TORNADO®

"A Better Way to Clean"

Press Release

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BSCS SOUND OFF ON CLEANING EQUIPMENT

Tornado e-Poll Digs Deep into Cleaner's Thoughts and Preferences

Chicago, IL—Feb 17, 2008—Conventional 175 rpm floor machines are considered "essential" according to a just completed Tornado e-poll of building service contractors (BSCs). More than 85 percent of the more than 100 cleaning professionals polled said this cleaning tool is a "must-have" to meet their customers' cleaning needs.

The survey also found that HEPA-filtered vacuum cleaners, which help protect indoor air quality, are also becoming "must-have" machines. Fully 80 percent of those surveyed said owning a HEPA vacuum cleaner was "somewhat important" or "very important."

The Tornado e-poll surveys jansan distributors, BSCs, facility service providers, and other cleaning professionals on pertinent issues facing their businesses and the industry. It is

conducted for Tornado®, a leading manufacturer of professional cleaning equipment. *

Among other findings:

- Weight, power, and performance were the big considerations when selecting a backpack vacuum, say 80 percent of the respondents.

- When deciding on an upright vacuum cleaner, BSCs look for machines that are reliable, 41 percent, and have significant power and performance, 35 percent.

- Eighty-six percent indicated they were familiar with cylindrical brush floor machines, which have brushes instead or rotary pads.

- Of those who have purchased a cylindrical brush floor machine, 37 percent said they selected it because of "ease of operation" while 34 percent said the reason was "it does not splatter against walls or furniture."

"About half of the respondents said they were not interested in ride-on carpet extractors simply because they do not clean facilities large enough to require them," says Jolynn Kennedy, marketing manager for Tornado. "However, when asked if they would be interested in a smaller walk-behind extractor, fully 70 percent said yes."

According to Kennedy, this e-poll indicates that BSCs know what they want when it comes to selecting jansan equipment. "Low cost of ownership is paramount because it increases profit margins. We saw this over and over again in the responses along with the need for equipment that is

reliable, powerful, and performs," she says.

* The poll is conducted for Tornado by AlturaSolutions Communications. The online survey has a 95 percent "confidence rating" indicating that even if a larger pool of similar respondents were surveyed, there is a 95 percent certainty the results would be about the same.

Available For Interviews And Industry Commentary:
Tornado Industries President Michael Schaffer is available for interviews and industry commentary by calling (708) 867-5100

About Tornado® a Tacony Company
Tornado Industries has been designing and engineering quality cleaning equipment for more than 80 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions, as well as being committed to the success of its dealer network.

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