

TORNADO®

"A Better Way to Clean"

TORNADO e-ALERT

The Tornado e-Alert is written by Michael Schaffer, president of Tornado, and is designed to alert the jansan industry to business-related issues and concerns specific to our industry. The service encourages industry professionals to be aware of issues that can affect their businesses.

FOR IMMEDIATE RELEASE
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SURVIVING THE DRIVE

Recently, oil prices are doing something consumers have not seen in months: decrease. Although everyone is grateful for this, it is doubtful that the price of oil will drop to levels common just a few years ago.

This is significantly impacting our industry. Some jansan manufacturers are adjusting their delivery charges to distributors as often as every week depending on fuel costs.

Distributors are either absorbing a portion of the additional charges or simply passing on the added costs to customers.

However, there are ways we can reduce the amount of fuel we use, including:

- Making only right turns: Turning left on a busy street takes more time, causing drivers to use gas while idle. You can reduce mileage, fuel usage, and costs considerably by planning routes using GPS (global positioning systems) so that you make only right turns. This simple strategy has actually helped one delivery company shave nearly 30 million miles off its routes.
- Staying in the right lane: Staying in the right lane on freeways can also save fuel and time. If there is an accident or the traffic is unusually bottlenecked, drivers in the right lane may be able to quickly exit the freeway. Also, do not rush to get back on the freeway. Instead,

go further down the road to avoid other motorists who have also exited and are now eager to reenter the freeway.

- **Avoid excessive idling:** Some studies indicate drivers can save up to 19 percent in fuel usage if they simply turn off their engines when stopped for more than a minute.
- **Use cruise control:** This can be surprisingly beneficial. Using cruise control smoothes out the driver's accelerator input by eliminating "surging." Also, drivers using cruise control tend to take the long view of the road rather than reacting to every fast/slow change in the traffic.
- **Slow down:** Recent tests show that drivers can cut fuel use by as much as 14 percent if they slow down by approximately 10 miles per hour.

A driver's mindset can be a significant fuel-saver. Moderate driving, compared to aggressive driving, saves fuel. Go light on the pedal, take the long view of the road, and brake easy.

This approach alone can produce dramatic savings that can add up immediately.

Michael Schaffer is an industry veteran and president of Tornado, manufacturers of a wide-range of professional cleaning equipment, tools, and products.

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About the Tornado *e-Alert*

The Tornado *e-Alert* is designed to alert the jansan industry to business-related issues and concerns specific to our industry. The service does not advise or recommend actions, but encourages industry professionals to be aware of issues that can affect their businesses. The service is provided by Tornado[®], a leading manufacturer of professional cleaning tools and equipment.

About Tornado[®] a Tacony Company

Tornado Industries has been designing and engineering quality cleaning equipment for more than 80 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, as well as being committed to the success of its dealer network.

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