



Loftie Launches Loftie+ Habit System to Help People Put Their Phones Down

Descrizione

COMUNICATO STAMPA *default watermark* CONTENUTO PROMOZIONALE

LONDON, April 28, 2026 /PRNewswire/ *default watermark* Loftie, maker of the award-winning alarm clock that replaces the smartphone on the nightstand, today launches Loftie+ *default watermark* a behaviour-change system built to change habits, not track data.

Over half of UK and Irish adults stay up later than planned because of their phones *default watermark* rising to 73% of 18- to 24-year-olds in the UK (Deloitte, 2024). The sleep industry *default watermark*'s answer: sell people a tracker and a score.

default watermark "The sleep industry is obsessed with measurement," *default watermark* said Matt Hassett, founder and CEO of Loftie. *default watermark* "People are staring at a dozen numbers every morning trying to figure out why they feel terrible *default watermark* while the phone that *default watermark*'s wrecking their sleep is the same device giving them the score. We *default watermark*'re not interested in adding more data. We *default watermark*'re interested in helping you put the phone down. *default watermark*"

Loftie+ is a mobile app (Â£9.99/â€9.99 monthly or Â£59.99/â€59.99 yearly) that works on its own *default watermark* no Loftie hardware required. It combines nightly app blocking, daytime focus tools, and screen-time challenges, plus a credit card-sized Loftie Card for your wallet and a free browser extension.

At night: the app schedules blocking around sleep in three phases *default watermark* Relax, Sleep, and Rise *default watermark* guiding users from wind-down to wake-up with minimal phone interference.

During the day: the Loftie Card triggers Focus mode with a single tap *default watermark* at your desk, before a meeting, when the kids get home. Unlike screen-time apps that stay on a shelf at home, the Card lives in your wallet, with you wherever you need to focus.

A free home screen widget, Flip, replaces your phone *default watermark*'s app grid with just the apps you choose *default watermark* no icons, no distractions.

Loftie+ builds on a platform serving over 15,000 members across curated audio, personalised bedtime stories, and wind-down routines. For Loftie hardware owners, an optional feature called Loftie Drift blocks selected apps automatically when you enter the bedroom, using Bluetooth from your Clock or Lamp.

Loftie+ is available now on iOS and Android across the UK and EU. The browser extension and Flip are free.

About Loftie

Loftie is a sleep wellness brand designing products that help people put their phones down for deeper sleep at night and better focus by day. The line includes the Loftie Clock, Loftie Lamp, and Loftie+. The Loftie Clock has been named a TIME Best Invention, recommended by Wirecutter five years running, and is carried at MoMA Design Store, Goop, and URBN.

Website: loftie.com

Logo https://mma.prnewswire.com/media/2963308/LOFTIE_Logo.jpg

Photo https://mma.prnewswire.com/media/2963309/Loftie_includes_a_Loftie_Card.jpg

View original content: <https://www.prnewswire.co.uk/news-releases/loftie-launches-loftie-habit-system-to-help-people-put-their-phones-down-302753395.html>

Copyright 2026 PR Newswire. All Rights Reserved.

COMUNICATO STAMPA **CONTENUTO PROMOZIONALE**: Immediapress " un servizio di diffusione di comunicati stampa in testo originale redatto direttamente dall'ente che lo emette. Adnkronos e Immediapress non sono responsabili per i contenuti dei comunicati trasmessi

[immediapress/pr-newswire](https://www.immediapress.com/pr-newswire)

Categoria

1. Comunicati

Tag

1. ImmediaPress

Data di creazione

Aprile 28, 2026

Autore

redazione