

Case Study - Retail

It All Started a Century Ago

Story has it that a custodian working in a department store in the 1890s was the first to come up with the idea of building an upright vacuum cleaner.

He found sweeping the floors was slow, tedious, and it caused dust to cover the merchandise. This moved him to look for a better way to clean the store.

More than 100 years later, Scott Jones, the purchasing agent for the 37 Container Stores in North America, was faced with almost the same predicament—finding a cleaner, faster, and more productive way to clean his stores' floors.

Looking at various upright vacuum cleaners, Jones found that some had inadequate filtering systems, which did not help the dust problem. He also found that objects dropped on the store floors could damage most vacuum cleaners, resulting in downtime and costly service charges.

That all changed when he was introduced to the CV30 from Tornado Industries. The CV30 has an advanced, multistage filtering system, including a HEPA filter to capture dust. A fleece filter bag is even available to further trap contaminants.

Another feature Jones appreciated is the auto-clutch system on the machine. The way this works is as remarkable as it is simple. If a larger-than-usual foreign object enters the roller brush area, the machine automatically—and instantly—disengages the roller.

Turning the vacuum cleaner off, removing the foreign object, and then turning the machine back on is all that is required to protect the machine—eliminating downtime and repair bills.

"We were impressed with the CV30 almost from the start," says Jones. "We've purchased 60 of them and plan to eventually have at least 3 in every store."

The Container Store®
The Original Storage and Organization Store®



CV 30 HEPA-filtered Upright Vacuum