New Which? Survey Names Gtech The Best Cordless Vacuum Cleaner Brand

Tuesday 20 January, 2015

Related Sectors:

Home & Garden ::

Scan Me:

A new Which? survey (Which?, December 2014) names Gtech AirRam the best cordless vacuum brand overall delivering decent reliability, value for money and the highest customer satisfaction score.(1)

The consumer watchdog asked 10,986 members about the products they own across 15 categories. Which? combined the results with data from its most recent lab tests and ranked appliances from best to worst.

The results uncover that the top brand for reliability isn't necessarily the best overall brand when value for money and customer satisfaction is also taken into consideration.

The survey reveals that Gtech is the best brand overall in the cordless vacuums category, earning a "decent reliability score, the highest customer score and is considered good value for money by those who own them".

Gtech CEO and founder, Nick Grey said: "This is a proud moment for Gtech. We have a fairly simple company ethos placing convenience and ease of use at the top of our design mission, and we aim to treat our customers as we would want to be treated ourselves.

"We want people to ditch the cord and weight of their old mains vacuum, and love the convenience of our lightweight, high performance cordless vacuum cleaners. This survey makes us feel we're moving in the right direction delivering a highly effective cordless vacuum that not only makes vacuuming easier but offers value for money and customer satisfaction too."

Since its launch in April 2012, Gtech AirRam has sold 400,000 units and turnover has doubled year on year rising from £21m to £45m in 2014.

Designed, developed and patented in the UK by British design specialists, sales of AirRam continue to grow combined with the introduction of the Gtech AirRam K9 (Sept 2014) for pet owners who want AirRam performance with extra features to help deal with the extra strain placed on a vacuum cleaner by pet hair, and the Gtech Multi (Nov 2013), an above floor hand held cordless vacuum cleaner that partners naturally with the AirRam to provide a total of 70 minutes high performance cordless cleaning.

- Ends –

Refs:

(1) Best Appliance Brands, Which? January 2015

Notes to Editor:

1. In 2012 (& 2013) GfK named Gtech the fastest growing floor care company (by value).
2. Summary of Gtech AirRam features include:

• AirRam's unique technology matches the performance of leading mains powered vacuums.
• Cordless freedom.
• Lightweight (3.5Kg) and easy to manoeuvre.
• A green alternative as AirRam uses only 100W of energy compared to 1360W consumed by the average mains upright cleaner.
• 40 minute run-time from a single charge.
• Easy to clean, removable, washable filter ensures optimum performance
• Easy to empty, bagless dust collector unclips to allow debris to be tapped out directly into the bin

Where to buy
Buy Gtech AirRam £199 from www.lovevacuuming.com or Argos.

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:

Michelle Redmond / 07734 681796 / 020 8288 0849 / michelle@minxpr.com
Nicky Sadler / 07821 805433 / nicky@minxpr.com

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk