

FLOOR CARE & CLEANING

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Unger's Pro collection cleaning system features a Dual Ended Pole (above) with a range of detachable tools such as the Bi-Level Brush (left) and the Fixi adjustable clamp with sponge (right).

Right: Unger's new Unger Pro Swivel Squeegee is designed for cleaning arched or bay windows.



Unger Extends Retail Reach With One-Pole Cleaning Systems

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The Unger Pro Soft Brush with squeegee can be used with a water fed pole for car cleaning.

BRIDGEPORT, CT— Unger Industrial has undertaken a strategic effort to extend its retail penetration with the introduction

of broad new slates of products that take the company's professional cleaning tools background and tailor it for a consumer cleaning audience.

"Retail is a real growth opportunity for us," said Scott Machado, channel marketing manager at Unger Industrial.

"We've been playing there for a while but we're really expanding our horizons by listening to the consumer."

He noted that the company has been expanding its market research, R&D and brand management teams to better translate its professional cleaning expertise for a consumer audience. "We kind of exploded this year with new product introductions and our re-branding of our Unger Pro, Unger and Total Reach lines," Machado said. "It's been a special time for us."

The company currently goes to market under three primary brand platforms, Unger Pro, Neat Home and Total Reach, all

of which are built on the company's "One Pole Many Uses" design philosophy. Unlike conventional stick goods suppliers that offer wide assortments of long and short handled cleaning tools each with their own pole or handle, Unger's primary focus is giving consumers a single pole and providing them the ability to interchange a variety of cleaning heads. The philosophy is an outgrowth of the company's history in commercial cleaning, where giving professional cleaners the ability to deal with myriad cleaning chores without totting around five, six, seven or more individual stick goods has

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Unger Grows 'Connect & Clean' Single-Pole Systems

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been integral to the company's growth.

In building its retail business, Unger has taken a similar approach, tailoring the products to attract a consumer audience. Machado noted for example that the company's Neat Home brand is designed to be, "a little more female friendly," with a wine berry color and an edited assortment of attachments that meet the most common consumer cleaning chores. Cleaning heads in this assortment, for example, include a Cob Web Duster, two styles of ceiling fan duster and a microfiber mini-blind duster, among other offerings.

Unger's Total Reach brand encompasses many of the design elements of its Neat Home collection in a way that, "is a little more fashion forward," though with a little more focus on basic performance. Neat Home's soft wine berry palette for example has been replaced with a bright, almost neon green.

All of its lines are designed utilizing the company's Connect & Clean system, which utilizes a single pole to which can be attached multiple cleaning heads. Correspondingly, items in all three of its brands are functionally interchangeable, according to Machado, meaning that an accessory purchased under the Unger Pro line can just as easily fit poles for its Neat Home



Above and right: Unger's Total Reach brand includes a window cleaning kit with tools such as a squeegee and scrubber. A telescopic pole can extend to 60 inches.



Below: The Unger Pro 48-inch Water Flow Pole has an on/off control valve built into the handle; it can be used with a variety of heads on hard and soft surfaces.

or Total Reach collection, and vice versa.

The company this spring has introduced a wide range of new products across all three of its brand platforms, many of which were recently on display at the International Housewares Association's Hot For The Holidays preview event.

In its Unger Pro collection the company introduced a new 48-inch Dual Ended Pole that Machado described as, "the last pole you will ever need." The new unit features a 3- and 1.5-degree tapered cone on opposite ends that enables it to work with every floor squeegee, brush or broom, "including items not in our current line," he said.

To help consumers store their poles and accessories when not in use, the company has introduced a Hang Up, 5-bracket storage system. The patented design features

flexible rubber grips, sliding adjustable brackets to accommodate a variety of widths and a heavy duty extruded aluminum channel.

Also new is a 48-inch heavy-duty flow thru pole and wash brush designed for car cleaning. The pole features an on/off control valve built into the handle and cushion grip for comfort. The wash brush has soft bristles for clean rinse and includes a squeegee for cleaning windows. Other new items include a Bi-Level Brush with multi-angle stiff bristles for aggressive scrubbing and a mini-duster for cleaning hard to reach places such as car vents. Other new items under the Unger Pro brand include a Pro Duster kit with extendable and bendable natural lambs wool duster; a microfiber "feather" duster; a 14-inch Performance Grip Scrubber; and an 18-inch Professional Scrubber with a non-abrasive pad and heavy-duty

microfiber designed to hold more water.

Under its Total Reach brand the company has introduced new Wash Mitts for car cleaning or dusting. The machine washable mitts are designed to attract and hold dust without chemicals with soft-fiber interiors for added comfort. Also new is the Total Reach Window Cleaning Kit, with a telescopic pole that extends to 60-inches; the new piece features a microfiber scrubber sleeve and cushion grip comfort handle. Also new is a telescoping flow thru pole that provides from 6 to 12 feet of reach, as well as new Scrub Zone microfiber cleaning cloths and Scrub Zone Wood Fiber cleaning cloths. The Wood Fiber cleaning cloths, available in a 2-pack, absorb oil and grease from cooking and feature "cleaning corner scrubs," that remove stuck on messes without scratching.



Unger's microfiber feather duster (above) and microfiber wool duster (right), part of the Unger Pro line of cleaning tools.



Unger's cleaning and maintenance tool storage offerings includes the company's new Hang Up-5 Bracket (above and right).



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