

Press Release

Amsterdam, November 3rd, 2014

Buying your own washing machine is history: Rockstart start-up Bundles takes off!

Bundles raised € 300,000 from investors + € 110,000 in 4 days from the Crowd for its new and sustainable washing concept

Paying for clean laundry instead of paying for a washing machine: [DOEN foundation](#), [Miele](#) and two informal investors believe this is the future. They invested € 300,000 in the start-up Bundles that offers washing machines to its clients at home and connects them to the internet. The consumer then pays for the actual use. The first appliances are funded through crowdfunding site [Geldvoorelkaar.nl](#). Wasbundles are available through www.wasbundles.nl.

The Crowd believes in the concept. The campaign at [Geldvoorelkaar.nl](#) started on October 30th. This morning € 110,000 was committed by 161 different Crowdfunders.

Bundles was founded earlier this year by former RWE/Essent innovationmanager, Marcel Peters. The startup was accelerated by the [Rockstart Accelerator Smart Energy program](#). "Energy conservation and preservation of resources are the key to sustain our planet," he says. "Pay for use instead of ownership is emerging. Now is the time to start with the Bundles concept. Washing machines are appliances that are ideally suited for pay-for-use concepts, because a large part of the cost is determined by how one uses the appliance. "

Miele: "For Miele sustainable actions are not just a logical consequence of the values and tradition of the company, but also a prerequisite for economic success in the long term. We believe in Bundles' business model and are committed to contribute to the development of this innovation. "

Alexander van der Have, Investment Manager, DOEN Foundation: "The concept of Bundles is a great step towards the circular economy and fits well with DOEN Foundations, because we believe that innovative initiatives such as these contribute to a green society."

Wasbundle - LaundryBundle

The first appliance available for households in a Bundle is a washing machine. Bundles selected the innovative Miele washing machine WKG 120 WCS. The user pays € 22.95 to € 26.95 per month for use of the appliance in a Wasbundle for 15 to 35 laundry cycles. Bundles connects the appliance to the Internet using a smart plug – energy meter. The unique data collected is used by Bundles to help its customers achieving a better laundry performance at lower cost. "Because we know what the appliance does, we ensure it runs 5000 cycles producing clean laundry, consuming less energy and detergent and requiring less maintenance. That's the benefit for the environment and the consumer!" according to Peters.

More convenience at lower cost

Through scaling and further cost reduction Bundles aims to make the Wasbundle less costly than buying a disposable appliance. "This is not the case yet, but our first customers are already making a major contribution to achieving this goal. In the end the customers total cost of washing will be lower. The benefit for now is keeping your money in your bank account and the easy contribution to a circular economy."

Circular economy

This business model contributes to the circular economy. Only a few per cent of the components of returned washing machines is currently re-used in new washing machines. Manufacturers can pick up the appliances at Bundles and know exactly what the appliances did during their lives, the business case for remanufacturing of appliances is then suddenly a lot more attractive. "Of the 600,000 units returning from Dutch households per year, the majority can be effectively reused," said Peters.

Crowdsourcing

The financing of the appliances is the next challenge. Bundles What is better than to ask to invest in these durable appliances that the crowd are sustainably exploited? Bundles launched its first crowdfunding campaign on GeldvoorElkaar.nl October 30th. Within 4 days 161 crowdfunders together committed € 110,000. Together they received 79 vouchers of € 50 which they can use to stimulate their crowd to adopt Wasbundles via www.bundles.nl

Besides crowdfunding Bundles will also crowdsource ideas for other Bundles. Next year a competition will start where everyone is challenged to develop other appliancebundles. Bundles invests in and supports the winners. And 'losers' will be supported by giving them the opportunity to show their concept to the market via www.bundles.nl. Bundles will also expand to other countries in 2015. "The world can only profit from new economic models if we all contribute to it." Peters concludes. "Bundles will facilitate this cooperation."

End press release

Want more information?

Visit www.wasbundles.nl or contact us via info@bundles.nl or 085-4011908.

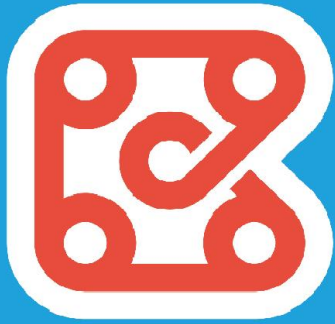
Bundles is present at the European Utility Week from 4-6 November

Bundles BV is located at Herengracht 182 1016 BR Amsterdam

Twitter: [@wasbundles](https://twitter.com/wasbundles)

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Bundles



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