

# A Star is Born



**Garth Michalson is the managing director of Cleanstar, the self-styled "leading wholesale distributor of commercial and domestic vacuum cleaners, vac bags, filters, spare parts, accessories and general cleaning equipment" in Australia. He recently spoke with Appliance Retailer about the industry and Cleanstar's new range.**



**Cleanstar's 1,400-watt domestic Backpack (VBP1400, RRP \$149) is for domestic customers looking for a commercial-style vacuum.**

## How is the Australian floorcare category holding up?

As evidenced by the latest results, there is no doubt that this is still a vibrant category with growth opportunity. The category has shown that what people are looking for is cleaning products that make the vacuuming task easier and they respond with their purchasing decisions accordingly. This is why the categories of stick vacs and robots have seen such an increase.

## What is motivating purchases at the moment?

People simply don't like vacuuming! Anything that is out there that will make the task easier will invariably win the purchase. Innovation is always key, and that is the challenge for this category.

## What are your thoughts on the multiple model movement?

Whilst robots and stick-vacs have buoyed the floorcare category, I still believe the public feel that they are not substitutes for vacuum cleaners, and therefore the challenge is still out there for the traditional vacuum

cleaner to come up with innovative concepts to convince the public why they are still the best apparatus for the cleaning job at home.

## How is Cleanstar's range looking for the upcoming season?

We're covering bagged and bagless vacs, stick vacs, handhelds, uprights, steam products, window cleaners and robotics. Our floorcare range offering is extensive and is manufactured in Europe as well as China. We cover the full range of price points suitable for all consumer pocket sizes.

## What's your pitch to floorcare retailers?

One of the biggest advantages that Cleanstar has is that our footprint in the mass merchants is small so we are able to offer great margins to all our many distributors who don't have to compete on price with the major brands, who essentially all offer the same products with colours often providing the only differentiation! Because we have a full suite of products to offer in the floorcare category, with margin in our products, we are an attractive option.



*Vax Steam Fresh Combi Multifunction Steam Cleaner (VX24, RRP \$279)*

***"Understanding the needs of your customer and having the right product mix is extremely important. It is critical to offer the right mix of products from each of the major categories at key price points,"***

*— Sarah Springer, Techtronic Industries (TTI).*



**Coming soon: LG CordZero canister and 2IN1 models.**