



H-P PRODUCTS, INC.

## **PRESS RELEASE**

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### **AS NEW HOME SALES SOFTEN, THE MARKET IS DEMANDING VALUE-ADDING INCENTIVES**

**To avoid losing profit while motivating potential buyers, builders are adding cost-efficient amenities like VACUFLO central vacs to their inventory of new homes.**

**Orlando, FL – IBS 2008 – February 13 – 16, 2008 – Booth # W4189** – As the real estate market continues to decelerate, builders are forced to offer new-home shoppers some type of incentive (without decreasing the price) in order to liquidate the large number of unclaimed houses. VACUFLO® and Dirt Devil® central vacuum systems from H-P Products, Inc. are a low-cost amenity for builders to create a tangible incentive, adding value and interest in the home without losing profit potential.

According to National Association of Home Builders (NAHB), builders prefer offering free upgrades over reducing prices as made evident by the 75% now offering some kind of incentive, up from 50% last year; promotions are the highest they have been in seven years. Many builders are now installing lighting systems, distributed audio, central vacuum systems, etc. as enticement for potential buyers who may be on the fence, waiting for prices to drop. In a Builder Magazine article, *Up Against the Heavy-Weights*, industry professional Nick Lehnert says, *"If you give someone \$5,000 in closing costs, they'll use it all. If you give them \$5,000 in design center options, they'll use it but it costs you 30% less."*

H-P Products, premier manufacturer of high-performing VACUFLO and Dirt Devil® central vacuum systems, presents a happy-medium for both the builder and the buyer; central vacs offer homeowners a powerful, whole-house cleaning solution with low overhead and limited maintenance for the builder. Central vac in-wall tubing is easily installed during construction in less than one day.

For the builder, conveying the value of a central vacuum system to a potential buyer is straightforward; simply present the health benefits and the convenience factors:

- **Health Benefits** According to the E.P.A., indoor air quality is 3-5 times worse than outdoor air quality due to indoor air pollutants like animal dander, dust mites, mold and pollen contributing to allergic conditions and other health problems. Since most people spend well over 90% of their time inside, keeping the interior of a home free from dust and allergens is a critical component in maintaining a healthy living environment. Using a central vacuum system, like VACUFLO, can significantly reduce exposure to these harmful airborne particles by removing 100% of the vacuumed dirt and debris from the living area. Portable vacuum cleaners remove dust, dirt and debris from the surface, but fine dust particles become airborne and can remain in the air for at least an hour after vacuuming, possibly aggravating allergy symptoms. Years of research have confirmed that homes cleaned with a central vac reduce the risk of allergies, sneezing, asthma, coughing, dizziness, lethargy and even digestive problems.
- **Convenience** It's important to educate consumers on the user-friendliness of central vacs. It is recommended that the dirt canister be emptied merely 2-3 times per year and the power units require little to no maintenance. The powerhead operates upon insertion into the inlet valve and can be stored in a well-located closet. There are a number of accessories and attachments available to provide a tool for nearly every cleaning situation.

As important as adding incentive and increased value to homes is, builders should offer their potential buyers reputable and well-respected brands. H-P Products systems use patented Cyclonic Filtration Technology<sup>®</sup>, a process that creates a powerful centrifugal force (a cyclone-like spinning action) that separates dirt and debris from the airflow, keeping allergens, dust and vacuum odors from re-circulating throughout the house. 100% of the vacuumed dirt and debris is removed from the home and 96-98% is deposited in the dirt canister while the remaining fine dust particles are either vented outside, or captured in a filter cartridge when venting isn't possible or desired.

Both VACUFLO and Dirt Devil<sup>®</sup> are installed with a Limited Lifetime Warranty to ensure the original homeowner's complete satisfaction. VACUFLO and Dirt Devil present powerful cleaning performance and reliability with amazingly quiet operation – satisfying the cleaning and convenience needs of all homeowners.

In the *Builder Insights* assessment by Parks Associates, 1,155 builders (who do and do not sell electronic systems) were surveyed as part of Parks Associates ongoing home systems research and analysis. Parks Associates' Director, Home Systems Research, Bill Ablondi speculates, *"Interest rates are up, unsold inventories are high, and competition among home builders is heating up."* Facing all of these factors, it is critical for builders to find a way to rise above the

rest. Along with multi-room audio, home theater, security systems, and structured wiring, central vacuum systems are becoming a standard piece to the homebuilding puzzle and by not providing this to homeowners, builders run the risk of customers seeking someone that offers the WHOLE package.

For more information on H-P Products, Inc., please visit [www.cleanstartshere.com](http://www.cleanstartshere.com).

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*H-P Products, Inc. offers over 55 years of manufacturing expertise - with over 45 of those years manufacturing built-in central vacuum systems, as well as tubular products. In 1955, H-P Products introduced VACUFLO<sup>®</sup>, the first residential built-in central vacuum system with a patented True Cyclonic<sup>®</sup> process requiring no bags or filters. H-P Products manufacturer of the Dirt Devil<sup>®</sup> and Dirt Devil<sup>®</sup> Platinum Force<sup>®</sup> lines of central vacuum systems offer versatile accessories and kits for every application. Log onto [www.cleanstartshere.com](http://www.cleanstartshere.com) for more information on the full line of central vacuum products and accessories.*

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