

APPLIANCE

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Special
Feature

dyson digital slim

DC
59

Sucks up as much
dust as even a corded
vacuum cleaner.



RETAILER

2014

Floorcare Feature

What: Sebo Automatic X4 Upright Bagged Vacuum
Why: Able to clean both hard and carpeted floors, this vacuum with an adjustable brush height has five on-board accessories.
How Much: RRP \$899
Get in Touch: Sebo 02 9678 9200



What: Miele S 8590 Premium S8 UniQ
Why: DynamicDrive swivel castors, a velvet bumper strip and a velvet accessory compartment — all Miele exclusives — make this a luxurious and easy-to-manoeuvre vacuum cleaner.
How Much: RRP \$1,199
Get in Touch: Miele 1300 464 353



What: Bosch Runn'n ProEssential Bagless Vacuum Cleaner (BGS4220AU)
Why: SensorBagless Technology for optimal performance and minimal maintenance and Bosch's SilenceSound System with insulation for quiet operation at 74dB(A).
How Much: \$399.
Get in Touch: Bosch 1300 368 339

Spotlight, to illuminate every nook and cranny, and an Illuminated Park System to ensure easy insertion and to provide “an elegant carpet of light while vacuuming”. It is clear Miele is creating a cleaning solution that is not only beneficial to a customer’s health but is also designed for those who are used to the finer things in life.

Not everyone, however, is as opulent as some of the bigger brands. And according to Garth Michaelson, managing director of **Cleanstar**, that’s exactly the reason that this brand is so appealing, not just to consumers but also to floorcare retailers.

Floorcare, said Michaelson, “is a category which still has the potential to offer margin...but this margin is being eroded by cheap internet offers and an increasing proliferation of sellers jockeying for sales.

“Where Cleanstar is different is that we offer our customers massive margins on the products that we sell. Big brands are nice to stock as they bring feet into the store but there is hardly any money in selling them anymore. Specialist floorcare retailers love our products simply because there is great margin in

the products we sell, and our footprint in the big retailers is negligible, so discounting of our products is minimal.”

On average, Cleanstar offers a wide range of budget options and is merchandised to be very appealing not only to those more inclined to be frugal but also to those who want to support Australian business. Moreover, the Australian-owned manufacturer has one of the biggest ranges of vacuum cleaner bags and spare parts in the country, and not only for their own brand.

The high-end unit for Cleanstar is the Platinum V436 (RRP \$799), an all-rounder machine bundled into a compact but powerful package. Usable on almost any floor type, the V436 excels at devouring pet hair, and its bagged design (with a large 5-litre capacity) and HEPA rated filter make it a good sell to those with pets or allergies.

Kristine Collins, product manager at **Sebo Australia**, echoed Cleanstar’s statement that smaller brands are the best choice to sell for retailers.

“With competition fierce there is a great opportunity to stand out from the crowd and lead the field by embracing new suppliers of technology.”

Bidding to lure consumers with a mix of style and customisability, along with the small footprint and manoeuvrability that the upright vacuum segment brings, Sebo’s fashion-conscious Felix Rosso Upright is designed to be the perfect fit for those busy urban dwellers primarily living in apartments (RRP \$1,199).

Coming in a range of colours and patterns, multiple easy-to-maintain attachments mean the Felix Rosso is equipped to tackle any floor type from carpet to hard wood. It also has an extremely high-grade HEPA filter (removing 99.99 percent of fine dust) and was awarded a seal of approval from the British Allergy Foundation.

For those customers wanting a little extra polish from their machine, the Sebo Ultra High Speed Polishing Head (RRP \$599) can be purchased separately to attach to any of Sebo’s Felix or K3 range. The attachment does not require any chemicals or water to run and is suitable to polish everything from wood to vinyl and terrazzo.

Supplying quality multipurpose floorcare products is one solution for pleasing an increasingly time and space

poor consumer landscape. Business manager for **Kambrook**, Adam Tacey, said, "Today's consumers are looking for quick and convenient solutions to tackle everyday tasks and floorcare is no exception."

"As demonstrated in recent years with small kitchen appliances, affordable and multipurpose products get attention for both their space-saving benefits and overall value."

For 2014, Kambrook is reinvigorating itself with a fresh family look and an increasing variety of floorcare products, with the hero of the new range being the Captiv2in1 Turbo Stick Vacuum (RRP \$149).

The stick/handheld vacuum combo will suit those customers looking for a lightweight and easy-to-store floorcare solution with the versatility of both upright vacuuming and handheld convenience, according to Tacey.

UK brand **Vax**, distributed in Australia by **Techtronic Industries**, disagrees with the assessment that multipurpose products are the most successful way to go when pursuing the goal of the 'perfect' vacuum.

"As the number one selling floorcare brand in the UK, our products are not a 'one size fits all' solution," said assistant brand manager Sarah Springer, "instead, they are customised to suit every cleaning requirement in the home."

"There has been quite a shift in the traditional area of floor cleaning. Where the consumer would have just a vacuum cleaner and maybe a handheld cleaner in the cupboard, we're now seeing that this isn't the case anymore. Consumers are looking for the specific solution to suit their needs, and so now there is a suite of products in the laundry or the cupboard to suit their exact cleaning requirements."

Despite Vax's assessment that specialised units are the more appealing product, Springer went on to add that wanting to own a wider range of products does not mean consumers are willing to give up more space in their homes or sacrifice on performance.

"If they're going to have a number of products to suit their specific need, this doesn't mean that the normal cleaning tasks should take any longer than they used to or take up that much more storage space."

"While convenience is rated quite highly, performance will still be key. Consumers continue to become sharper



What: Russell Hobbs R-Vac Pet Robotic Vacuum (RHRV200)

Why: Quiet, intelligent and low maintenance, the R-Vac Pet features a remote control with an innovative scheduling function so it will clean at the time most convenient for users.

How Much: RRP \$499

Get in Touch: Spectrum Brands 03 8551 5000



What: LG Roboking Square (VR6270LVMB)

Why: LG's square-design robotic vacuum allows it to reach hard-to-get-to places that round robotic cleaners cannot, for 94 per cent corner cleaning coverage.

How Much: RRP \$1,239

Get in Touch: LG Electronics 1300 542 273

at expecting certain performance levels in relation to the amount spent on their home appliances."

With this in mind, Vax will be revealing new products for its popular 'Air' range, consisting of several bagless multi-cyclonic machines (RRP \$249-to-\$449), that don't compromise on power or efficiency, while being "so light and compact they're extremely easy to carry upstairs and store in tight spaces".

Vax also has its range of Air3 upright vacuums to suit those end

users needing a powerful but portable cleaning solution. The Air motion technology included in the Air3 gives the unit extreme mobility, perfect for cleaning small rooms or around tight furniture.

From the number one brand in the UK to the number one brand in the US, **Bissell** recently dethroned Hoover as the Yanks' favourite floorcare brand in a market dominated by upright cleaning. The company is now looking to increase its market

share and profile in Australia. The focus will start on its heritage in deep cleaning and will then transition to other cleaning types more common in Australia, according to national marketing manager John Brenner.

"Bissell continues to see strong growth in both the steam and deep cleaning categories," he said. "Increasingly, consumers are replacing their current entry level steam mops with higher priced units with enhanced features."

"Our two bestselling units, the Lift-Off Steam and the PowerFresh, are our premium models

commanding a high ASP. As with canister vacuums, the

consumer is willing to pay for a brand they trust and a product that is unique to the others on the market.

Brenner said that early in the second quarter of 2014,



What: Cleanstar Platinum (v436)

Why: 2,000 watts of pet-hair-devouring 5-litre bagged vacuum cleaning power!

How Much: RRP \$799

Get in Touch: Cleanstar 03 9460 5655