



FLOORCARE & CLEANING

Advanced Cleaning Made Simple

Consumers choose HOOVER because our no-nonsense approach to cleaning is tried and true. For over a century, we have delivered best-in-class power and performance without the gimmicks – just smart, purposeful innovation that makes cleaning faster and easier. Built on a legacy of quality and reliability that defines our 100-year history, HOOVER continues to set the standard for trusted solutions in homes everywhere.

HOOVER FORMULAS

HOOVER formulas are crafted to tackle all your cleaning needs — from deep-cleaning carpets and removing tough stains to refreshing upholstery.



NEW PRODUCTS



SmartWash Pet XL
Carpet Washer



Excelerate
Cordless Stick Vacuum



CleanSlate XL
Carpet & Upholstery
Spot Cleaner



Rewind Pet
Upright Vacuum



WindTunnel
Swivel Pet
Upright Vacuum





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In 2025, VAX continued to drive innovation and strengthen the performance of its ONEPWR cordless cleaning range. Leveraging its established market position, the brand further cemented its reputation for reliability, simplicity and consistently outstanding results.

Powered by the ONEPWR battery system, the VAX portfolio now offers even greater versatility across every cleaning task and surface. From Cordless Vacuums and Spot Cleaners to Hard Floor Cleaners and the UK's first Cordless Carpet Washer, VAX ONEPWR gives consumers a seamless, powerful and intuitive cleaning experience.

Alongside this, VAX launched the next generation of versatile and powerful LiftOut models within its upright portfolio. These uprights deliver innovative deep-cleaning performance with the added versatility of LiftOut capability, enabling convenient whole-home cleaning with greater ease than ever before.

Whatever the mess, wherever it happens, there is a VAX solution designed to get it done — quickly, effortlessly and with dependable high performance. This ongoing pipeline of innovation reinforces VAX's commitment to meeting real consumer needs while delivering strong, sustainable growth for the business.

NEW PRODUCTS



ONEPWR Carpet Cleaner



SmartWash XL Advanced Carpet Cleaner



LiftOut Reach Pet-Design Vacuum Cleaner



LiftOut Multi Pet-Design Vacuum Cleaner

