
THOMAS crooSer silver lite: The new high-tech vacuum cleaner for Generation 50 plus

- » **The small, agile, trendy vacuum cleaner with user-friendly features**
 - » **1 + 7 vacuum cleaner bags gratis**
 - » **Ease to operate thanks to the wireless remote control with its XL control**
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Neunkirchen, September 2015 – Today one-third of the total population is already over 55 years of age. In 2050, in fact, according to statistics from the German Federal Statistical Office, one in three will be over 60 years old. The so-called Best Ager constitute a constantly growing market with demands and wishes of its own. The new THOMAS crooSer silver lite was designed especially for this target group and is enthusiastically welcomed by it due to its many features that make vacuum cleaning at a higher age easier and a real pleasure. The pert little vacuum cleaner in timeless white with its silver bumper is agile, light and extremely quiet – characteristics that Best Ager truly appreciate. Thanks to its compact size and its low weight, this vacuuming marvel – Made in Germany – enables easy handling for any cleaning chore. Technical highlights, such as the wireless remote control with its XL control button, the 360° Easy-Drive castors, and a floor nozzle that can be adjusted by a click of the foot, also make handling fool proof. Awarded Energy Efficiency Class A, the best possible score, in three efficiency classes, this new THOMAS vacuum cleaner is a must-have for all Best Ager households that do not want to forego such convenience and comfort. THOMAS will be presenting the dashing crooSer silver lite for the first time at the industry's leading trade fair, the IFA, to take place in Berlin from 3rd to 9th September 2015 (Hall 4.1, Stand 202).



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They are full of life, love to try out new things, and are enthusiastic about user-friendly high-tech products – the Best Ager. Generation 50 plus knows exactly what it wants in household appliances, too, and favours modern, functional products. The crooSer silver lite is an incomparably practical vacuum cleaner, one that was developed by THOMAS specifically to meet the demands of this generation. With the perfect dimensions of 42 cm x 23 cm and a weight of 4.7 kg, this little bundle of energy will vacuum its way into the hearts of its target group in no time flat. Not only can this agile vacuuming expert be easily stored in any closet, but it makes it possible to clean the house without the least bit of strain to the back. Even vacuuming staircases is easily done with this lightweight – an indispensable advantage one wouldn't want to miss, especially with increasing age.

Functionality that inspires enthusiasm

The new THOMAS crooSer silver lite will win you over with its numerous convenient features – offering greater quality of life and easier work for older people. A wireless remote control with an XL control button integrated in the handle of the vacuum cleaner was developed especially to meet the expectations of older people. Just a quick click will turn the vacuum cleaner on or off. The vacuum power can also be regulated simply and individually with the wireless remote control – without any bothersome bending. The universal floor nozzle with its practical foot click function makes removing the nozzle while standing a simple matter. Other highlights: The 360° Easy-Drive castors and an action radius of 13 meters offer the greatest degree of flexibility and freedom of movement. And the 10 meter cable makes annoying unplugging unnecessary. Thanks to the numerous accessories, a crevice nozzle, a furniture brush and an upholstery nozzle, the vacuum cleaner ferrets out every bit of dust, no matter how tiny. With the help of a Vario Clip, the accessories can easily be carried along on the cleaner tube – a user-friendly advantage for Best Ager. A further advantage: 8 x vacuum cleaner bags are included as standard accessories and make the bothersome purchase of dust bags unnecessary for about 2 years. But Generation 50 plus is enthusiastic about this versatile, trendy vacuum cleaner in timeless white not only because of what it has to offer technically, but also because of its look. Thanks to its innovative bumper, in classic silver, it is gentle to furniture and corners – and it ensures a worry-free cleaning experience at any age.

Efficient and energy-saving vacuum cleaning

Equipped with the fibreglass free Blue CleanAir HEPA 13 filter, this high-tech vacuum cleaner effectively removes fine dust, bacteria and allergens from the air – so that even allergy sufferers can breathe freely while cleaning. Despite its low wattage – only 650 watts, which means that it already meets the EU regulation that will first be valid in 2017 – the agile crooSer silver lite cleans like a pro and at the same time excels with its outstanding energy savings. This light vacuum cleaner has thus been placed in the highest possible Energy Efficiency Class (A). It is also outstanding in dust emissions, and receives the best possible test results. Another highlight: With only 71 dB (A), this vacuum cleaner is extremely quiet and earns top ratings for noise emissions as well – still another indisputable argument for Generation 50 plus.

The agile crooSer silver lite – Made in Germany – will be on sale for 229.95 euros (RRP) as of autumn. Information about the company and about other THOMAS products can be found at the www.crooser.de or www.robert-thomas.de websites.



Further information

Public Star®
Bierstadter Straße 9 a
65189 Wiesbaden

Romy Cutillo

E-Mail: r.cutillo@public-star.de
Phone.: +49 611 39539-14
Fax: +49 611 301995

Sandra Hemmerling

E-Mail: s.hemmerling@public-star.de
Phone.: +49 611 39539-15
Fax: +49 611 301995

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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.

