



NEWS RELEASE

Shark® Redefines Stain Removal with New StainForce™ Cordless Stain Cleaner

2025-09-09

Breakthrough Stain-Destroying Technology Eliminates 'Stainxiety' with Dual-Formula Technology and Cordless Convenience

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today unveiled the Shark® StainForce™, a cordless stain elimination system designed to transform the way consumers tackle tough stains and recent spills, wherever and whenever they happen. StainForce™ combines ultra-powerful stain-extracting suction, and an innovative dual-formula spray bottle that delivers the best stain fighting* in the category with 30 times more stain-fighting power**, all with no cords, no set-up and no mixing, so you can destroy stains anytime, anywhere.

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With nearly one in four people finding cleaning tasks

overwhelming¹, many consumers experience what Shark calls "Stainxiety"—the stress and panic that sets in when faced with tough stains, especially before hosting guests or during spill emergencies. Shark created StainForce™ to take the pressure off—no more worrying about muddy paws, unexpected spills, or mystery set-in stains—using smart engineering in a portable cordless design, and an innovative dual-formula spray bottle that activates on contact to instantly neutralize stains and tackle tough, set-in messes anywhere, leaving no stain behind.

"We know that stains and stain cleaning can be incredibly stressful, often leading to what we call 'Stainxiety,'" said Petra Oman, VP Marketing at Shark. "That's exactly why we created StainForce™—to eliminate that pressure and allow consumers to not be afraid of actually living life, with the confidence to destroy any stain or spill, anytime, anywhere. Whether you're a parent dealing with daily spills from kids, a pet owner managing unexpected messes,

or a host preparing for guests, StainForce™ is designed to be your reliable, always-ready solution."

Shark® StainForce™ features a cutting-edge 2-motor system powered by both a motor and an impeller. This delivers ultra-powerful suction that lifts and locks away spills and stains without leaking or dripping—at any angle.

StainForce™ also includes a unique dual-chamber spray bottle system that keeps the dual-activated cleaning solutions separate until the moment of use, ensuring maximum stain-fighting power with every spray. StainForce™ delivers cleaning performance in a lightweight, under-3-lb. design that tackles any mess, anywhere—eliminating 'Stainxiety' once and for all.

The Shark® StainForce™ cordless stain elimination system is now available online at **SharkClean.com** for \$199.99. The complete system includes the cordless StainForce™ unit, Shark's advanced dual-chamber cleaning solution, and the convenient caddy organizer.

For more information about the Shark® StainForce™ or to purchase, visit **SharkClean.com**.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 3,600 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit **sharkninja.com**.

¹ American Cleaning Institute, "ACI Survey: Nearly 9 in 10 Americans Connect Cleaning to Well-Being," 2024

*vs. portable stain cleaner market using included stain solution tested on mustard, ketchup, coffee, chocolate syrup, grape juice, permanent marker, oil and dirt, as of 3/14/25

**vs. Shark Deep Clean Pro Formula

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Source: SharkNinja