



H-P PRODUCTS, INC.

## **PRESS RELEASE**

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### **BE PREPARED WITH DIRT DEVIL® CENTRAL VACUUM SYSTEMS**

**Dirt Devil® central vacuum systems offer homeowners a cost-effective, healthy way to clean their homes.**

**Denver, CO – CEDIA EXPO 2007 – September 5 – 9, 2007 – Booth # 308** – Eight out of ten builders agree that a central vacuum system like the Dirt Devil® Central Vacuum systems, manufactured by H-P Products, Inc., is an amenity that should be included in today's new home constructions. With whole-house integration on the rise, homeowners are increasingly selecting central vacuum systems as frequently as they do satellite dishes, security systems and home theaters. Dirt Devil® has set the industry standard for high-quality, high-performance central vacuum systems that provide powerful operation and maintain sustained cleaning power.

Since central vacuums are not available on the retail level, they provide dealers with an exclusive opportunity to diversify their portfolio. As an easy-to-install product with a profit margin of 50 percent, central vacuums provide a compelling way for dealers to stay ahead of their competitors. Central vacuum systems are often perceived as being expensive and complicated to install, but the truth is actually the contrary. Central vacuums are more affordable and health-friendly than traditional methods of sweeping and vacuuming, and they can be installed in roughly one day. And with the latest consumer trend, green living, showing no signs of slowing down, central vacuum systems such as the Dirt Devil® product lines offer consumers a cost-effective way to live healthy and green.

The Dirt Devil® Central Vacuum product lines offer performance and functionality that is a cut above similar products, ensuring optimum cleaning performance by combining cyclonic separation with a high-performance filter. H-P Products' Cyclonic Filtration Technology (CFT) offers homeowners the ultimate filtration system to ensure healthy environments, maintaining maximum cleaning power without any loss of airflow. This bagless system provides whole-house cleaning without re-circulating dirt, dust and vacuum odors into the home. As a result,

upholstery and carpets are cleaned more thoroughly and the air remains fresh, aiding to create a greener, healthier environment.

The Dirt Devil® Central Vacuum system works by transporting dirt, debris and dust particles through a simple network of tubing that runs through the walls to its power unit. The in-wall tubing is easily installed during construction, and it can be added to an existing home in less than one day without any major structural modifications needed. Because the dirt canister is stored in a basement or garage, outside of the living area, 100 percent of the vacuumed dirt and debris is removed entirely from the home; with traditional upright vacuum sweepers, vacuumed dust and debris is often removed from the surface but then re-circulated throughout the home, contaminating the air for up to an hour after use. This is especially significant to people who suffer from allergies, as the re-circulated air can contribute to allergic reactions and asthma attacks. A study conducted at the University of California at Davis School of Medicine determined that air quality and allergy relief was improved by over 50 percent with the use of a central vacuum system.

Dirt Devil® offers a number of units to meet the specific needs of most homes, condominiums and apartments. A full line of accessories and powerheads is available to assist in cleaning all carpet types, rugs, hard-floor surfaces, upholstery, ceiling fans, blinds, draperies, light fixtures, lamp shades, car interiors, keyboards, hard-to-reach places, stairs and more.

For more information on H-P Products, Inc., please visit [www.centralvacheadquarters.com](http://www.centralvacheadquarters.com).

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*H-P Products, Inc. offers over 55 years of manufacturing expertise - with over 45 of those years manufacturing built-in central vacuum systems, as well as tubular products. In 1955, H-P Products introduced VACUFLO®, the first residential built-in central vacuum system with a patented True Cyclonic® process requiring no bags or filters. H-P Products manufacturer of the Dirt Devil® and Dirt Devil® Platinum Force® lines of central vacuum systems offer versatile accessories and kits for every application. Log onto [www.centralvacheadquarters.com](http://www.centralvacheadquarters.com) for more information on the full line of central vacuum products and accessories.*

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