



NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: Laura Bohacz
L.C. Williams & Associates
800/837-7123 or 312/565-3900
lbohacz@lcwa.com

**EUREKA® OFFERS PRODUCT, TIPS TO HELP
REDUCE ENERGY USE WHILE VACUUMING**
Energy-saving envirovac™ Just One Method to Help Consumers Clean ‘Greener’

(BLOOMINGTON, ILL.) – When Eureka® launched the envirovac™, it was a step forward in “greener” cleaning. The full-size upright vacuum features an 8-amp motor, which provides powerful cleaning results while using 33 percent less energy* than the usual 12-amp motor. But a little additional effort and strategy can lead to even more eco-conscious cleaning.

“Vacuuming doesn’t inherently use that much energy, but reducing consumption through thoughtful appliance purchases is definitely one way to live ‘greener,’” said Jackie Cooper, director of marketing and communications for Eureka. “The envirovac helps reduce electricity use, but there are other little ways that users can save even more energy while vacuuming.”

Cooper offers the below tips for those seeking more energy-efficient ways to vacuum:

- **Clear the Way** – Avoid letting the vacuum run while you move furniture and other objects from the cleaning path. Before you turn on the vacuum, move larger furniture and decorative items; remove toys, shoes and other objects from the floor; and unwind the electric cord as much as you need. Finally, attach and fit special tools – such as the exclusive Power Paw™ with Riser Visor™ power brush – while the vacuum is off.
- **Have a Cleaning Plan** – Concentrate on one room at a time so you don’t have to go back and forth between rooms. Once you start, clean from top to bottom, starting with ceiling fans and window treatments, so that dust falls to the floor. This will reduce the number of times you need to pass with the vacuum. Finally, concentrate on those hard-to-reach areas around the perimeter of a room before tackling the center of the floor.
- **Maintenance Magic** – Maintain your vacuum’s filters and belts, and empty the dust cup or change the bag to ensure maximum air flow. The vacuum will operate more efficiently and require less energy to pick up dirt and particles.

“Using an energy-saving vacuum like the envirovac is one big step in reducing energy use while vacuuming,” said Cooper. “Being an organized cleaner and using more efficient tools is an ideal combination for people to be ‘greener.’”

Envirovac’s washable hypoallergenic filter captures 99 percent of dust, allergens and small particles and helps maintain a cleaner home. Consumers can wash and reuse the filter multiple times, for a more environmentally friendly option that is also easy to maintain.

Eureka’s commitment to creating a “greener” vacuum goes beyond the unit itself – envirovac is packaged in 100 percent recycled, unbleached cardboard to further reduce its impact on the earth. These compact packages encase and protect the vacuum using eco-friendlier materials and are designed to maximize transportation efficiency.

For additional “greener” cleaning ideas and other resources, visit www.vacuumgreen.com.

Eureka is proud to be part of the Electrolux Worldwide organization, which has a demonstrated history of commitment to environmentally, socially and ethically responsible business practices. Visit www.electrolux.com for more information.

Eureka's envirovac retails for \$72.22 at Walmart and on www.walmart.com. For more information about Eureka products or Eureka's efforts around the environment, consumers can visit www.eureka.com.

**A typical full-size upright uses 12 amps; envirovac™ uses 8 amps.*

***See www.eureka.com for full calculations on the environmental impact.*

About Electrolux Home Care Products, Inc.

Electrolux Home Care Products, Inc. (EHCP) leverages consumer driven insight to manufacture and market innovative floor care products under its well-known Eureka and Electrolux consumer brands. The company also sells high-quality commercial products under its Sanitaire brand name and central vacuums made by its Electrolux Central Vacuum Systems division (formerly known as Beam Industries). EHCP is based in Bloomington, Ill., and is a part of The Electrolux Group. Visit www.electroluxusa.com, www.eureka.com, www.sanitairevac.com or www.beamvac.com for more information.