
“Vacuum cleaning refreshingly different”: Vacuum cleaner experts THOMAS repositioned

Neunkirchen, September 2014 – THOMAS, manufacturers of high-quality vacuum and carpet cleaners, is now highlighting its specialist status in the field of floor care with a new brand claim. “THOMAS – Vacuum cleaning refreshingly different” focuses even more intensely on the unique products of this company from the Siegerland and at the same time communicates a value proposition for the consumer – stylish, modern vacuum cleaners, paired with cleanliness and fresh air every time they are used. The new claim is the result of a comprehensive positioning process that involved both a redesign of the brand identity and a restructuring and expansion of the product portfolio.

Already in the fourth generation of owner management, the company based in Neunkirchen manufactures innovative vacuum cleaners that meet the highest standards of quality, durability and serviceability, and which most impressively meet both the functional and the emotional needs of the target group identified through extensive market research studies. Allergy sufferers, pet owners, and parquet lovers particularly appreciate the THOMAS vacuum cleaner with its superior cleaning technology. “Only if you are capable of listening and truly understanding the consumer can you look into his heart – and not if you attempt to dictate what he should buy. Our vacuum cleaners are designed to appeal to various final consumer and age groups with their individual concepts of cleanliness and hygiene. With these tailor-made products, we repeatedly demonstrate our courage to appeal to a niche market and thus to intentionally differ from our competitors,” explains Manfred Donath, THOMAS Marketing Manager.



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THOMAS – Pioneering spirit “Made in Germany”

Over 100 years old, for quite some time this family-owned company was a gem of quality and technology that somehow remained in the shadows. 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 environmentally- and allergy-friendly vacuum and carpet cleaners with and without spray extraction, as well as spin dryers, demonstrate the pioneering spirit and innovative strength of the company based in the Siegerland. About five years ago, the company ushered in a new era and decided to raise its decades of experience with wet-and-dry vacuum cleaners to a new level. Models that already existed were redesigned, new products were developed, and the brand identity was rejuvenated. “After the successful repositioning of our AQUA+ range for wiping up and vacuum cleaning and the crooSer “Is vacuum cleaning allowed to be fun” market launch last year, the expansion of our product portfolio to include the bagless perfect air models this year is a further important step for us. The positive reaction of the trade in Germany and in our export markets shows us that we are on the right path. THOMAS is a modern, consumer-oriented premium brand that meets the demands of the market. We are optimistic about the fact that we will continue to grow vigorously with our products, both in Germany and abroad,” adds Manfred Donath.

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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. Further information is available on the Internet at www.robert-thomas.de.



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