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DURABLE APPLIANCES RELEASES ELECTROZOOM XL VACUUM

*First industrial-strength consumer vacuum brings simplicity and convenience
to home cleaning*

CAMBRIDGE, Mass. – Oct. 21, 2019 – Durable Appliances Corp., the leader in industrial cleaning technology, today launched the ElectroZoom XL, the first industrial-strength consumer vacuum. Durable Appliances based this vacuum on its popular industrial designs.

The EZXL uses GermStat, a hypoallergenic cleaning system that pulls in common household irritants and removes 99.97% of particles larger than 0.3 microns. GermStat also eliminates the after-dust many vacuums leave behind that can aggravate symptoms of asthma, rhinitis, hay fever, and eczema.

The EZXL features the FlexiHandle, designed by orthopedist Dr. H. Johann Crichnbach. At the push of a button, the FlexiHandle telescopes up to 46 inches and bends to clean hard-to-reach areas, lowering the chance of orthopedic injuries that vacuuming can cause.

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“We are excited to release the first industrial-strength consumer vacuum,” said David Evans, vice president of marketing for Durable Appliances. “Traditionally, consumer vacuums are less powerful than industrial vacuums, but we believe this has to change. This vacuum helps consumers keep their own homes as clean as a five-star hotel.” [UNAPPROVED]

SIMPLICITY AND CONVENIENCE

The EZXL delivers a simpler cleaning experience in a more powerful appliance. With the EZXL, consumers get:

- **U2Wave** – This ultraviolet light on the interior perimeter of the vacuum kills more than 90% of pathogens including bacteria, mold, and viruses.
- **Detachable Canister** – This quick-release cordless canister vacuum operates at 200 W to help homeowners thoroughly clean smaller areas.
- **Cordless Operation** – The first upright cordless vacuum provides homeowners with 30 minutes of high-powered vacuuming to clean areas without outlets.

PRICING AND AVAILABILITY

Consumers can buy the EZXL for \$675 at Walmart, The Home Depot, www.amazon.com, and www.durableapp.com. Attachments including brushes and an extension wand are available as a package of eight for \$99.95. The product’s warranty covers replacement parts for five years and labor for one year.

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ABOUT DURABLE APPLIANCES

Founded in 1925 and based in Cambridge, Massachusetts, the privately held, environmentally conscious Durable Appliances creates industrial-strength appliances. Durable Appliances operates in 72 countries and holds 17 patents for industrial cleaning technology related to energy efficiency and filtration. Durable Appliances has sold more than 1 million Chamber-Clean vacuums, its flagship product. For more information, visit www.durableapp.com.