



Performance is everything.

For further information please contact
Jo Sawyer, Vax PR Manager, on:
Tel: +44 (0) 1905 793 292
Email: jsawyer@vax.co.uk

FOR IMMEDIATE RELEASE: 30th June 2011

Vax unveils world's first cardboard vacuum cleaner

The UK's best selling floorcare brand Vax is championing young British design talent by producing the world's first cardboard vacuum cleaner, designed by Loughborough University student, Jake Tyler.

The Vax ev is a high performance vacuum cleaner constructed for optimum sustainability, using recycled and recyclable materials that reduce the burden on landfill. The corrugated



cardboard panels that form the body of the Vax ev are easily replaced if damaged and cost just a tenth of the price of an equivalent plastic panel. They are multi-purpose too, beginning their life as part of the retail box the vacuum cleaner is sold in. Once the cardboard parts are separated from the box, they 'pop' into place around the motor housing, without any need for glue. They have a flame retardant coating and are fully customisable - with just a few felt tip pens you can turn your vacuum cleaner into a unique work of art!

Components that cannot practically be made of cardboard have been produced from recyclable, pure nylon plastic using RP (rapid process) manufacturing, rather than

injection moulding. This means the Vax ev can be manufactured locally to order, without the need for costly tooling moulds and assembly lines, whilst avoiding long distance distribution. .

Industrial design student Jake Tyler developed the Vax ev for his final year degree project at Loughborough University. He was supported by the New Product Design team at Vax's headquarters in Worcestershire, where he worked for a year under the company's student placement scheme. The Vax ev's revolutionary design has already won him a prize from the university and a place at the New Designers exhibition of the UK's best graduate work, held at the Business Design Centre in London from 6-9th July. Vax is now exploring a limited production run of the vacuum cleaner.

"With sustainability becoming an increasing concern for manufacturers, the Vax ev shows just what can be achieved when young designers are encouraged to think creatively and push the boundaries of product design," said Paul Bagwell, Director of NPD at Vax. "It's so important that manufacturers such as ourselves support young British designers like Jake, as they are they key to this country's future success."

For information visit www.cardboardvax.com.

- Ends -

About Vax: Established in 1977, Vax is the UK's number one floorcare brand. Vax's headquarters are located in Droitwich, Worcestershire, England, and its floorcare products are distributed worldwide. Vax's product portfolio offers a comprehensive range of carpet washers, vacuum cleaners, steam cleaners and hardfloor cleaners. Vax UK is a wholly owned subsidiary of Hong Kong based TechTronic Industries Co.Ltd. (TTi) TTI is a market and innovation leader in power equipment products, floor care appliances, laser and electronic products. The Group recorded sales of HK\$26.4 billion in 2010.

For further information please contact Jo Sawyer, Vax PR Manager, on
Tel: +44 (0) 1905 793 292 or Email: jsawyer@vax.co.uk
