

TORNADO INDUSTRIES INNOVATIVE CLEANING SYSTEMS

Industry Advisory

FOR IMMEDIATE RELEASE
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Tornado Adds Product Videos to their Web Site

The making of the five minute Hollywood Movie

Chicago, IL - January 28, 2009 - Tornado Industries®, a leading manufacturer of professional cleaning tools and equipment, has just added several demonstration videos to its Web site.

The streaming videos, found on the site in “The Product Demonstration Video Library,” are designed so that visitors better understand Tornado’s product line, the features and benefits of its systems, as well as how to use them most effectively.

The videos include demos of such key company’ products as:

- The BR 13/1, a low-moisture, dual surface machine for carpets and floors
- PV 6 and PV 10 lightweight, ergonomic backpack vacuum cleaners

- Tornado's Marathon Upright Carpet Rinser
- BR Cylindrical auto-scrubbers

Taking the Time to do it Right

"We take our time with our Web site and try to evaluate what works and what does not," says Jolynn Kennedy, Tornado's marketing manager. "Some companies rush to add features to their [Web] site, only to find they are more a distraction than an aid to their visitors."

Kennedy adds that although the videos are planned to be only a few minutes long, "they take a lot of work, planning, editing, filming, and then re-filming," she says. "Each one is like a five-minute Hollywood movie."

In addition to the videos, Tornado is adding an entirely new section to its Web site allowing end customers the ability to purchase equipment parts, accessories, and other peripherals directly from the company. Purchasers may use credit cards as well as to select different delivery options.

"Our Web site is a work in progress," says Kennedy. "By taking our time and being thoughtful about the features we add to our site, we feel we can better meet the needs of our customers. And judging by the growing number of visitors to the site, it appears we are doing things right."

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Photos: None

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.

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