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## THOMAS perfect air feel fresh x3: Vacuum cleaning turns into freshness experience

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- » **New bagless vacuum cleaner with wonderfully refreshing smell**
  - » **Premiere at the IFA 2015**
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**Neunkirchen, September 2015** – “Refreshingly different vacuuming“ – THOMAS’ motto says it all. The Siegerland-based company takes cleanliness and freshness seriously and for the first time provides the often unpopular vacuuming with a fresh fragrance with its THOMAS perfect air feel fresh x3. With this innovation THOMAS has successfully developed further the bagless vacuum cleaner perfect air, which premiered at last year’s IFA. Equipped with all comfortable and practical features of the perfect air models, the THOMAS perfect air feel fresh x3 additionally comes with a refreshing fragrance after vacuuming. With its colour – bright apple green and white with a hint of azure blue – the handy vacuum cleaner also implies pure freshness. THOMAS will be presenting this new product for the first time at the industry’s leading trade fair, the IFA in Berlin from 3rd to 9th September 2015 (Hall 4.1, Stand 202).

### **For special home fragrance**

Bagless vacuum cleaners are increasingly popular and their market share exceeds one-third in Germany. The bagless vacuum cleaner with water filter from THOMAS’ perfect air series provides special cleanliness, as dust cannot escape into the air after vacuuming leaving unpleasant odours like conventional vacuum cleaners with a dust box or bags. The perfect air feel fresh x3, THOMAS’ new, high-performing bagless vacuum cleaner, has an additional convincing feature. You do not just feel the cleaner home, now you can also smell it – just like after mopping the floor. Because the latest innovation provides an additional experience of freshness with the integrated fragrance and makes maintaining the floor real fun.



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## Pressinformation

### AQUA-PURE filter box – new with fresh fragrance

The THOMAS perfect air feel fresh x3 is also equipped with the unique AQUA-PURE technology like the other models of the series and is perfectly suitable for everyone who cares about special hygiene and a fresh smell after vacuuming. The vacuum cleaner uses only one litre of tap water to be filled into the AQUA-PURE filter box. Vacuumed dirt and dust are then captured in the water, the dirty water is disposed after vacuum cleaning and cannot evaporate into the air – a clean and fresh solution. This way the bagless THOMAS vacuum cleaner in fresh apple green-white provides perfect cleanliness and noticeably refreshed air in the entire home.

### New freshness and usual comfortable handling

With its usual easy handling the THOMAS perfect air feel fresh x3 (weight 7,5 kg, dimensions: 467 mm x 318 mm x 294 mm) has a 360° easy-drive castor for great flexibility and agility when vacuuming. An 8 m cable with its automatic cable rewinding mechanism and an action radius of 11 m ensure almost unlimited freedom in house cleaning. The perfect air feel fresh x3 is also equipped with a washable HEPA 13 filter for particle-free exhaust air. The nozzle with a foot-operated switch is suitable for different surfaces. The comprehensive accessories package comprises a nozzle for parquet, a 22 cm nozzle for joints and a nozzle for upholstery with thread sensor, which make the bundle complete. A furniture brush with swivel joint makes dusting on cupboards and smooth surfaces easier than ever. With the double parking position the vacuuming wonder can be easily stored away.

The new perfect air model – made in Germany – will be on sale for 229 euros (RRP) as of autumn. Information about the company and other THOMAS products is available on the websites of [www.thomas-perfectair.de](http://www.thomas-perfectair.de) or [www.robert-thomas.de](http://www.robert-thomas.de).

### 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](http://www.robert-thomas.de).



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