
THOMAS crooSer 2.0: Energy-saving cleaning with a new, stylish high-tech vacuum cleaner

- » **Up to 52.6% energy savings and outstanding cleaning performance**
 - » **Rated in the highest possible Dust Emission Class A**
 - » **Awarded top ratings for noise emission**
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Neunkirchen, September 2014 – Compact, agile, powerful. With the second THOMAS crooSer generation, vacuum cleaning is now twice as much fun. The new THOMAS crooSer 2.0 offers impressive product innovations and naturally also complies with the new EU regulation that has been in effect since September 1, 2014. With 650 watts and 71 dB (A), this small, high-tech vacuum cleaner (42 x 23 cm) achieves the best scores for energy efficiency and noise emissions. Equipped with the fiberglass free Blue CleanAir HEPA 13 filter system, this powerhouse also offers impressive cleaning performance and the best possible results in its dust emission classification. But it is not only in the realm of technology that this practical “Made in Germany” vacuum cleaning expert excels. With bumpers in contrasting colours, this cleaner for floor surfaces sets fashionable accents in the household. THOMAS will be presenting the new crooSer 2.0 for the first time between September 5 and 10, 2014, at the industry’s leading trade fair, the IFA in Berlin (Hall 4.1, Stand 202).

Up to now, many people could not imagine that it might be possible to vacuum clean efficiently with low wattage. To the experts from Robert Thomas in Neunkirchen in the Siegerland, however, this was no problem at all. Despite the fact that it has only 650 watts, the lively THOMAS crooSer 2.0 has suction that is as powerful as that of its big brother, the THOMAS crooSer (1200 watts), and at the same time dazzles with its outstanding energy savings. In fact, when it is in action, this powerhouse uses as much as 52% less energy than commercially available 2000 watt vacuum cleaners. This is the reason that the crooSer 2.0 has qualified for Energy Efficiency Class A and ensures sustainable vacuum cleaning in your own four walls.



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Pressinformation

Thrilling state-of-the-art technology

Thanks to its fiberglass free Blue CleanAir HEPA 13 filter system, the crooSer 2.0 will vacuum clean your house expertly and even make it possible for allergy sufferers to breathe freely while they use it. This innovative technology effectively filters out fine dust, allergens and bacteria from the air and thus guarantees a completely new feeling of freshness in the household. The crooSer 2.0 achieved the highest possible test results in the dust emission class and is also rated in Energy Efficiency Class A. Customers are also enthusiastic about the technical highlights, like the 360° Easy-Drive castors, the extra-long telescopic stainless steel tube, and the practical floor nozzle with LED light, which can be switched with a click of the foot and ensures easy handling. Special highlight: With only 71 dB (A), this little vacuuming marvel is extremely quiet and earns top ratings for noise emissions. The premium model of this vacuum cleaning genius also scores additional points with the remote control integrated in its handle and its modern sensor touch screen. A gentle touch is all that is needed – and off you go!

Individual style for your crooSer

The compact vacuum cleaning expert really knows what counts – and not only in regard to technology. This clever powerhouse also quickly earns a place in the hearts of enthusiastic cleaners with its looks – for the innovative bumper can be selected in line with one's personal taste. Six trendy colours from apple green to azure blue are available to give it an individual look. Besides, the innovative bumper prevents damage to furniture and edges and can be changed in seconds. All of this makes the crooSer 2.0 a must-have in every household.

The agile crooSer 2.0 is now available from 179.00 euros (RRP). The top-of-the-range models, THOMAS crooSer care (specialty stores) and crooSer parquet (large specialty markets) for especially delicate parquet care, are available for 249.00 euros (RRP). Information about the company and about other THOMAS products can be found on the www.crooser.de and www.robert-thomas.de websites.

About THOMAS

THOMAS is a brand of the renowned German family enterprise Robert Thomas, Metall und Elektrowerke GmbH & Co., based in Neunkirchen in the Siegerland region of North Rhine-Westphalia, Germany. In keeping with its determination to "Do our best for our customers," Robert Thomas has been developing and manufacturing innovative „Made in Germany“ products for more than 100 years. The production of the first electric motor-driven metal washing machine in Europe at the end of the 1940s was considered a major milestone in the history of the company. Today allergy-friendly vacuum and carpet cleaners with and without spray extraction, as well as spin dryers, demonstrate the pioneering spirit of the company, which is now owner-managed in the fourth generation. The Neunkirchen site manufactures equipment that meets the highest standards of quality, durability and serviceability. THOMAS products are available throughout Germany in large and small electric appliance specialty stores and on the Internet and are sold in more than 30 countries all over the world. Additional information is available on the Internet at www.robert-thomas.de.



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