

PRESS RELEASE
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For Immediate Release
Contact:
Robert Kravitz - AlturaSolutions
Communications
773-525-3021
robert@alturasolutions.com

User Survey Takes a Closer Look at Vacuum Cleaners

Chicago, IL - October 22, 2010 - Cleaning professionals use their vacuum cleaners more than 20 hours per week, according to an online survey conducted by [Tornado Industries](#), a leading manufacturer of professional cleaning equipment.

This was one of several questions ask

ed the subscribers of Tornado's [TornadoWatch](#) monthly newsletter, with 123 people taking the survey.



Tornado Industries E-Poll

The most common types of vacuum cleaners

used are upright single-motor vacuums, 40 percent; upright double-motor, 26 percent; and backpacks, 22 percent. The remainder used special-use vacuum cleaners such as wide-area machines.

As an indication of the quality of today's commercial vacuum cleaners, replacing filter bags was listed as the number one cost of ownership. However, if a machine does break down, 63 percent indicated they have backup vacuum cleaners ready.

Some of the other findings included these:

- Most of the respondents replace their vacuum cleaners every three years.
- Selecting a CRI* Seal of Approval vacuum cleaner is very or somewhat important to 55 percent of the respondents.
- Having a HEPA-filtered vacuum cleaner is very or somewhat important to 77 percent of the respondents.

- Selecting an American-made vacuum cleaner is preferred by 53 percent.
- And 35 percent indicated they select their vacuum cleaners based on the machine's features over price; 24 percent prefer a midpriced machine; about 6 percent say they select either the most costly or the least expensive vacuum available.

"We also asked questions specifically addressing LEED-EBOM** standards and vacuum cleaners," says Jolynn Kennedy, marketing manager for Tornado. "For instance, 70 percent said they did know that Green cleaning products were a prerequisite for attaining LEED-EBOM certification."

In addition, nearly all of the respondents knew that a qualifying LEED-EBOM vacuum cleaner must have a sound level no higher than 70 decibels and must meet specific criteria as to performance, dust containment, and protection of indoor air quality.

"This knowledge indicates an increased awareness of the impact that cleaning has on the environment, cleaning workers and building occupants. The trend towards responsible cleaning is becoming the norm today," concludes Kennedy.

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*Carpet and Rug Institute

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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.

Tornado® Industries, Inc.

333 Charles Court #109

West Chicago, IL 60185

Phone: 800-Vacuums (800-822-8867); Fax: 708-867-6968

Chicago Phone: (630) 818-1300

e-mail: sales@tornadovac.com

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