

New Vacuum phenomenon, Gtech AirRAM™ Scoops Good Housekeeping Endorsement

Submitted by: Minx PR

Tuesday, 24 July 2012

Gtech AirRAM™ has received the Good Housekeeping Institute (<http://www.gtechairram.com>) endorsement after rigorous testing of this innovative vacuum cleaner that is sucking up success across the UK.

Heralded at its launch in April this year as 'The Future of Vacuuming', two months on and the Gtech AirRAM™ has firmly stamped its mark, becoming one of the most desirable vacuums within the John Lewis portfolio. According to the huge volume of customer reviews, banishing the need for heavy, cumbersome, corded vacuums has changed domestic cleaning into a pleasure rather than a chore. Gtech users literally 'love vacuuming' (<http://www.gtechairram.com>). Now armed with an order book worth £6m from high street and independent electrical retailers, Gtech is proud to display the Good Housekeeping Institute Approved logo on its packaging.

Good Housekeeping's Head of Consumer Testing, Patricia Schofield says: "Lightweight and convenient to use, this cordless cleaner scored a hit with the GHI testers. Using only a fraction of the electricity of its mains competitors it packed a punch, picking up dirt and debris with ease."

Since initial independent laboratory tests showed Gtech AirRAM™ outperforms leading mains and cordless competitors on carpeted floors, further independent laboratory tests have again been undertaken to reinforce its effectiveness revealing that Gtech AirRAM™ also picks up and removes dust and debris from hard floors more efficiently than leading mains powered vacuums.

No Cyclone, No Bag, No Cord

Launched by British design specialist, Gtech, the AirRAM™ is the first cordless vacuum cleaner utilising ground breaking technology that heralds the biggest evolution in vacuum development during the last 20 years. Despite banishing cyclones, bags, cords and using only 100 Watts of electricity, AirRAM™ outperforms leading mains powered and cordless vacuums on both hard and carpeted floors. Using only 100 watts of electricity to deliver this performance, AirRAM™ can save up to an astounding £252 in electricity bills over a five year period. Its lightweight and ergonomic design coupled with cordless feature also means you can easily take AirRAM™ upstairs and downstairs reaching into every corner of your home.

Gtech's founder, Nick Grey says: "History shows that once a fully capable cordless version of a product comes onto the market, corded versions lose value and become niche. Phones, kettles and drills were all tethered to sockets not so long ago. AirRAM™ challenges the market leaders bringing a new era of technological change with true mains performance achieved for the first time ever from a cordless vacuum cleaner."

The innovative Gtech AirRAM™ will change the way you vacuum your home forever, making cleaning faster, easier and more convenient. Be part of the cordless revolution today with your very own AirRAM™. Gtech AirRAM™ (RRP £229.00) is available from www.gtechairram.com (<http://www.gtechairram.com>) or www.gtechonline.co.uk (<http://www.gtechonline.co.uk>), John Lewis stores nationwide and from September 2012; Argos, Curry's, Comet and Debenhams.

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Notes to Editors

1. IBR is an A2LA accredited, independent, laboratory providing testing services for the detection and analysis of particulate contamination and verification of filtration performance. IBR provides accurate rapid turnaround oil, fuel, air, water and medical filter testing and particulate cleanliness determination for critical applications. Applications include consumer product performance such as vacuum cleaners and room air purifiers, automotive, compressor, HVAC, Medical and process filtration. Laboratories are located in USA and England.

2. Gtech commissioned industry standard, independent laboratory tests carried out by IBR Laboratories (IBR UK Ltd) in which the Gtech AirRAM™ was proven to outperform leading mains powered vacuums by Dyson and Vax on carpeted floors. When IBR Laboratories also tested against the leading selling cordless products by Dyson and Vax, AirRAM™ had three times the cleaning performance and up to six times the runtime.

3. IBR tested Gtech AiRAM on hard floors against two leading vacuum cleaner brands in the UK. The Vax Mach Air is one of the biggest selling mains powered upright vacuum cleaners in the UK. The Dyson DC40 is the latest upright offering from Dyson. IBR Test Data Summary is available upon request.

This news release is issued on behalf of Grey Technology Ltd by Minx PR. For press enquiries, photography, samples, interviews; please contact Minx PR representatives:

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