



Performance is everything.



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Dirt Devil and Vax: Two Successful Brands from the TTI Group at the IFA 2012

Presenting a Model Offensive and Investments in New Products

The company *Techtronic Industries Co. Ltd. (TTI)* is one of the world's largest manufacturers and marketers of power tools and floorcare products. Ever since it was established in 1985, the company, which has been listed on the German stock exchange since 1990, has been enjoying rapid expansion. By purchasing and cultivating traditional brands, the group has achieved a strong position as a globally operating manufacturer of high-quality products. In 2011, TTI achieved a total turnover of 3.7 billion U.S. dollars. 1 billion dollars of this amount was generated by the company's floorcare division and its Dirt Devil, Vax and Hoover (USA) brands. TTI is currently striving to further develop its leading position in the international floorcare market by investing in its product development and brands.

The TTI subsidiary Royal Appliance International will soon be showcasing its floorcare brands Vax and Dirt Devil at the IFA 2012, an international trade show for consumer electronics and home appliances. Royal Appliance International is responsible for the business operations of the TTI Group in the field of floorcare products in continental Europe. Its Dirt Devil brand is the clear market leader in the German floorcare market, as is confirmed by the fact that every fifth cylinder vacuum cleaner sold in Germany is a Dirt Devil. In the first half of 2012, the brand was able to successfully extend its market share to over 21% (in terms of units sold; source: GfK). The company also celebrated another achievement in spring 2012: the new launch of floorcare devices for the premium segment from the successful English brand Vax in Germany.

In line with its trade fair motto of "*news & visions 2013*", the company will be presenting a multitude of new products and innovations and providing an insight into the future of the product development of its Dirt Devil and Vax brands at the IFA 2012.

Vax: The Launch of the Successful British Brand in Germany in 2012 Introduces New Premium-Class Products and Innovations

The Vax brand will be presenting four series containing a comprehensive range of premium vacuum cleaners with and without dustbags at the IFA. The *Vax Air*, for example, is a bagless vacuum cleaner that uses multicyclone technology and boasts an impressive range of features, combining powerful suction with a large 2.5 litre capacity dust canister in a particularly compact and lightweight machine weighing just 5.6kg. The *Vax Zen* multicyclone vacuum cleaner sets new benchmarks with its extremely quiet operation. Its powerful constant suction¹ and large dust canister capacity of 2.6 litres are sure to impress the international IFA audience. The compact and lightweight single-cyclone vacuum cleaners in the *Vax Power* series offer users an ample dust canister capacity and powerful suction. The company will also be showcasing particularly quiet bagged vacuum cleaners in the form of its *Vax Silence* series, which also boasts high-quality design, future-oriented technology and uncompromising performance in line with the Vax motto that "Performance is everything".

Dirt Devil: Entering the Second Half of the Year with Record Sales and New Products and Innovations for the IFA

The Dirt Devil brand will also be presenting an impressive selection of new products at the IFA 2012, for example its special edition "*Trophy*" model, which has been launched in celebration of the 400,000 bagless Dirt Devil vacuum cleaners sold in Germany in 2011. The "*Trophy*" that will be showcased at the event is a compact cyclone vacuum cleaner that boasts convincing performance data and is equipped with cutting-edge technology and an extensive selection of accessories and attachments in line with its motto: "A home win against dust". The *Dirt Devil EQU Turbo Silence* successfully impressed this year's Plus-X Award jury with its excellent design and outstanding handling. The bagless vacuum cleaner featuring modern multi-cyclone technology was awarded the much sought-after seal of approval in not one, but two different categories, namely for its design and ease of use. Dirt Devil also recently launched two new future-oriented robotic cleaners: the *LiberO* vacuum cleaner robot and the *EVO Plus* floor cleaning robot, both of which lighten the load of daily household chores. On top of all this, the brand additionally offers a range of design-oriented products developed especially for specialist retailers in the form of its *Black Label* series. It will be presenting a total of 4 *Black Label* models with a high-quality matt black design at the IFA: 2 models using cyclone technology and 2 bagged models. As a floorcare and cleaning specialist, Dirt Devil is also exploring

new areas of application and tapping into new distribution channels with its *Factory* appliances for the DIY market. Alongside Dirt Devil's first ever high-pressure cleaner and wet-and-dry vacuum cleaner, the *Factory* range also offers a variety of other products for users' very own 'DIY factories'.

Visions by Dirt Devil: A Product Study for the Next Generation of Vacuum Cleaners

Dirt Devil will additionally be showcasing a product study exploring new appliances that have been designed and constructed from scratch for the first time at the IFA: "Our product study enables us to provide an insight into the future by developing new constructions, looks and designs for our floorcare devices. This represents a major milestone for Dirt Devil. By strongly investing in the development and design of new products, we aim to further strengthen our brand and provide a basis for continued international growth", explains Heinz H. Fischer, the Managing Director of Royal Appliance International.

The company's Vax and Dirt Devil products will be on display at the IFA Berlin from 31st August to 5th September 2012 and can be found at stand 101 in the passage between halls 3.1/5.1.

Caption:

Heinz_H._Fischer.jpg

As the Managing Director of Royal Appliance International, Heinz H. Fischer is responsible for Dirt Devil and Vax in continental Europe.

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²Tested in accordance with IEC 60312-1

Royal Appliance International GmbH is a subsidiary of the TTI Group (TechTronic Industries Co.Ltd.) and is responsible for the marketing of the Dirt Devil and Vax brands in continental Europe. TTI specialises in the fields of power tools and floorcare. The TTI Group generated a global turnover of 3.7 billion U.S. dollars in 2011.

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