

TORNADO INDUSTRIES

A Better Way to Clean

NEWS RELEASE

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Are Your New Floors Hard or Soft?

Chicago, IL – November 9, 2009 - A survey commissioned by Tornado[®] Industries, a leading manufacturer of floorcare and carpet cleaning equipment, asked facility managers if they are more likely to install hard-surface or carpeted floor coverings.

As most building and cleaning professionals know, trends in floorcare selection “are like a pendulum swinging from right to left,” says Jolynn Kennedy, Marketing Manager for Tornado. “For a while one type of covering is popular, and then it moves in the opposite direction.”

When asked if their facilities had been installing more hard-surface flooring instead of carpeted floors in recent years, 43 percent of survey respondents said yes; 57 percent indicated no.

Questioned as to which type of hard-surface flooring most often is selected, the respondents reported:

- Ceramic tile—43 percent
- Laminates, such as linoleum—29 percent
- Vinyl tile—28 percent

Further, asked if one type of floor covering costs more to maintain, half of the respondents indicated there was “no significant difference.”

Additional findings:

- Twenty-five percent said both types “require about the same amount of time and attention.”
- About 17 percent said hard-surface floors take more time to clean than carpeted.
- Forty-two percent said carpeting takes more time to clean compared to hard-surface flooring.
- About 17 percent indicated they were not sure which took longer.

Also, the managers were evenly divided as to whether a hard or soft covering was more environmentally friendly.

“We also asked the [facility] managers what their two biggest hard-floor cleaning challenges are,” adds Kennedy. “At the top of the list were concerns about costs (38 percent). This was followed by concerns about slip-and-fall accidents (33 percent), and grout cleaning (29 percent), which can be a real challenge if the right tools and equipment are not used.”

The survey did not pinpoint why one type of covering is more popular than another. According to Kennedy, floor covering selection might be nothing more than a style or design trend.

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Methodology

About 110 facility managers responded to an e-mail invitation to take the survey, which was conducted during the last week of October 2009.

Available For Interviews And Industry Commentary:
Tornado Industries President Michael Schaffer is available for interviews and industry commentary by calling (708) 867-5100

About Tornado a Tacony Company

Tornado Industries has been designing and engineering quality cleaning equipment for more than 75 years. The company has a long history of developing innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting edge of floor care cleaning solutions.

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