



## PRESS RELEASE

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### **Survey Focuses on Wet/Dry Vacuum Cleaners**

Fort Worth, TX - July 13, 2009 - Wet/dry vacuum cleaners—a handy tool in the professional cleaning industry—typically do not garner the print and media attention of other floorcare or carpet care equipment.

However, most building service contractors (BSCs) eventually find they need one and, often quite surprisingly, find they use it more frequently than originally believed.

Powr-Flite, manufacturer of wet/dry vacuum cleaners as well as other professional cleaning equipment, recently conducted an online survey to find out how cleaning professionals use wet/dry

vacs, what features they look for, as well as their likes and dislikes. \*

In the survey, participants were asked “when are you most likely to use a wet/dry vacuum?” Of the different choices, “refinishing floors” was the choice of 60 percent of the respondents; 14 percent indicated for cleaning up spills; another 14 percent said they use the equipment in carpet cleaning, with the remainder indicating they use wet/vacs for general cleaning.

The use of wet/dry vacuums was most common in office buildings (43 percent), followed by schools (29 percent) park and recreational facilities (15 percent), and the rest in industrial-type locations.

Other findings included:

- Asked how important the power of the machine is, 67 percent noted it was very important.
- Another majority (73 percent) reported the feature they most appreciate on wet/dry vacuums is a 360-degree swivel hose connector.
- When asked to select the two biggest problems they have had with wet/dry vacuums in the past, the top answers were

“hard to maneuver” (36 percent); the equipment is too loud (15 percent) inadequate tools (15 percent) and “not powerful enough” (11 percent)

- Finally, the respondents were asked what would be their primary source of information on wet/dry vacuums. Forty percent selected their “jansan distributor” with the remainder answering trade publications or their peers.

“Like many [jansan] manufacturers, we listen to our customers and try to develop equipment that best meets their needs,” says Rob Godlewski, vice president of marketing for Powr-Flite. “This survey actually told us a lot about how our end customers use these machines and what they are looking for.”

- Methodology: invitations to take the online survey were included in an e-newsletter distributed to end customers of Powr-Flite. The invitation was also posted on various social media web sites. As of Feb 15, 2009, nearly 100 people took the survey.

### **About Powr-Flite**

Established more than 40 years ago, Powr-Flite manufactures a full line of floor-care equipment and carpet extractors for the professional cleaning industry. Based in Fort Worth, TX, the company has over 20 patented designs and its products are recognized throughout the world for their innovation, durability, quality and performance. Their products are marketed directly to

end-use customers as well as through distributors throughout the North America, Europe and the Far East.

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