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**NEVER WASH SHEETS AGAIN!**

Brisbane! Sleep well, feel great and do good – all at the same time.

Say good night forever to washing and ironing sheets and trying to keep them as white as they were when brand new.

Instead, subscribe to Sheetly, a brand new 5-star luxe linen service that delivers fresh hotel-quality sheets once a week, every two weeks or every three weeks …however often you’d like.

Even better, dream of a better world while you sleep, with Sheetly providing employment opportunities for asylum-seekers, refugees and people with disability.

The company, the brainchild of social ventures entrepreneur Wendy Rattray in partnership with Whitebox Enterprises, will launch its service in central Brisbane suburbs on March 1 2022, before rolling out nationwide.

“Everyone finds it a chore washing sheets, drying them and ironing them,” says Wendy, who previously worked for major corporates. “Life is too short to spend so much of it doing work that can so easily be outsourced to such a convenient, well-priced and big-hearted service.

“I wanted to come up with something that would be useful to households, saving them valuable time and effort, yet could benefit a group of people who otherwise might struggle to earn a living. And Sheetly is it … a sheet subscription service that shares the love.”

Today is the era of outsourcing housework – think food services YouFoodz and Marley Spoon, and even shopping for toilet rolls with Who Gives a Crap – and, at last, convenience comes to the bedroom, turning it into a luxury boutique hotel-style sanctuary, with the feel and scent of gorgeously crisp new white linen.

Sheetly delivers fresh sheets, together with fluffy white towels if you’d like to add them to the package, to your doorstep on a subscription basis. From $20 a delivery for a queen-sheet set, it’s delicious luxury at an affordable price.

Customers can build their own bundle of sheets and towels from a choice of fitted sheets, flat sheets, doona covers, pillowcases, towels and even bathmats, weekly, fortnightly or three-weekly. Even better, there’s no lock-ins, and the service can be cancelled at any time.

Wendy Rattray is the former CEO of both Weis Ice-cream and Lime ANZ and is now turning her experience to a high-impact business, alongside the White box enterprises team who have founded projects like Vanguard Laundry and Australian Spatial Analytics.

Sheetly has teamed up with Laundretto, a Multicap employment enterprise providing meaningful jobs and skills for people with disability, to launder the sheets and towels from its Banyo and Capalaba sites.

For more information, https://sheetly.com.au/

For interviews with Wendy Rattray phone 0410 448 579 or email wendy@sheetly.com.au

For high resolution images see <https://www.dropbox.com/sh/7i2641azmyxs6ed/AAAPxyqc3prEy4Fnidi7sxdRa?dl=0>