

Electrolux is enjoying growth from its bagged and bagless products against what the company described as a declining market. “We are seeing growth in our battery product category too,” business development manager floorcare, Julian Huitfeldt said.



Electrolux - Julian Huitfeldt

“While battery is not quite there yet when it comes to replacing deep down cleaning from canisters, we do expect consumers will continue to be drawn to the convenience of the quick ‘grab and go’ cleaning solutions offered in our Ergorapido range which is driving demand for these products.”

He said delivering benefits that simplify the cleaning process and solve consumer frustrations is a primary direction for Electrolux.

The category continues to exceed expectations for **IXL Home** with robust sales growth across the full range of iRobot products, according to brand manager, Emma Basquille. “iRobot maintains a leading position in the robotic vacuum and mopping segments and the launch of the Roomba 980 in 2016 cemented its position even further.” The strongest trend lies within Wi-Fi connectivity via the iRobot Home App, she said, as it provides customers multiple benefits of smart home technology from scheduling cleaning jobs, to notifications and direct access to customer support. The benefits of cloud-connected cleaning will be extended in the Q4 calendar year with the launch of the Roomba 890 and Roomba 690 and the Roomba 637 standard-setting vacuuming robot.

The floorcare category for **Cleanstar** performs better each year with managing director, Garth Michalson attributing this to “good, old-fashioned service coupled with generous margins”. The strongest trend in the floorcare category is stickvacs



Cleanstar - Garth Michalson

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Cleanstar, Garth Michalson.

because everyone wants to be able to vacuum with cordless convenience,” he said. “There is a demand for these products and sales are increasing in every state and we will continue to offer more convenience, battery powered stickvacs and vacuum cleaners in general.” The Australian family-owned business wholesales floorcare products to the industry.

Bissell is achieving good “year-on-year-growth” managing director, Chris Egan said, although June momentum was a little soft, possibly due to end of financial year influences. He said this was more than offset by outstanding May and July results. “Our carpet washing or deep cleaning segment is performing well, buoyed by the combination of new products. This segment has a lower household penetration than global averages which means there is plenty of potential for growth for local retailers. We have implemented research into various aspects of our marketing activities



Bissell - Chris Egan

and extensive campaigns have been undertaken internationally to help guide and evaluate new product development,” he said.



Bosch - Jacqui Howard

Retail floor staff are encouraged to highlight to consumers that the **Bosch Zoo'o** vacuum range is a unique offering within the floor care market. “It is the only range of vacuums designed for homes with pets that offers products across the bagless, bagged and cordless handstick vacuum categories,” head of marketing communications, Jacqui Howard said.



Sebo - Kristine Collins

Sebo, that claims to have been instrumental in the development of the modern vacuum cleaner, continues to introduce new technology to make machines more user friendly, reliable, and produce a better performance. “Already a leader in our field we do not deviate from providing the very best clean and this is shown year after year in Choice vacuum test results,” product manager, Kristine Collins said. **AR**

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