



MIELE PREMIUM TOTAL CARE (S 8790)

- ComfortHandle with radio frequency power control buttons for ergonomic handling
- Silence System Plus makes vacuuming extremely quiet
- HEPA Airclean filter ensures maximum air hygiene
- All-round bumper strip protects furniture from accidental collisions

RRP \$949
Miele 03 9764 7130



LG CORDZERO WITH ROBONSENSE

- Using motorised wheels, this vac automatically follows the user at a measured distance
- Cordless power for up to 17 minutes in full power mode or 40 minutes in normal
- Smart Inverter Motor for superior performance

RRP \$1,099
LG Electronics 1300 542 273



SEBO DUO CLEANING SYSTEM (DRY CARPET CLEANER)

- Alleviates household dust and allergens
- Carpet can used immediately after operation
- No detergent residue is left after cleaning
- Built-in fibre protector helps safeguard your carpet against future stains and soil

RRP \$799
Sebo 02 9678 9200

“Cleaning doesn’t have to be a chore anymore and Electrolux is here to make life easy with thoughtfully designed products that meet both consumer needs and wants.”

Jennifer Osborne, marketing manager for home appliances at **LG Electronics**, said the vacuum cleaner category is one of only a handful of growth categories within the home appliance market.

“Amongst the vacuum category, the major growth segments in 2014 were robotics and handsticks,” she said. “We expect these segments will continue to grow as more Australians will be purchasing these types of secondary vacuums.”

LG’s research into vacuuming in Australia reveals that the cord is the major pain point with consumers. Because of this, LG is fast tracking to Australia its CordZero range of canister and stickvacs, which complement its existing cordless cleaner, the Roboking Square.

Sales Tips with the Experts...

The traditional advice still hasn’t changed: you have to know the product you are selling inside out. With all the innovative changes that have arrived; for example, robots; they can be quite tricky to learn how to operate as they are so electronically functional.

Something else that sellers don’t do well is demonstrating the products. The importance of demonstrating is so important it can’t be stated more strongly. If you demonstrate and know your product, you have the opportunity to sell the customer something that will suit their requirements

...with *Garth Michalson from Cleanstar*

Miele remains committed to bagged technology, which it sees as a truly unrivalled solution for air hygiene. “It is crucial that retailers highlight the advantages that distinguish vacuum cleaners with bagged technology and why they are the best choice especially for those who suffer from allergies,” said floorcare product manager Sharon May.

In addition to its bagged cleaning narrative, Miele will be focusing on the

attachment story through the first half of 2015, asking retailers to focus on how different tools can help make the broad cleaning chore more efficient.

“It is important to educate consumers about the benefits of quality vacuum cleaner models that offer outstanding filtration and dirt disposal, as well as the range of accessories that will optimise cleaning performance depending on specific needs,” May said. “Miele



VAX AIR CORDLESS LIFT UPRIGHT VACUUM CLEANER (VX31)

- Full size upright vacuum with lift-off canister
- Extended runtime LithiumLife batteries offer 60 minutes of operation
- Boost mode offers enhanced power for picking up difficult spills
- Steerable technology to navigate smoothly around furniture, corners and other obstacles

RRP \$598
Techtronic Industries 1300 361 505



KAMBROOK CAPTIV12V TURBO HANDHELD VACUUM (KHV400)

- 12-volt Ni-MH rechargeable battery
- Powerful dust collection with turbo brush for carpet and upholstery cleaning
- Great for picking up pet hair
- Large capacity dust canister with filter

RRP \$79.95
Kambrook 1300 139 798

CLEANSTAR BACKPACK VACUUM CLEANER (VBP1400)

- 15-metre power cord for ultra-convenience
- Light and comfortable to wear
- Dual functionality: choice of bagged or bagless
- Blowing feature for outdoor foliage use

RRP \$149
Cleanstar 03 9460 5655

Sales Tips with the Experts...

Start by identifying what type of home the customer has; whether it’s a small apartment or a large family home, and what type of flooring they have. In some instances, you can explain why many households have both a cordless stick vacuum for daily or instant cleaning, along with a larger canister vacuum for a more thorough clean once a week or even fortnight. Features worth highlighting include overall cleaning performance, level of filtration, noise level and power control.

...with *Michelle Rossier from Electrolux*

offers a host of features and optional accessories to deliver remarkable convenience and perfectly match any type of home and lifestyle.”

Miele’s range of vacuums starts with the Classic Family All-rounder (S 8310, RRP \$529) and goes up to the magnificent Premium S8 UniQ (S 8590, RRP \$1,199).

Samsung agrees with Miele on the importance of accessories and says there is a worrying trend of consumers being confused or ignorant about the advantages they offer.

“We have noticed a lack of awareness from some customers around choice of selection of floorcare accessories that are designed to enhance cleaning when it comes to specific needs in the home,” a Samsung floorcare spokesperson said. “Vacuum accessories can play an integral role in ensuring that a satisfactory clean is achieved, especially when unique home fittings, furniture or room designs

present a challenge, or when cleaning different surfaces in the home like plush carpet or hard tile floors.”

Another point Samsung stresses is the difference between primary and secondary vacuuming devices, such as between its PowerBot vacuum range and its more thorough Motion Sync canister and upright models. “The key is to use mobile and primary vacuums in tandem,” the Korean company said.

The newest product to join the **Vax Air Cordless** line-up will be the Air Cordless Lift, a full-size powerful vacuum with a lift away canister for convenient home cleaning, explained Sarah Stringer, assistant brand manager at distributor **Techtronic Industries**. “Stair cleaning can be a challenge and frustration for many, but thanks to the lift-away canister, with no cords to get in the way, stairs and above the floor cleaning has become infinitely easier.”