

Buyer Beware: Not All Vacs Are Created Equal

(NAPSA)—The dirty truth about vacuum cleaners is that the more you use them, the less they work. From the moment you power up your new machine, it begins to lose suction and therefore picks up less and less dirt each time you use it.

The problem with vacuums is that they quickly become clogged. The tiny pores on the vacuum bag become clogged with dirt and dust, blocking the flow of air. Similarly, most bagless vacuums rely on a filter to hold back dirt and dust, which clogs just like a bag.

But now there is a new vacuum cleaner technology that just came to the U.S.—it's the first vacuum that doesn't lose suction. Pet owners, allergy sufferers and parents can breathe a sigh of relief.

Instead, it uses several individual cyclones and an unprecedented amount of centrifugal force to effectively remove dirt and dust from carpets and bare floors. Because the airflow is unobstructed, there's nothing to clog, so suction remains constant.

Industrial engineer and inventor James Dyson developed cyclone vacuum cleaner technology after his traditional bag vacuum cleaner failed to do its job.

"I was so frustrated with my vacuum cleaner—the bag quickly clogged with dust, destroying the suction," explains James. "So I developed an entirely new type of vacuum cleaner to solve this problem."

Today, Dyson vacuum cleaners are the top-selling vacuums in Western Europe (GFK Leftrak, 1997-2002). Now they are available in the U.S. for the first time.

Americans are already raving about this revolutionary new vacuum. Linda Ogaard of California has a Dyson DC07 and says, "I still continue to be amazed at the pick-up efficiency. It really is almost embarrassing week after



James Dyson, inventor of cyclonic vacuum cleaner technology.

week the huge amount of dirt and hair this unit picks up. It truly is unbelievable."

Consumers also like the removable clear bin that lets you throw away dust and dirt without any mess. Another favorite feature is the 17-foot quick-draw hose that easily reaches the top of a staircase or underneath low furniture. There's also a lifetime HEPA filter that traps microscopic particles.

The new Dyson DC07 vacuum cleaners are available now at Best Buy stores nationwide, and online at www.dyson.com. For more information on Dyson, visit www.dyson.com or call 1-866-693-9766.