

Case Study - Hospitality

Designing the Perfect Vacuum Cleaner

Jenny Botero, Resident Manager of the Crystal Gateway Marriott, Arlington, VA, wrote Marriott's cleaning, maintenance, and housekeeping standards for the entire hotel chain. She is also involved with housekeeping product selection.

When it comes to vacuum cleaners, Botero is fussy, so much so, she worked with a major manufacturer, Tornado Industries, to help develop the "perfect" vacuum cleaner.

"A vacuum cleaner is a significant tool for housekeepers," says Botero. "It's like the carpenter's hammer or the surgeon's scalpel. We really can't do our job without it."

To begin the project, Botero and her staff listed what they dislike about their current vacuum cleaners, like dust-releasing filter bags, vacuum cleaners that mar walls and furniture, cords that fray quickly, and vacuum cleaners that cause housekeepers to complain of fatigue, noise, and even injury."

Then, working with Tornado engineers, she and her staff set out to design all the features they would like to see in the perfect machine such as:

- High-quality filter bags to protect indoor air quality and have a "lever system" to insert, secure, and remove the bags.
- A cord system to keep excess cord out of the way and prevent fraying.
- Shell casings that can withstand the rigors of hotel housekeeping and remain airtight, so that contaminants do not escape the machine.
- Adjustable, ergonomic handles to accommodate short and tall users.
- Advanced, multistage vacuum systems with HEPA filters.

After several months, the engineers returned and presented Tornado's CV30 upright vacuum cleaner. "They sure did their homework," says Botero. "We are so impressed with the CV30, we've purchased several of them. This is probably as close to the perfect vacuum you can get."



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