

TORNADO INDUSTRIES

A Better Way to Clean

Industry Advisory

FOR IMMEDIATE RELEASE
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Tweeting a Floorcare Survey

Chicago, IL – June 8, 2009 - More than half (54 percent) of the facility service providers (FSPs) who responded to a recent “social media” survey report that the current economy has had “no change whatsoever” on the demand for floorcare maintenance services.

The survey was posted by and conducted by Tornado® Industries, manufacturers of professional cleaning equipment.

The company, which conducts e-polls on a regular basis, normally invites cleaning professionals to take the survey via e-mail invitations.

This time, however, invitations and links to the survey were posted on a variety of industry-related social media Web sites as well as Twitter, LinkedIn, and Facebook.

The survey found that virtually all—96 percent—of the respondents own their own floor machines.

As to specific types:

- Thirty-nine percent own conventional “buffer-type” machines
- Thirty-six percent own automatic scrubbers
- The remaining 25 percent use walk-behind, ride-on, or multitasking machines.

The FSPs were also asked to describe where they use the equipment. The following were the most common answers:

- Industrial locations, 27 percent
- Schools and universities, 24 percent
- Large offices, 22 percent
- Small offices, 20 percent.

Of those who have purchased a floor machine in the past year, the key reasons for their selection were:

- The right features, 35 percent
- Trusted brand, 20 percent
- Best price, 15 percent
- Recommended by the distributor, 15 percent
- Easiest to use, about 15 percent.

Of those who have purchased a floor machine in the past year, equipment features that are most appreciated include:

- Easy to use, 36 percent
- Great results, 32 percent
- Few maintenance problems, 21 percent.

“We also asked what their biggest challenge was to actually performing floorcare maintenance,” says Jolynn Kennedy, marketing manager for Tornado. “Interestingly, almost 60 percent said it was dealing with obstructions in the work area. As a manufacturer, this tells us a lot about where we must focus our design efforts.”

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 75 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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