

Tornado press release

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Tornado adds five new manufacturer's reps

CHICAGO — Tornado Industries has added five new manufacturer's reps to help expand the company's representation and promote its products in key locations around the United States.

Tornado is an 80-year-old company that manufactures a full range of professional cleaning equipment including vacuum cleaners, floorcare equipment, extractors, sweepers, and industrial cleaning equipment.

The new manufacturer's reps are: Mike Holland with Hoke Sales, representing Tornado in North Carolina, South Carolina, and Virginia; Hans Haywood, a direct hire, whose territory includes Kansas, Missouri, and Iowa; Bill Lewandowski, also a direct hire, who will represent the company in New England; Paul Lee of Sales West Group, representing Tornado in Idaho, Wyoming, Montana, Utah, Colorado, and New Mexico; and Mike O'Regan of O'Regan Marketing with territory coverage in Northern California.

"What impressed me most with all of these gentlemen is how well they know their territories, the industry, and understand the needs of their customers," says Michael Schaffer, president of Tornado. "They all are JanSan veterans, have their 'feet on the street,' and are true marketing professionals."

According to Paul Lee, "End users have become savvy. They dismiss equipment with unnecessary features and focus their attention on 'solutions' machines. That's what we like about Tornado's equipment and why we decided to work with the company."

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.

For information, call 1-800-Vacuums (800-822-8867) or e-mail sales@tornadovac.com.