in 2014, the company now operates in more than 60 cities spanning 17 countries, including the UK, UAE, USA, Singapore, Netherlands and France. Trusted by 400,000 customers, users can book laundry or dry cleaning for clothes, bedding and other specialised items via Laundryheap's simple app. Items are collected, cleaned and returned within 24 hours. Laundryheap also works with bars, restaurants, hotels and Airbnb owners.

About Just Eat UK

In 2006 Just Eat launched as the UK's original online takeaway platform, making ordering your favourite food simple, reliable and local. Fast forward to today, we're evolving beyond food delivery to become the UK's go-to convenience platform. With our AI-powered tech and network of 100,000+ partners, we're now bringing new services to your door. Just Eat offers an unrivalled mix of independent local heroes and big brands, putting the great British high street in your hand.

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