

## **HydraMaster Introduces Maintenance and Service Videos**

*By AlturaSolutions Communications*

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Mukilteo, WA - HydraMaster (www.hydramaster.com), a leading manufacturer of truckmount carpet extractors and related carpet cleaning equipment, has created a YouTube branded-channel specifically to educate customers on maintenance and service issues.

The HydraMaster Service Series channel is located at <http://www.youtube.com/user/HydraMasterProducts#g/a>.

Forty videos are now uploaded discussing a variety of service and maintenance items such as:

- Changing oil and air filters on different HydraMaster systems
- Pump maintenance
- Fuse box inspection
- Descaling processes
- Start-up and shut-down procedures.

The videos all feature HydraMaster service technicians and engineers discussing the equipment.

“This has proven to be one of the most effective ways we have found to communicate with our end-customers,” says Mark Baxter product manager for HydraMaster.

“Before the videos, customers had to search through service manuals or call tech support when there was an issue. Watching the videos is much faster.”

Baxter says the videos run about five minutes; however, there are some discussing more complicated issues that can run close to 15 minutes.

As of May 2011, nearly 3,000 people have visited HydraMaster’s Service Series YouTube site.

“We did not create the videos for promotional or marketing purposes,” adds Baxter. “This is specifically for customers that have already selected a HydraMaster system; just want to ensure that they maintain their equipment properly.”

Baxter adds that the videos allow for a degree of interactivity, which was also not possible before.

“Most users view the videos with their equipment nearby. They [tell us] they follow the technician like he’s in the same room, as he locates parts and components and demonstrates what to do if they need attention,” he says.

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About HydraMaster

HydraMaster is a multimillion-dollar corporation with 150 employees and 90 representatives worldwide. The company manufactures several truckmount systems, a wide variety of accessories for high-performance truckmounts, and specialized cleaning wands.

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