

# Wincor, Inc. wins big in VDTA Show debut

Wincor, Inc. made a big splash with its TORNADOPOWER™ Central Vacuum Maintenance Cloths at the annual VDTA Trade Show in Las Vegas in February.

Lisa Corwin of Wincor, Inc., creator of TORNADOPOWER™ cloths, said she couldn't be happier with the response they received from their first-ever VDTA Show.

"We would like to say thanks to all of the dealers, distributors and manufacturers that made our inaugural show such a success," said Corwin. "In addition, we would like to thank the VDTA for hosting such an outstanding event. We look forward to this being the start of a long relationship between Wincor Inc., the VDTA and its members."

Rob Heater of Wincor, Inc. said that interested visitors kept staff hopping for the duration of the show.

"We were knocked off our feet by the rush of dealers to our booth the first day, and the traffic remained steady throughout the show," he said. "Prospective dealers were very

interested to learn more about this exciting new product and its potential benefits for their businesses and customers."

In addition to showcasing the product to prospective dealers, representatives of Wincor, Inc. also used the show to conduct a number of training seminars with their current TORNADOPOWER™ dealers and distributors. In addition, Corwin said the show offered them a wonderful opportunity to hear dealers share their stories of success with TORNADOPOWER™ cloths.

"It was great to meet so many of the individuals and companies we have worked with during the past year and to discuss with them how they are successfully using the product," she commented.

Corwin added that, in several cases, she had existing TORNADOPOWER™ dealers who took the time to explain to potential dealers all of the ways they have incorporated TORNADOPOWER™ cloths into their operations.

"Our dealers are actually some of the best ambassadors for our product," she said.

Wincor, Inc. also congratulates Warren Sarine of Metroplex Specialities in Lewisville, TX. Sarine was the winner of a 15-inch LCD TV in the door prize drawing sponsored by Wincor, Inc.

To order TORNADOPOWER™ Central Vacuum Maintenance Cloths, contact your preferred reseller. To inquire about becoming a dealer, contact Wincor, Inc. by calling toll-free 1-800-956-5170, contact them via e-mail at [sales@wincorinc.com](mailto:sales@wincorinc.com), or visit the Web site [www.wincorinc.com](http://www.wincorinc.com). ❖



"At the show, as always, I meet lots of new people and get lots of new ideas about how to create more sales! Thanks to VDTA for a great time and learning experience!"

— Bob Weichman  
Vacuum Center  
Ft. Walton Beach, FL

