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U.S. Products Cleaning Equipment Tip of the Month: How Steve Jobs Would Select a Carpet Extractor

Imagine this scenario: A billionaire walks into a mobile phone shop. The sales assistant asks, "Can I help you?" but gets the reply "Just looking, thank you."

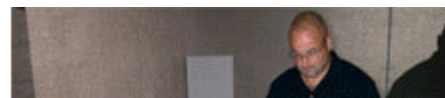
The man looks at a few phones, lifting his glasses to see the details and features of each phone on display. He presses a couple of buttons, shakes his head, and walks out of the store.

This billionaire could buy any phone in the shop; in fact, he could buy the shop, or even the entire mobile phone company. But he doesn't, and walks out frustrated and empty-handed.

The billionaire in this scenario is non-other than Steve Jobs, founder and chief executive of Apple Computer, makers of the iPod, and animation company Pixar. The problem, Jobs explains, is that the phones he examined are complicated with all kinds of expensive, high-tech gadgets and gizmos he will likely never use, and they all do only one thing particularly well. He wants a phone with fewer doodads that is simple to use, but can still multi-task by doing two or more tasks extremely well.

This frustration is characteristic of Jobs, who is known to be notoriously finicky about the tiniest details of the products that Apple produces. In fact, many believe the iPod's success derives from its simple, ease of use and the fact that it can be used not only for listening to music, but for watching video, broadcasting, and as an external hard drive, which it performs skillfully, as well.

From iPods to Carpet Extractors



Interesting as this story may be, what does it have to do with cleaning equipment, and more specifically, hot water extractors?

The past decade has witnessed a minor revolution in carpet extractors. Some advanced machines have been introduced that are more efficient, help increase worker productivity, protect the environment, and produce enhanced cleaning results. However, many of these machines, just like the mobile phones discussed earlier, include costly features that cleaning professionals may rarely use and virtually all perform just one task — cleaning carpets — and nothing more.

This has all changed with the introduction of the [King Cobra 1200 PRO](#) dual surface machine from [U.S. Products](#). This "dual-surface" machine can be used to effectively clean hard surface floors as well as carpets, which means that only one machine is needed to perform two cleaning tasks. This versatility helps end users save considerable sums of money.

Features of the Machine

Considered a low-moisture carpet extractor, the [King Cobra 1200 PRO](#) instantly heats water or cleaning solution to 212 degrees Fahrenheit at the wand tip and generates a powerful 500 psi. The combined feature of less water — .8 gpm — and high heat improve drying time, helps protect the carpet and pad, and makes carpet cleaning easier and Greener.

Switching tools and using the high pressure Turbo tool, the [1200](#) becomes a hard surface cleaner. The machine generates 1200 psi of high pressure cleaning power and then vacuums it up at the same time, saving labor and increasing productivity. A chemical metering system releases just enough cleaning chemical to facilitate cleaning and eliminate chemical waste. And, the machine has proven itself to be especially effective for cleaning tile and grout areas — another savings feature, in both time and money, the [King Cobra 1200 PRO](#) offers.

The [King Cobra 1200 PRO](#) includes an auto/fill and auto/dump system, which improves worker productivity, and a hose management system. This patent pending system includes a 25-foot vacuum hose and solution line on a built-in hose reel that allows the cleaning professional to use as much hose as necessary to perform each cleaning task and also facilitates storage and transport.

Doing the Numbers

As mentioned earlier, one machine that can efficiently perform two cleaning tasks



can help end users save a lot of money. For instance, an automatic floor scrubber costs \$4,500 or more, while a commercial hot water carpet extractor runs about \$2,500 or more. And, because most carpet cleaning contractors and facility managers need several of these machines, finding one machine for two tasks is almost like putting money in the bank.

If Steve Jobs had to select a carpet extractor, he'd probably look for a machine that is simple to use, includes just enough features to help end users productively perform their cleaning tasks, and can do more than one job extremely well. Most likely, Jobs would select the [King Cobra 1200 PRO](#).



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