

# Hints For The Home



## New Vacuum Cleaner Closes In On Dirt

(NAPSA)—When do 3 inches go farther than 30? When it comes to getting carpets and floors deep-down clean. That's the philosophy behind a vacuum that features the industry's shortest air path for maximum suction.

Instead of moving dirt through a long hose and cup, the designers put the motor and dust bag as close to the intake as possible. Dirt travels just 3 inches from the nozzle to the bag, creating powerful suction and superior cleaning performance.

This shorter air path and increased suction pleases the 89 percent of Americans who said in a recent survey that powerful suction is the most important vacuum cleaner feature. The Intensity™ vacuum from Electrolux® was created to respond to that consumer need and features a 12-amp motor and 3-inch air path, allowing for maximum suction all the way to the edges. In the same survey, Americans stated that the most important design feature in a vacuum cleaner is “convenient storage.” This resulted in a compact, 16-pound machine designed with an adjustable, telescopic handle that folds down for easy portability and storage.

The vacuum's powerful two-motor system provides maximum performance on all floor surfaces. The design includes fingertip controls on the unit's handle that allow users to turn the power brush on for carpet and off for bare floors, while blue surface-indicator lights display the setting, making it easy to select the appropriate cleaning mode and transition from carpets to hard surfaces. In addition, its edge-



**The closer the action is to the dirt, the more powerful a vacuum cleaner can be.**

cleaning brushes reach dirt along baseboards and a HEPA filtration system lets the vacuum capture 99.97 percent of dust, allergens, pet dander and other small particles in the air.

An “optimum” indicator light along the back side of the machine also makes vacuuming simpler. This feature glows a tranquil blue when all systems are running smoothly, reassuring users that their homes are receiving the best clean possible. When the vacuum's bag or filter needs changing, the light is replaced by a red light indicating the appropriate action.

There's a 21-foot cord that automatically rewinds for quick and neat storage, soft-touch grips for comfort, wheels and furniture guard for protection, and fingertip controls for maximum convenience and minimum bending. There's no assembly required. Intensity is ready to use right out of the box.

Here are more hints to help you

get the most from your vacuuming:

- According to the Textile Cleaners of America, over 80 percent of all loose dirt comes in through your front door. Reduce dust with a good door mat.

- Before you vacuum, pick up any large pieces of clutter, especially threads that can bind a vacuum's brush, and put up electric and window blind cords so they don't get tangled or sucked up in the vacuum.

- Start by cleaning the drapes and follow with the window sills, backs of couches, pillows and lampshades, as dust falls down.

- Vacuum across the traffic pattern, three times for lightly soiled spots and about six times for more heavily soiled areas.

- Vacuum at least once a week. Walking on soiled carpet drives the dirt particles below the pile where they can damage the fibers.

For information about the vacuum and retail locations, visit [www.intensityvac.com](http://www.intensityvac.com).