

APPLIANCE

Special
Feature

BROWNGOODS WHITEGOODS SMALL APPLIANCES COMPUTERS & COMMUNICATIONS

RETAILER



dyson cinetic

The only vacuum with
No filters to wash or replace
No bags to buy and
No loss of suction.

2015

Floorcare Feature

Cleanstar Pink Aerolite 1400W Backpack Vacuum

- HEPA filter
- Lightweight at 4.3kg
- Dual mode with vacuum/blower function
- Long 15m cable

RRP: \$169

Cleanstar: 03 9460 5655



Electrolux UltraFlex Animal Allergy Pro Bagless Vacuum (ZUF4205AF)

- Combination nozzle/turbo nozzle/hard floor nozzle
- FlexPro nozzle reaches tight and narrow areas
- Captures and retains 99.99 per cent of dust particles
- Compact and light design

RRP: \$649

Electrolux Home Products: 1300 363 640

designed with the highest quality HEPA filters and completely sealed filtration systems to avoid dust-leaks." Another trend the company has identified is the increased attention from consumers about bagged machines. "Consumers have realised that even with bagless machines, maintenance is still required. High quality bagged machines in general are better for allergy sufferers, as the bagged canisters normally come with better dust disposal solutions than most bagless vacuums," Prieto said.

More robotics are heading this way

While agreeing that the battery stick segment continues to gain momentum, Prieto said the penetration rate is actually still low here. She predicts the true breakthrough of the category will come in a few years' time when the next generation of battery technology matures. "Consumers are mostly looking at convenience for an instant quick cleaning solution, but due to the cordless advantage, eventually consumers will seek stick vacuums that

run for longer and clean a larger area." The big game changer in floorcare is robots, "with breakthrough technology that is drastically different to any product we have access to today." And when it comes to aesthetics, colour and finishes are aligning with household renovation trends reflecting a more relaxed lifestyle in warm neutrals, vintage tones and botanical or natural accents. Glossy and metallic finishes are also perceived as premium.

The promotion focus for spring is around the Ergorapido and UltraFlex ranges. Consumers purchasing a selected Ergorapido until October 31, 2015 will receive a bonus car kit valued at \$49.95. The in-store campaign highlights the powerful suction of UltraFlex with an eye-catching visual showing a Dalmation dog 'losing its spots'. The campaign will run in around 200 stores nationally in addition to retailer websites. Speaking about the campaign, Prieto said: "We wanted to communicate the powerful suction of this machine in a different and unique way, moving away from technical features or performance comparisons with competitors' products."

Zeroing in on a cordless

LG has brought in the aptly named CordZero range comprising a cordless handstick vacuum and two cordless canisters.

Sales tips with the experts...

"Know your products features and benefits well, and demonstrate, demonstrate, demonstrate. Who drives a car without taking it for a test drive? Customers like to hear how loud it is, how easy it is to use, how light it is to pull around or carry upstairs and how easy it is to empty or change the filter. Boxes on a shelf don't sell a product as well as a salesperson"

— Garth Michalson, Cleanstar