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Press Release

## Tornado Launches New Website

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CHICAGO—Tornado, a leading manufacturer of professional cleaning tools and equipment, has launched a new website - [www.tornadovac.com](http://www.tornadovac.com) - dedicated to the professional cleaning industry with a focus on helping end-customers.

According to Sean Martschinke, marketing director for Tornado, compared to previous company sites, this new website has an "entirely new look and feel, with a heavy emphasis on a bright, attractive visual design, along with a completely renewed structure, providing advanced features and functionality."

Navigation on the new website has been simplified, making it easier for distributors and end-customers to access product information in a friendly and fast way.

It is also the first website developed by Tornado to include a regularly updated blog. "Our key goal with the blog is training and education, which is one of the goals of the entire site," says Martschinke.

Some of the most recent blog posts include the following:

- Take Care of Your Customers or Somebody Else Will
- Moving from Good to Great in the Contract Cleaning Industry
- Fast, Easy Fixes for Common Commercial Upright Vacuum Problems
- Cylindrical or Rotary? That Is the Question (a discussion of different floor-machine technology manufactured by the company)

While the new website is designed to reflect the needs of today's Internet user, Martschinke says the company also wants visitors to know something about the company's history.

For instance, Tornado dates back to 1927. During World War II, it manufactured precision parts used by the Army, Air Corps, and Navy.

"Tornado equipment also was popular for maintenance operations in ship yards and bomber factories," adds Martschinke, "and Tornado's hot-air blowers were employed to repair bullet and flak holes in airplane windows."

Along with the blog and company history, the new site includes a return on investment calculator, case studies, white papers, and the company's popular "Tech Talk" section, found on earlier sites.

"Ultimately, we hope visitors will find the new site provides a service to cleaning professionals," says Martschinke, "ensuring they are able to find exactly the information they are looking for in their area of interest."

#### About Tornado a Tacony Company

Tornado Industries has been engineering quality cleaning equipment for more than 85 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 cleaning solutions. Many of the company's products are assembled in America with globally sourced parts.