

## Floor Care and Appliances



HOOVER® is creating the future of Floor Care. We recognize that people's homes and lives are constantly evolving, and we're changing with them.

We are proud that each of the 700 patents we currently hold represents a challenge we've overcome in our drive to make new, powerful and desirable cleaning products.

We want to be recognized for making people's lives easier and so we make those that do the cleaning the focus of everything we do.

### Products and Technology

#### Products

- Upright – Bagged and Bagless
- Canister – Bagged and Bagless
- Stick
- Lithium ion Cordless
- Handheld Vacuums
- Carpet Washers and Solutions
- Hard Floor Cleaners and Solutions
- Steam Cleaners and Cleaning Solutions
- Specialty Garage Utility
- Cleaning Systems and Air Purification

#### Technology

- WindTunnel® and WindTunnel® Max™, Multipurpose Spinscrub®, MaxExtract®, MaxExtract® Pressure Pro, Bagged, Bagless Cyclonic, Wide Path® Nozzle suction, Dual V® Twin Air Path Suction, Dual Tank Water Filtration and Lithium ion cordless

#### Distribution

- Leading Home Centers, Mass Merchants, Catalogue, TV Shopping, Online Retailers



## HOOVER® WINDTUNNEL® AIR®

Lightweight. Powerful. Versatile.

Patented WindTunnel® Technology lifts and removes embedded dirt in carpets and minimizes scatter on hard floors.



### HOOVER® WINDTUNNEL® HIGH PERFORMANCE

Our best cleaning bagless upright. Air passes through three suction channels and thirteen cyclones to remove unprecedented amounts of dirt and debris with no loss of suction.



### HOOVER® POWER SCRUB™ DELUXE

Powerful. Easy to use. Lightweight.

Exclusive SpinScrub® technology surrounds carpet fibers to deliver 360 degree cleaning.

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Performance is everything. That's why VAX® is the UK's bestselling Floor Care brand. And the only company in the UK to offer cleaning products in every category.

From carpet cleaners, upright and cylinder vacuum cleaners, steam, cordless, and hard floor cleaners – we listen carefully to those who are using our products, so that we can design with their needs in mind.

### Products and Technology

#### Products

- Carpet Cleaners – Rapide®, Dual V®
- Upright/Cylinder Vacuums – AIR®, Power
- Hard Floor Cleaners – Bare Floor Pro, Floormate®
- Lithium ion Cordless – Life®
- VAX® Cleaning Solutions
- VAX® CLEAN WITH NO MACHINE™ solutions

#### Technology

- Heated Cleaning, Single Cyclonic, Multi-cyclonic, Dual V® Twin Air Path Suction, Spin Scrub® deep cleaning, HEPA H12 Filtration

#### End-Users

- Domestic and commercial cleaners who are looking for high-performing products that meet quality, service, range and price criteria

#### Distribution

- Mass Merchandisers, Electrical Multiples, Grocery Retailers, DIY Retailers, TV Shopping, Online Retailers and Direct.



### VAX® AIR3®

answers the three main requirements from consumers:

**it's powerful, lightweight and maneuverable.**



**VAX® RAPIDE® ULTIMATE**

The very latest in deep cleaning and quick drying technologies to provide ease of use and outstanding cleaning performance.



**VAX® BARE FLOOR PRO**

Twin tanks combine steam and detergent to deliver extraordinary cleaning power and fresh, clean scent.



**WHITE BAGLESS CYLINDER**

Pared back and stylish – great performance from a Single Cyclonic cylinder that is easy to clean, maintain and afford.

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DIRT DEVIL® is a vibrant and contemporary brand that addresses every floor care need in one great value, convenient and easy to use package.

Each product is engineered to get a job done well and efficiently. From quick clean-ups to full house cleaning, DIRT DEVIL® has the answer – so busy people can clean up fast and with style.

### Products and Technology

#### Products

- Uprights – Bagged and Bagless
- Canisters – Bagged and Bagless
- Stick Vacs
- Hand Vacs
- Steam Cleaners
- Pressure Washers
- Robotic Vacuums and Accessories

#### Technology

- Bagged, Bagless, Cyclonic, Corded & Cordless

#### Distribution

- Leading Home Centres, Mass Merchants, Catalogue, TV Shopping, Online Retailers



## FEATHERLITE BAGGED UPRIGHT VACUUM

5 floor settings for whole home cleaning and featuring an Allergen Media Bag that traps 99% of dust and pollen immune triggers.



### REBEL CANISTER

Cyclonic cleaning power in a lightweight canister that has a dirt cup large enough to clean your whole house without pausing to empty.



### EASY LITE CORDLESS HAND VAC

Quick and easy cordless cleaning featuring a useful Hook-Handle for easy storage and integrated QuickFlip crevice tool to target those hard to reach areas.