

# Central vacuum manufacturers/distributors help dealers “Feel the Power” of greater profits!

Central vacuum manufacturers and distributors are helping more and more central vac dealers enhance their profitability by offering TORNADOPOWER™ Central Vacuum Maintenance Cloths by Wincor Inc.

TORNADOPOWER™ cloths are specially formulated and textured to capture dirt and grime residue that exists in the hose and tubing of the central vacuum system. Also, when pulled through the system, these cloths capture larger debris (such as pebbles and lint) and deliver them to the canister, eliminating potentially harmful blockages. Finally, the moistened cloths “wipe down” the inside walls of hoses and tubing, leaving the entire system smelling fresh and clean.

By offering TORNADOPOWER™ cloths to dealers, central vac manufacturers and distributors are seizing the opportunity to help dealers generate additional profits from each vac system they sell. For many of these central vac dealers, purchasing product from these vendors also helps them keep shipping costs low by combining orders, while making it easy for them to reorder more as necessary.

Power Star Central Vacuums recently signed on as a distributor of TORNADOPOWER™ Central Vacuum Maintenance Cloths.

Jeanne Rogers, marketing manager for Power Star Central Vacuums, reports that they have been very impressed with the sales of TORNADOPOWER™ cloths to date.

“Since we featured TORNADOPOWER™ Central Vacuum Maintenance Cloths on the cover of our September flyer, we have seen a marked increase in sales,” she said. “In our next catalog, we are going to sell the point-of-purchase displays and six-count trial packs. In addition, we will also be including a trial pack with every central vacuum system we sell as a way of introducing the product to homeowners. This should really help drive sales to our dealers.”

Stacie Susheski of Tip Top Parts, another TORNADOPOWER™ cloths distributor, said her company has seen great results since they started offering the product to their customers.

“TORNADOPOWER™ is a phenomenal product that is a guaranteed add-on to any central vac sale,” she stated.

Paul Runyan, general manager of U.S. Sales for BEAM, agreed, adding, “The feedback from BEAM dealers who are using the TORNADOPOWER™ cloths has been very positive. The bottom line is, the product works, and it helps keep the PVC pipes clean and trouble free.”

Grant Olewiler of M.D. Manufacturing, Inc. said dealers who don’t offer TORNADOPOWER™ cloths to their top



clients are missing out on an excellent source of recurring revenue.

“Everyone knows that M.D. Manufacturing introduces tremendously innovative products every year, and that’s why TORNADOPOWER™ cloths are such a great fit,” he said. “We want everyone to learn more about this product, which is why we have made it a staple item for our dealer-cus-

tomers. That’s also why, at the upcoming VDTA Show in Las Vegas, we will be teaming up with Wincor Inc. to offer attendees a free sample pack just for stopping by our booth.”

Below is a listing of authorized distributors and manufacturer resellers of Wincor Inc. products, including TORNADOPOWER™ Central Vacuum Maintenance Cloths:

### **BEAM Industries**

Phone: 1-800-369-2326

Fax: 1-515-832-3601

E-mail: [beam.dir-support@beamvac.com](mailto:beam.dir-support@beamvac.com)

Web site: [www.beamvac.com](http://www.beamvac.com)

### **M.D. Manufacturing, Inc. Central Vacuum Systems**

Phone: 1-800-997-2278

Fax: 1-661-283-7554

E-mail: [mdservice@builtinvacuum.com](mailto:mdservice@builtinvacuum.com)

Web site: <http://builtinvacuum.com>

### **Star Equipment/Star for Parts**

Phone: 1-800-525-6046

### **Tip Top Parts (USA)**

Phone: 1-800-325-3434

Fax: 1-916-361-5480

Web site: [www.tiptopparts.com](http://www.tiptopparts.com)

### **Tip Top Parts (Canada)**

Phone: 1-800-665-2500

Fax: 1-604-514-7009

Web site: [www.tiptopparts.ca](http://www.tiptopparts.ca)

For more information regarding TORNADOPOWER™ Central Vacuum Maintenance Cloths, contact one of the companies listed above, or visit Wincor Inc.’s Web site at [www.wincorinc.com](http://www.wincorinc.com).

Wincor Inc. is a company specializing in tools and services for the central vacuum industry. Wincor also offers troubleshooting and maintenance solutions for central vacuum dealers throughout North America. ❖