

# TORNADOPOWER™ hit the market!



A central vacuum system represents one of the most significant investments a customer will make in his or her home. In addition, recent studies have documented the “healthy home” benefits of central vacuum systems.

With proper care, a professionally installed central vacuum system should provide years of trouble-free use. Today, a new product has hit the market that will enable your customers to properly perform system maintenance on their central vacuum system.

Designed by the wife of a central vacuum dealer in Iowa, the product recently unleashed is the TORNADOPOWER™ by Wincor, Inc. This hot, new product can help your customers maximize the performance and efficiency of their central vacuum system, and it can help you add value to your operation in the form of higher customer satisfaction ratings, an increase in client referrals, and more repeat business.

So, what is TORNADOPOWER?

According to the product inventor, Lisa Corwin of Wincor, Inc., TORNADOPOWER Central Vacuum Maintenance Cloths are specifically formulated to capture dirt and grime residue that exists in the hose and tubing of a central vacuum system. Also, when pulled through the pipe system, these cloths capture larger debris such as pebbles, lint, sticks, etc. and deliver these items to the canister. Finally, the treated cloths “wipe down” the inside walls of hoses and tubing, and TORNADOPOWER’s scented solution leaves the entire system smelling clean and fresh.

TORNADOPOWER is for all brands of central vacuum systems.



*Lisa Corwin, right, demonstrates TORNADOPOWER to customer Renee Groene, left.*

The idea to create such a valuable product for the industry surfaced when Corwin’s husband Bill received a call from a builder who was inquiring about how to get the smell of spoiled milk out of a customer’s central vacuum pipe system. The builder turned to the Corwins because Bill is a co-owner of the ELS. The couple also own ATech Easy Living Store in Urbandale, IA, an independent dealership that specializes in the sale of BEAM Central Vacuum Systems. The Corwins were unable to give the builder any advice. Having to turn the builder away with no resolution was unsettling for Corwin, so she took the problem to heart and began to brainstorm.

“I saw this as an opportunity,” said

Corwin. “I was on fire to invent. I spent that weekend thinking and mapping out my idea for these scented, maintenance cloths. Things just started to fall into place, and soon I was able to start the patent process and make TORNADOPOWER come to life.”

Corwin said her product does what it says it will and much more.

“It satisfies customers and costs less than they expect,” she shared. “In my live tests on customer systems, I’ve unclogged five out of 30 systems. The owners didn’t even know they had clogs when I arrived to clean and maintain their systems. And all my customers raved about the smell of the unit after treatment with TORNADOPOWER. I even got 100

percent commitment from my test customers to continue buying this product for their systems.”

So what are customers who have tried TORNADOPOWER saying?

Tim and Chris D. said they were reluctant about trying this product because they thought it wasn't necessary. They said, “After seeing how efficient and fast the product worked, we had a change of heart. We ended up having a good-sized clog in our tubing and after running several cloths through, the clog was pushed to the canister. We were amazed!”

Lea A. said she has one inlet that has required service twice. “To my amazement, the cloth pushed a fist full of dirt and hair out of the inlet. I'm sure that this debris would have formed another clog in that same inlet, if not for TORNADOPOWER,” said Lea. “As I see it, this canister has already saved me a \$75 service call. Plus, the fresh clean scent it leaves behind is great. I will definitely be a TORNADOPOWER user!”

Dennis and Candace G. said TORNADOPOWER is a must-have product! They said, “We have an 18-year-old system, and we empty our canister once a month, but after seeing what came out of the tubes, we feel confident that our system will work even better. What we like best is that it does what it claims to do, clean out your system to prevent clogs and ensure that your central vac is working properly. There is a nice, clean



*The TORNADOPOWER cloth enters through the Vacpan.*



*Lisa Corwin, right, shows customer Renee Groene, left, how the TORNADOPOWER cloths have cleaned her central vac.*

scent and we highly recommend it to anyone who owns a central vacuum.”

Corwin is shown on our magazine's front cover this month, talking with another customer of hers, Renee Groene of Clive, IA. Corwin serviced Groene's central vacuum system with TORNADOPOWER. Groene's system was installed two years ago and was serviced once since then for a clog. Groene said if TORNADOPOWER would have been available then, she may have been able to save herself a service call. After running the cloths through Groene's central vacuum system, Corwin said the result was quite a bit of hair, dirt and debris.

A premiere dealer for TORNADOPOWER is Coltrin's Central Vacuum Systems in Boise, ID. Owner Cory Coltrin also specializes in the sale of BEAM Central Vacuum Systems, so he ordered a case of the new product to “test the market.”

Coltrin, whose been in business for 11 years, said he opened the case on a Saturday and within a three-hour stretch, he sold out of the product.

“My experience with TORNADOPOWER has been pretty incredible,” Coltrin said. “It was a

real eye-opener for me. Every one of my customers was really excited about the product. It's a great product at a great price, and it gets customers back in the store.”

TORNADOPOWER has also been a hot seller at Corwin's own store, ATech Easy Living in Urbandale, IA. Within the first three weeks of introducing the product, Corwin said they sold 36 canisters of the product, and their customer feedback has been full of praise as well.

“None of our customers knew of the product when they came in the store,” she recalled. “I would estimate 90 percent of the customers we have shown the product to have purchased it. All have been 100 percent satisfied with the product.”

TORNADOPOWER has great potential for sales and increased customer traffic. At better than 50 percent markup, it can add profit to the bottom line as well.

“This is not the only solution for cleaning out central vacuum pipes, but it is the only one that is professional, profitable and time-saving,” said Corwin. “I have been married to a central vacuum dealer for 11 years and our family's sole source of revenue has been from a large independent central vacuum dealership. Wincor's commitment is to provide tools and services to strengthen the independent dealer's store with products that save time, increase efficiency, and provide a recurring stream of revenue from the dealer's customer base. Our main focus for the product distribution is through independent central vacuum dealerships.”

In the event that a TORNADOPOWER cloth fails to travel all the way through a central vacuum system, a troubleshooting guide that is downloadable can be found at [www.wincorinc.com](http://www.wincorinc.com).

If this hot, new add-on product is a perfect fit for your business, you can find more details and place your order at [www.wincorinc.com](http://www.wincorinc.com).

You can also contact Corwin with questions or comments at [sales@wincorinc.com](mailto:sales@wincorinc.com). ❖