

THE KNOWLEDGE

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New ProHeat All Rounder

– the first truly all-round home cleaner...

It's Bissell All-Round

Since its launch, BISSELL's new ProHeat All Rounder has received a terrific retailer response. Crying out for demo in-store, it's another ideal opportunity for independents to differentiate their floorcare offering, create more sales.

NEXT 'BIG THING'

Our floors at home may have moved with the times, but ways to keep them clean are stuck in a time warp!

With homes now typically having a mix of carpets, rugs, wooden and laminate floors, tiles and lino, it's time for change ... enter the first truly all-round home cleaner – BISSELL's new ProHeat All Rounder.

Forget the bucket and mop, and those cumbersome cylinders, which don't get the desired end result. As a powerful 2,000W vacuum cleaner, cleaning tasks are quicker, more effective – efficient suction ensures the appliance performs particularly well on carpets.

The only vacuum cleaner which also deep cleans carpets, it turns into a simple, speedy hard floor cleaner with easy-fit heads for different surfaces.

Featuring new environmentally-friendly water filtration technology, this 'multi-tasker' is great for deep cleaning carpets, washing and drying hard floors – tiles, wood, even unsealed laminates.

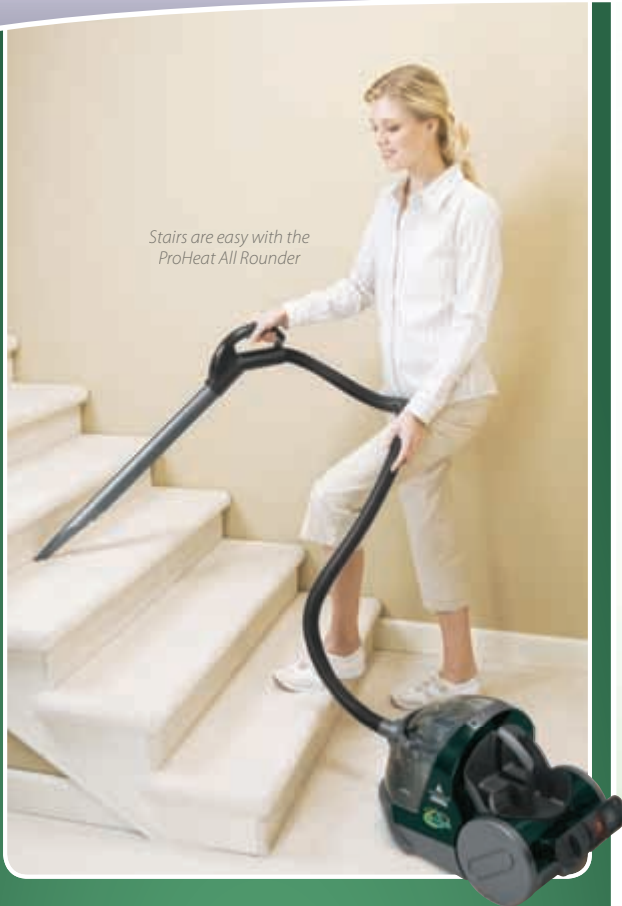
From around £299.00, it's perfect on kitchen/bathroom floors – cleaning all kinds of floors... in all kinds of ways.

A machine fitting today's hectic lifestyles, it takes floor cleaning to a higher level.

Which doesn't cost a fortune, looks good, is easy to use through ergonomic styling – water filtration system helps clean hard floors in one easy-use compact, modern-looking cleaner in smart metallic British Racing Green.



The All Rounder is ideal for wood and even unsealed laminate



Stairs are easy with the ProHeat All Rounder

Features/benefits

- ✦ **Water filtration/Hepa filter** – provides cleaner air – ideal for allergy sufferers, ensures filters do not clog/require less cleaning.
- ✦ **Carpet cleaning** – thick pile to hearth rug, it vacuums/washes around the home.
- ✦ **Hard floors** – ceramic tiles, wooden floors, unsealed laminates, lino – can now be cleaned, vacuumed, dried in seconds.
- ✦ **Onboard tools** – easy to move around, store away.
- ✦ **Quick-dry hard floor tool** – ensures surface dries in seconds, washable pads.
- ✦ **Dry mode** picks up fine dust, wet mode provides thorough wash.
- ✦ **Onboard heater** – delivers efficient cleaning result (hot water cleans best for carpets/hard floors).
- ✦ **Design** – sleek, modern styling in a smart British Racing Green metallic finish.



Bissell's expertise in deep cleaning makes the All Rounder a superb carpet cleaner

Sales talk

Independent retailers are ideally placed to generate sales and make good margins from cleaning appliances and accessories.

Differentiation – deep cleaning is the one floorcare category which *differentiates* a retailer's sales offer without cannibalising it.

Demonstration – cleaners cry out to be demonstrated – an ideal opportunity, especially for independents, to stress to consumers the end user benefits – performance, deep cleaning technology, healthy home environment, value, ease-of-use, quick drying (deep cleaned carpets are relatively dry just after cleaning, not saturated like some earlier shampoo products).

New opportunity – with so many brands offering 'me too' sales propositions – particularly vacuum cleaners – retailers should seek out new floorcare opportunities like deep cleaning, which meet changing consumer needs.

Retail support – the growth of deep cleaning is reinforced by upbeat industry reports. Market drivers include: product design/technology, TV advertising campaigns, retail/consumer educational initiatives highlighting benefits.

Sales potential – while deep cleaning is still a fairly new, relatively small category within floorcare here, USA trends indicate that, potentially, deep cleaning could be worth around £65 million in the UK.

Repeat sales – deep clean appliances mean high cash margins, while cleaning formulae and pet odour products generate repeat sales. Consumers purchase deep cleaners not as an alternative to vacuum cleaners, but as an *additional* acquisition.

Extra 'layer' – deep cleaning is not a direct competitor to conventional vacuuming, but adds an extra 'layer' to floorcare.

Retailers can leverage the potential from the latest advances in product innovation, eg: stain and soil protection, enhanced design, performance, time saving, accessories.



Tiling can be washed to a sparkling finish

Extensive retail support

New web site Cutting edge web techniques with 3D graphics:
www.bissell-allrounder.com

TV campaign

- TV ad with running machine theme in gym, highlights versatility for different floor surfaces – carpet (clean), floor tiles (wash), wood (vac).
- National TV ad campaign, winter 2007/2008, Channel 4 and More TV, plus print ads, PoS.
- Consistently second biggest TV floorcare advertiser, BISSSELL's marketing campaign totals £3.5 million.



More info:
www.bissell.com or www.bissell-allrounder.com

PROHEAT ALL ROUNDER

– THE ALL-ROUND HOME CLEANER