



**HOOVER®** is creating the future of Floor Care. Our innovation shows how we're changing with people's ever-evolving homes and lives. And each of the 1,100 patents worldwide help create new, powerful and desirable cleaning options for everyone.

## 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®, MAX EXTRACT®, MAX EXTRACT® Pressure Pro, Bagged, Bagless Cyclonic, Dual Tank Water Filtration, LITHIUMLIFE® and DUALTECH™

### Distribution

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



\*The LITHIUMLIFE® battery provides full air power while the battery discharges.

## AIR® CORDLESS SERIES



## FLOORMATE® DELUXE

The lightweight and maneuverable FLOORMATE® Deluxe replaces the bucket, mop and scrub brush. Dirt is scrubbed away with SPINSCRUB® technology to deliver the best clean while gently and safely scrubbing hard floors. Dual tanks are easy to fill and empty ensuring clean water is all that touches the floor.





Finally, a full-size cordless vacuum that can clean your whole home. Built on the foundation of the popular AIR® range and powered by LITHIUM LIFE® technology, AIR® Cordless provides full upright power and convenience with a 50-minute\* runtime and an ultra-light 9.9lbs frame – all without the hassle of a cord.



### WINDTUNNEL® 3 TECHNOLOGY

Lift deep down messes. Three channels of suction lift and remove surface debris and deep down embedded dirt. Vacuums without WINDTUNNEL® Technology rely on only one channel of suction.



### REMOVABLE CANISTER

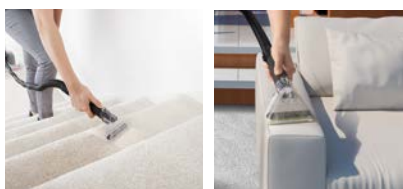
Our latest technologies include powerful cleaners with a removable canister for hard-to-reach areas like stairs and high above floors where traditional uprights can't reach.

\*on average on carpet and hard floors using two batteries



### POWER PATH® PRO CARPET WASHER

The POWER PATH® Pro Carpet Washer cleans in two ways. It features a rotating brushroll and our patented SPINSCRUB® Technology to lift and remove tough carpet stains. These two powerful scrubbing systems deep clean the whole home with 8ft. of above floor reach.



### AIR® STEERABLE

Powerful. Steerable. Lightweight. Another innovative addition to the AIR® range of products, the highly-maneuverable AIR® Steerable twists and turns while delivering confident whole-home cleaning.

# ORECK®

ORECK® has earned its mark for making the finest vacuums with the premium service. Originally a hotel industry vacuum manufacturer, ORECK® is still driven by a singular, consumer-satisfying goal: to provide easy-to-use, lightweight and durable cleaners – each with exceptional power – for every room in the house.

## Products and Technology

### Products

- Upright – Bagged and Bagless
- Canister – Bagged and Bagless
- Stick
- Handheld Vacuums
- Carpet Washers and Solutions
- Hard Floor Cleaners and Solutions
- Steam Cleaners and Cleaning Solutions
- Cleaning Systems and Air Purification
- Cleaning Solutions

### Technology

- SANISEAL® bag system, QUICKSWITCH®, SLIMSWIVEL™, HEPA media, Easy Snap Cord Clip, TRUMAN CELL® Technology, PATH™ filtration system, SPINBRUSH 360™, Smart Suction

### Distribution

- 387 Exclusive and authorized stores in major US Metropolitan Areas, National Commercial Accounts, QVC, Amazon & Oreck.com online, Axe Houghton in Canada



## MAGNESIUM® RS



## SURFACESCRUB™ HARD FLOOR CLEANER

SURFACESCRUB™ is our first hard floor cleaner that scrubs, washes and dries all in one motion. Simply move forward to gently scrub your floors with SPINBRUSH 360™ Technology then pull it back to dry with powerful suction.







MAGNESIUM® RS is the lightest ORECK® product. At only 7.7lbs. It's incredibly powerful, durable and revolutionary. It's a cleaner that fits in even the most modern homes but finds function in form with an easy SLIMSWIVEL® design low that slips under couches and around furniture with ease.



#### TWO-SPEED QUICKSWITCH®

The MAGNESIUM® RS moves smoothly across all floor types with two power levels: high for carpets and low for hardwoods and tile. It's even gentle enough for fine Oriental and Persian rugs on low speed.



#### SLIMSWIVEL® DESIGN

It powerfully swerves to save time and effort when cleaning around and under furniture. It virtually lies flat to cover more ground and quickly gets in tight spots.



#### AIR INSTINCT®

We combined advanced technology, premium design and true HEPA filtration to take the guesswork out of air purification. Its innovative APS™ technology continuously monitors particles in the air and adjusts the fan speed while the 3-Stage PATH™ Filtration system captures dust, pet dander and allergens.



#### REVITALIZE™ CARPET WASHER

DUOSCRUB™ Technology combines SPINBRUSH 360™ Technology with a brushroll to create ORECK®'s most powerful deep cleaning system yet. It helps remove tough set-in stains and more with an 8ft. hose and upholstery tool for stairs, furniture and hard-to-reach areas.





**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 canister vacuum cleaners to steam, cordless and hard floor cleaners – we listen to our customer so we can design with their needs in mind.**

## Products and Technology

### Products

- Carpet Cleaners
- Upright/Canister Vacuums
- Hard Floor Cleaners
- Lithium ion Cordless
- VAX® Cleaning Solutions
- VAX® CLEAN WITH NO MACHINE™ solutions

### Technology

- Heated Cleaning, Single Cyclonic, Multi-cyclonic, DUAL V® Twin Air Path Suction, SPINSCRUB® 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, Do-It-Yourself Retailers, TV Shopping, Online Retailers and Direct



### AIR® CORDLESS FAMILY



### STEAM FRESH COMBI 10-IN-1

This lightweight steam cleaner with a detachable handheld cleaner is for total home cleaning. It comes with a 9-piece accessory kit for almost every household cleaning task including cleaning sealed wood floors, ovens, taps, tile grout and windows.



### FLOORMATE® DELUXE

Replace the mop, bucket and scrub brush with a lightweight and maneuverable hard floor cleaner. It features Clean Boost for targeting stains and high traffic areas for extra cleaning power. SPINSCRUB® technology delivers the best clean while gently and safely scrubbing hard floors.



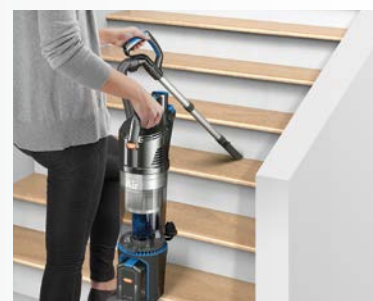


The VAX® Cordless range has the power to change the way you clean. We created a family of LITHIUM LIFE® powered cordless cleaners designed to bring the convenience of cord-free cleaning to every room in your home.



#### WINDTUNNEL® 3 TECHNOLOGY

Lift deep down messes. Three channels of suction lift and remove surface debris and deep down embedded dirt. Vacuums without WINDTUNNEL® Technology rely on only one channel of suction.



#### REMOVABLE CANISTER

Our latest technologies include powerful cleaners with a removable canister for hard-to-reach areas like stairs and high above floors where traditional uprights can't reach.



#### DUAL POWER PRO & DUAL POWER PRO ADVANCE CARPET CLEANER

This powerful, quick drying carpet cleaner duo has extra-large tank capacity and DUAL V® Technology with a wide cleaning path for capturing deep down dirt. A 2.5m stretch hose cleans above the floor and up and down stairs with ease.



#### AIR® STEERABLE ULTRA LITE

This compact and lightweight upright vacuum is equipped with multi-cyclonic technology for powerful suction across both carpets and hard floors. Despite being compact in size, this vacuum still has a full size capacity while weighing 4.1kg.





**DIRT DEVIL®** stands for convenience and value in a contemporary design.

Each product is engineered to efficiently clean with bonus features that make cleaning feel less like work. From quick cleanups to whole-house cleaning, DIRT DEVIL® has options to fit the way you clean.

## Products and Technology

### Products

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

### Technology

- Bagged, Bagless, Cyclonic, Corded & Cordless

### Distribution

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

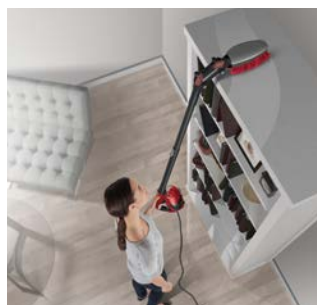


## QUICK CLEAN FAMILY



## 360° REACH™

This innovative design is versatile enough to clean where most upright vacuums can't. 360° REACH™ cleans from floor to ceiling with Vac+Dust Tools with SWIPES™ and the powered stair and upholstery tool to cover every part of each step.





The DIRT DEVIL® quick cleaning lineup tackles messes without the hassle of a broom and the waste of disposable pads. It includes steam, spray and dust cleaning options that are quick, simple and easy to use on any sealed hard floor surface.



#### FLEXIBLE EDGES

The SWIPES™ microfiber pad covers baseboards and floors at the same time, easily capturing dirt and dust in corners and other tight spaces.



#### WASHABLE MICROFIBER PADS

The super-soft yet durable microfiber cloth can be tossed in the wash then reused for long-lasting use.



#### REBEL® 50 WHITE

Silent. Powerful. Futuristic. The REBEL® finds its own path with Smart Air Technology that provides an optimized air flow thanks to perfect shaping and a casing sealing. The air flow stays connected and powerful on its whole way from the nozzle through the filter system to the air outlet.

#### THE HAND VAC 2.0

This next generation hand vac still has the power of an upright for couches, corners, cars upholstery and more. Now included is a 20ft. power cord, easy empty dirt cup and reusable quick-rinse filter.



#### LIFT & GO™

The first upright with removal canister from DIRT DEVIL® provides a perfect solution for anything above floor, including stairs, bookcases and everything in between. With its own Vac+Dust floor tool and 10ft. extended hose, LIFT & GO™ can get into every corner of the home with ease.