

# EXPERIENCE A BREATH OF FRESH AIR AS YOU VACUUM WITH

## FEBREZE®

Submitted by: Icas PR (Publicasity)

Thursday, 7 June 2012

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BISSELL LAUNCHES NEW VACUUM CLEANING RANGE WITH FEBREZE® FILTERS

7th June 2012, London: BISSELL, Experts in Home Cleaning™, today announces the launch of an exciting new partnership between BISSELL and Febreze – resulting in the pioneering Febreze filter range for the BISSELL Floors & More™ vacuum range. Available from July, the BISSELL Floors & More is the UK's first vacuum cleaning range to include Febreze filters for odour elimination and freshness while vacuuming.

BISSELL, the World's No.1 brand in vacuum cleaning appliances\*, introduces the Floors & More range to bring a fragrant touch of cleanliness to UK households. Now you can clean carpets and freshen your home at the same time with ease - all while eliminating odours and reducing allergens. The range will come as a welcome arrival for pet lovers and busy households who will now be able to save time eliminating odours while cleaning.

The BISSELL Floors & More vacuum range is available in Upright and Multi-Cyclonic Cylinder versions across three different models, The Floors & More, The Floors & More Pet and The Floors & More Family.

The BISSELL Floors & More range and separate Febreze filters will be available from Argos, Currys , [www.bisselldirect.co.uk](http://www.bisselldirect.co.uk) and all good electrical retailers from £179.99 from July. For more information on the BISSELL range of vacuum cleaners, carpet cleaners, steam cleaners and sweepers visit [www.bissell.co.uk](http://www.bissell.co.uk).

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For more information and images please contact a member of the Publicasity team:

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Notes to Editors

About BISSELL Homecare, Inc.

A 136-year-old company, BISSELL® Homecare, Inc. is the World's No.1 brand in carpet cleaning and vacuum cleaning appliances.\* As an innovator of cleaning products, BISSELL produces and sells vacuums cleaners, sweepers, carpet-cleaning machines, steam and bare floor cleaners and cleaning consumables. The company is in its fourth generation of family leadership.

BISSELL®, BISSELL Experts in Home Cleaning®, BISSELL We Mean Clean®, and BISSELL Healthy Home® are trademarks of BISSELL Homecare, Inc.

Visit [www.BISSELL.com](http://www.BISSELL.com) to learn more about BISSELL's full line of cleaning products.

\*Based on unit sales per GFK and Euromonitor International Data.

\*\*Tested per IEC 60312-1 with multiple dust loadings, results within acceptable tolerance of 5%

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