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regularly in ensuring that a sprayer functions effectively. Understanding each part's significance can lead to better maintenance and performance. Zouzei: Replacement nozzles can greatly improve spraying efficiency. Nozzles control the flow and pattern of the spray. Clogged or damaged nozzles can disrupt the spray pattern, leading to uneven coverage. For example, a study by Smith et al. (202) noted that using the correct nozzle type can increase application uniformity significantly, which is crucial for pesticide herbicide effectiveness. Filters: Installing new filters can help maintain consistent flow rates. Filters prevent clogs and blockages in the spray components. A worn-out filter can lead to reduced pressure or erratic spraying patterns. According to the Environmental Protection Agency (EPA), regular filter replacement can extend the life of the sprayer and improve performance by up to 30%. Hoses: Replacing damaged or kinked hoses is essential for maintaining pressure. Hoses transport the spray solution from the tank to the nozzle. Over time, hoses can wear out or become punctured, leading to leaks. The National Agricultural Statistics Service (NASS) found that leaks from hoses account for about 15% of wasted spray solutions in agricultural contexts. Pumps: A faulty pump is often the primary cause of poor spraying performance. The pump generates the pressure needed to push the solution through the system. Signs of a failing pump include strange noises or inability to maintain pressure. A case study by Watson et al. (2022) demonstrated that a simple pump replacement restored full functionality to various types of sprayers, leading to greater operational efficiency and decreased downtime. How Can Regular Maintenance Prevent Future Spraying Problems? Regular maintenance can prevent future spraying problems by ensuring equipment operates efficiently, identifying issues before they escalate, and prolonging the lifespan of the system. Each of these factors plays a crucial role in maintaining performance. Efficient operation: Proper maintenance keeps critical components clean and well-lubricated. According to data from the U.S. Department of Energy, well-maintained equipment can operate up to 30% more efficiently than poorly maintained systems. This efficiency minimizes instances where spraying may become inconsistent or fail entirely. Early issue detection: Regular inspections uncover potential problems, such as leaks or blockages, before they develop into significant malfunctions. A study from the Journal of Facilities Management (Smith, 2021) highlighted that proactive maintenance can reduce unexpected equipment failures by 50%. Catching these problems early can prevent costly repairs and downtime later. Prolonged lifespan: Maintaining equipment reduces wear and tear. A study by the National Institute of Standards and Technology (NIST, 2020) found that equipment with scheduled maintenance has a lifespan that is, on average, 20-30% longer than that of regular counterparts. By extending the useful life of the equipment, regular maintenance delays replacement costs and sprayer malfunctions associated with aging components. In summary, regular maintenance safeguards against spraying problems by optimizing performance, facilitating early diagnosis of issues, and enhancing the durability of the system. By instituting a maintenance routine, users can enjoy consistent functionality and greater reliability from their equipment. Related Post: bissell carpet cleaner not spraying It is not that rare for even the most reputable brands like Bissell Carpet Cleaner to run into problems with the spray hose. You will sometimes struggle with the cleaner not spraying any water. Luckily, this spraying issue is usually not that serious. It is pretty easy for most users to get ahead of these problems by checking the condition of the tank and the spray tip. If you're sure that there are no serious hardware issues with the tank, you will be able to fix the device in no time. So, there is no need to get alarmed about this situation. Just follow through with the methods mentioned in this troubleshooting guide. Fixing Bissell Carpet Cleaner Not Spraying: Refilling the tank should be your first move with the Bissell carpet cleaner, as this issue is mostly related to an empty tank. So, even if the outer bladder seems to be filled with dirty water, make sure to refill the tank with freshwater or solution. That should help you get ahead of the spraying issues if you take proper care of the cleaner. Ideally, the problem will be fixed at this stage, and you won't have to think about going through more troubleshooting methods. If you're just about the unit, then the issue with the Bissell cleaner will be related to the placement of the water tank. Check the situation with both latches to make sure that your tank is adequately assembled. If the latches seem to be in good shape, just remove the tank from its seat and then place it properly one more time. Make sure that you're not able to pick up the tank by simply pulling on the handle. If the tank does come off when you pull it up, then it was not seated properly. So, try going over the manual instructions one more time to isolate the issue with the Bissell carpet cleaner not working. Check The Condition Of The Water Tank The condition of the water tank should be the first thing that you need to isolate with the Bissell carpet cleaner. If the tank is damaged, then that is likely why you're not able to spray any solution through the unit. Unfortunately, you're not left with many options when it comes to a damaged tank. So, make sure to go over the condition of the tank one more time to isolate the issue with your unit. Hopefully, you won't have to bother with more issues when addressing the situation with the Bissell carpet cleaner not spraying. Fix The Placement Of The Pump Belt The placement of the pump belt can also play a massive role in this issue. You have to fix the placement of the pump belt to isolate the problem with the Bissell carpet cleaner. If the issue is truly with the placement of the pump belt, just readjust the belt and then screw everything back in its place to get ahead of the problem. The pump belt can be accessed through the bottom of the machine. You need to turn off the device entirely and then turn it upside down so that the brushing side is facing towards the ceiling. From there, just remove the screws on the access door to remove the cover. You should be able to address the situation with the pump belt at this point with the Bissell carpet cleaner. There is also a possibility that the pump belt is damaged, and you need to replace this pump belt to isolate the issue. You won't be able to spray any water if the belt is not correctly connected to the motor. A damaged belt will not work with your machine, and you will have to call the dealer for a replacement. Most of the time, this replacement is pretty cheap, and you need to install a fresh piece to isolate this issue with the belt. If you're lucky, the issue might just be a clogged spray tip, and you need to remove the tool to access the sprayer tip. You can use any small pin to unclog the spray tip, and it won't take you more than a few minutes to clean up the tip properly. So, simply check the condition of the spray tip and clean it up a bit. Hopefully, that will be enough to streamline the flow of solution through the tool, and you won't have to bother with more issues when it comes to Bissell cleaner not spraying any more water. Check The Condition Of The Water Hose A damaged hose can also restrict the flow of water through the unit. You won't be able to get any water through the hose when it leaks out of the hose. So, after refilling the tank, make sure to check for leaks when you try to use the spray feature. If the water is not spraying through the tool, but you can still see leaking water on the carpet, then you're likely struggling from a similar situation. Depending upon the damaged sections, you will have to either replace the tool or the hose assembly to fix the flow of water. Make sure to get compatible replacements from the official support members when dealing with these issues. Get Help From Official Support At this stage, you should be able to narrow down the exact issue with the machine. However, if you're not that lucky, and the issue with your unit persists, then calling customer support might be the only solution. You can't do much about a damaged unit, and getting a replacement will help you address these issues. So, try and call the company number or your Bissell dealer to address the issue. Most of the time, the issue is with an empty tank, and you won't have to worry about spending hours trying to fix the problem. So, make sure to simply check the tank before you move towards the pump belt or the hose connection. If your Bissell carpet cleaner is not working, check that the heavy-duty bladder is filled with solution and hot water, and make sure the tank is properly seated. For no suction, ensure that the vacuum suction knob is turned towards "Floor Suction" and remove any large debris clogging the brush roll rotation.If the pump needs priming, refer to a video tutorial for assistance. Carpet cleaners may stop working if the recovery hose is damaged or clogged with debris, resulting in a loss of suction and poor extraction. Follow the troubleshooting steps provided by Bissell's support to address any issues with your carpet cleaner.Credit: youtube.com/you're experiencing the issue of your Bissell carpet cleaner not spraying water, don't worry. This guide will walk you through the possible reasons for this problem and provide step-by-step instructions on how to check and fix it.Possible Reasons For The Carpet Cleaner Not Spraying WaterCheck if the heavy-duty bladder is filled with solution and hot water.Make sure the top of the tank is properly attached by lining up and securing the latches on both sides.Ensure that the tank is properly seated.Step-by-step Instructions To Check And Fix The IssueVerify that the heavy-duty bladder is filled with solution and hot water.If not, fill it to the recommended level.Remove the top of the tank by unlocking the latches on both sides.Gently lift the tank, ensuring it is aligned properly with the latches.Secure the tank by locking the latches on both sides.Check if the carpet cleaner is now spraying water.If not, continue troubleshooting.Inspect the brush motor to ensure it is properly seated on the unit. Adjust it if necessary.If the issue persists, refer to the troubleshooting section of the Bissell user manual or contact Bissell support for assistance.If you're experiencing issues with your Bissell carpet cleaner not working, there could be a few common reasons behind it. Identifying and fixing these issues is crucial to ensure efficient cleaning results. In this section, we will explore the common reasons for the Bissell carpet cleaner not working and provide troubleshooting steps to help you resolve them.Common Reasons For The Bissell Carpet Cleaner Not WorkingInsufficient power supplyLoose or damaged connectionsClogged hoses or brush rollImproperly seated or full dirt containerThese are some of the common reasons why your Bissell carpet cleaner might not be working properly. Let's now learn how to identify and fix these issues.How To Identify And Fix These Issues! 1. Check the power supply and connections:Before moving on to other troubleshooting steps, it is essential to ensure that your Bissell carpet cleaner has a proper power supply. Follow these steps:Check if the power cord is securely plugged into a working power outlet.Inspect the power cord for any visible damage or cuts.If damaged, replace it with a new cord.Check the power switch on the machine and make sure it is turned on.Inspect all connections and make sure they are snug and secure. Loose connections can lead to power loss.2. Clear clogged hoses or brush roll:Your Bissell carpet cleaner is not spraying or suctioning properly, there might be clogs in the hoses or brush roll rotation. Follow these steps:Turn off and unplug the carpet cleaner.Inspect the hoses for any visible debris or clogs. Use a long, flexible brush or pipe cleaner to remove any blockages.Remove the brush roll cover and check for any debris wrapped around it. Clean the brush roll thoroughly and ensure smooth rotation.3. Check dirt container:If the Bissell carpet cleaner is not suctioning properly, the dirt container may not be seated properly or may be full. Follow these steps:Turn off and unplug the carpet cleaner.Remove the dirt container and empty it if full.Reattach the dirt container securely, ensuring it is properly seated.By following these troubleshooting steps, you can identify and fix common issues that may cause your Bissell carpet cleaner to stop working. Remember to always refer to the manufacturer's manual for specific instructions and safety guidelines.Explanation Of Common Error Codes And Their MeaningsWhen using a Bissell carpet cleaner, you may encounter error codes that indicate certain issues or problems. Understanding these error codes can help you troubleshoot and address the underlying problems efficiently. Here are some common error codes you may come across while using your Bissell carpet cleaner: Troubleshooting Tips To Address These Error CodesIf you encounter an error code on your Bissell carpet cleaner, here are some troubleshooting tips to help you resolve the issue:Refer to the user manual: The first step in troubleshooting any error code is to consult the user manual provided with your Bissell carpet cleaner. The manual usually contains a section dedicated to error codes and their solutions.Inspect the machine: Check for any visible signs of damage or blockages in the brushes, hoses, or nozzles. Sometimes, debris or clogs can trigger error codes. Clean or remove any obstructions you find.Reset the machine: In some cases, simply resetting the machine can clear the error code. To do this, turn off the carpet cleaner, unplug it from the power source, and wait for a few minutes. Then, plug it back in and turn it on again.Check the water and solution levels: Low water or solution levels can trigger error codes. Ensure that the water tank and solution tank are properly filled. If necessary, refill them and restart the cleaning process.Contact customer support: If none of the above troubleshooting steps work, it is recommended to contact Bissell customer support for further assistance. They can provide specific recommendations based on the error code you are experiencing.List Of Common Error Codes For Reference-Error Code MeaningE1 Motor overheatingE2No water flowE3The tank not properly seatedE4Brush roll obstructionE5Dirty water tank fullE6No suctionE7Low battery (if applicable)Keep in mind that these are just a few examples of common error codes. The specific error codes and their meanings may vary depending on the model of your Bissell carpet cleaner. Always refer to the user manual provided with your machine for accurate information.Reasons Why The Brushes On The Carpet Cleaner May Not Be SpinningThere could be several reasons why the brushes on your Bissell carpet cleaner are not spinning. Let's take a look at some of the common causes.The brush motor may be malfunctioning or burnt outThe belt connecting the brush motor to the brush roll may be broken or stretched:There could be a clog or debris obstructing the brush roll.The brush roll may be jammed or stuck due to tangled hair or fibers:Step-by-step Instructions To Troubleshoot And Resolve The IssueFollow these troubleshooting steps to get your brushes spinning again:Turn off and unplug the carpet cleaner to ensure safety.Inspect the brush roll for any visible clogs or obstructions. Use a pair of scissors or a brush to remove any tangled hair or fibers.Check the belt connecting the brush motor to the brush roll. If the belt is broken or stretched, it will need to be replaced. Refer to your user manual or contact Bissell support for the correct replacement part.If the brush motor is not running or seems to be burnt out, it may need to be replaced. Again, consult your user manual or reach out to Bissell support for guidance.After clearing any clogs and replacing any faulty parts, plug the carpet cleaner back in and turn it on to see if the brushes start spinning. If not, move on to the next step.Inspect the brush motor and brush roll housing for any further obstructions or damage. Use a flashlight if needed.If you are unable to troubleshoot and resolve the issue on your own, it is recommended to contact Bissell support or take the carpet cleaner to a professional technician for inspection and repair.Mention Any Common Parts That May Need To Be ReplacedCommon parts that may need to be replaced if the brushes on your Bissell carpet cleaner are not spinning include:PartDescriptionBrush MotorThe motor is responsible for powering the brush roll.BeltThe belt connects the brush motor to the brush roll.Contact Bissell support or refer to your user manual for specific replacement parts needed for your model.Explain The Importance Of Referring To The Bissell Carpet Cleaner ManualWhen a Bissell carpet cleaner is not working properly, one of the most important resources at your disposal is the Bissell carpet cleaner manual. This comprehensive guide provides detailed instructions on how to operate, maintain, and troubleshoot your carpet cleaner. Clear instructions: The manual includes step-by-step instructions on how to assemble and use your carpet cleaner properly. It also provides valuable information on cleaning solutions, settings, and maintenance. Identifying common issues: The manual outlines common issues you may encounter while using the carpet cleaner. By familiarizing yourself with these issues, you can quickly identify the problem and find the appropriate solution.Safety guidelines: The manual also emphasizes important safety guidelines to ensure that you use the carpet cleaner in a safe and effective manner. Adhering to these guidelines can prevent accidents and damage to the machine.Before attempting to troubleshoot any issues with your Bissell carpet cleaner, it is crucial to refer to the manual. Familiarizing yourself with the manual not only ensures that you have the necessary knowledge to address common issues but also maximizes the efficiency and lifespan of your machine.Provide Links To Online Resources Such As The Bissell Support Website And YouTube channel For Troubleshooting Videos And GuidesIn addition to the Bissell carpet cleaner manual, there are online resources available that can further assist you in troubleshooting any problems you may encounter. These resources provide interactive guides, videos, and a community of users who share tips and tricks:Bissell Support Website: The official Bissell support website is a valuable resource for troubleshooting tips and solutions. It provides a comprehensive knowledge base and a dedicated support team that can assist you with any issues you may have.Bissell YouTube Channel: Bissell's official YouTube channel features a wide range of troubleshooting videos and guides. These videos provide practical demonstrations and step-by-step instructions to help you address common issues with your carpet cleaner. By utilizing these online resources, you can access visual demonstrations, detailed explanations, and user feedback, making it easier to troubleshoot your Bissell carpet cleaner. Remember, the combination of the Bissell carpet cleaner manual and online resources provides you with a comprehensive troubleshooting toolkit to resolve any issues you may encounter. Make the most of these resources to keep your carpet cleaner performing at its best.To fix the issue of no water coming out of your Bissell carpet cleaner, ensure that the bladder is filled with solution and hot water. Remove and reattach the top, making sure it is properly lined up and secured. Also, check if the tank is seated correctly. This could be causing reduced or no spray.Ensure the Vacuum Suction Knob is set to "Floor Suction" and remove any clogs from the brush roll. Check if the dirt container is properly seated and not full. For more troubleshooting steps, refer to the Bissell website or contact customer care.To prime the pump on a Bissell Proheat carpet cleaner, first, make sure the bladder is filled with solution and hot water. Then remove the top and re-attach it, ensuring the latches are secured. Finally, check if the tank is properly seated. This should resolve reduced or no spray issues.Carpet cleaners may stop working due to a damaged or clogged recovery hose, debris lodged in the hose, or a loss of suction caused by a clogged or damaged hose. It can also happen if the tank is not properly seated or if there is no water coming out of the cleaner.Ensure the heavy-duty bladder is filled with solution and hot water and properly attach the top of the tank.The most common reason for this issue is the tank not being properly seated or the latches not being secured. Ensure the heavy-duty bladder is filled with solution and hot water, and reattach the top of the tank securely.To troubleshoot your Bissell carpet cleaner, ensure the heavy-duty bladder is filled with the solution and hot water. Double-check that the tank is properly seated and securely attached. If your cleaner is not suctioning, make sure the vacuum suction knob is turned towards "Floor Suction" and that the dirt container is seated properly and not full.Debris in the hose or a damaged hose can also cause issues. By following these troubleshooting steps, you can ensure your Bissell carpet cleaner works efficiently and effectively. Address: 2345 Walker, N.W, Grand Rapids, Michigan 49544 U.S.A. Telephone: (616) 453-4451 Fax: (616) 453-2081 Private Company Incorporated. 1883 Employees; 2,500 Sales: \$450 million (1999 est.) NAIC: 333119 Other Commercial & Shipments Industry Machinery Manufacturing; 335212 Household Vacuum Cleaner Manufacturing; 325612 Polish & Other Sanitation Goods Manufacturing Since 1876, BISSELL has been a world leader in manufacturing and marketing a broad line of quality home and floor care products: carpet sweepers, deep cleaning machines, vacuums, and cleaning formulas—which appeal to consumers of all ages, incomes, and lifestyles. Today, these products are welcomed in homes across America, Canada, throughout Europe, and in emerging international markets. The fiber of how we do business begins with our Mission: "Quality is defined by our customers, whose complete satisfaction is our goal. Through a Company-wide initiative of continuous improvement, by managing against specific data, and by showing respect for our Associates, we will produce the highest quality products and provide the best service." Company History: BISSELL Inc. is the number four manufacturer of floor care products, trailing Hoover, Eureka, and Royal. The company is best known for its line of mechanical carpet cleaners, which predate electrical vacuums by 50 years and continue to defy obsolescence; carpet sweepers helped build BISSELL into a diversified homecare company. In the 1980s and 1990s the company built up an impressive and wide-ranging line of deep cleaners. In addition to carpet sweepers and deep cleaning machines, BISSELL Homecare manufactures vacuums, electrical appliances, cleaning agents, and personal care products. The BISSELL Graphics division designs, manufactures, and markets a wide range of specialty tags, labels, clinical research/study forms, and other printed products. Finally, the BISSELL Healthcare division markets patient-assist, rehabilitation, and orthopedic treatment products. Building a Better Carpet Sweeper in the Late 1800s The BISSELL carpet sweeper was developed in 1876 by Melville R. Bissell, who operated a crockery store with his wife, Anna, in Grand Rapids, Michigan. The Bissells received most of their fragile glass and china shipments in crates packed with sawdust, which often spilled onto the floors in their shop. In sweeping up the wood shavings, Bissell kicked up dust that got into his rugs, prompting him to invest in a carpet sweeper. These devices, which had been available since 1858, used floor wheels to drive rotating brushes that swept dirt out of the pile in rugs. Although not perfect, they were infinitely more effective than brooms. Bissell purchased a model called the "Welcome," but he noted several deficiencies in the design and endeavored to develop a better model. The BISSELL design also used floor wheels to drive a brush, but on an improved reduction gear. The brushes bent slightly as they brushed through the carpet. When they rotated off the floor, they sprung whatever debris was in their path into a compartment. The dirt could be dusted by simply opening the top of the box and shaking it over a garbage can. Soon, many of the shop's patrons were asking where they could buy this carpet sweeper, which they had seen work so effectively on sawdust, and Bissell began to wonder if his carpet sweeper was a marketable product. Anna Bissell had no doubt about the product. She eloquently noted that because Americans were clean in mind and body, the carpet sweeper would serve the cause of responsible living while reducing the strain and drudgery of housekeeping. Melville Bissell could not deny his wife's logic, or the many customers asking about the sweeper. Beginning to see the device as nothing less than a revolution in housekeeping, Bissell cleared a space on the second floor of their crockery store for an assembly shop, where he supervised a small staff of workers. His wife collected brushes from cottage industry homemakers who were enlisted to assemble them. The Bissells conducted their own sales visits, choosing to distribute their product through housewares retailers rather than through door-to-door salesmen. It took several months, but Anna Bissell succeeded in getting skeptical shopkeepers to purchase and display the carpet sweeper. The device performed well in in-store demonstrations, and word of mouth quickly established a strong demand for the product. Soon the Bissells were turning out 30 carpet sweepers a day and shipping them to retailers throughout Michigan, the Midwest, and the Eastern States. The Bissells stumbled onto an effective new sales tool when a young BISSELL bookkeeper named Claude Hopkins suggested a change in the sweeper's sales brochure. He argued that schematic diagrams and other mechanical details were of less interest to the consumer than the fashion aspects of the product. Hopkins's brochure focused on the "golden maple, opulent walnut and rich mahogany" used to make the BISSELL sweeper. The company's directors feared that Hopkins's approach underscored the technological superiority of the product, every aspect of the sweeper was patented, and the company vigorously sued those who infringed on its design. But they could not deny the fact that Hopkins drastically boosted sales of the carpet sweeper. Inspired, Hopkins drew up a pamphlet promoting a limited edition of the device made from vermilion, a rare and exotic wood transported out of the jungles of India on the backs of elephants and floated to port on rafts. The stunt produced more sales in six weeks than the company had been able to muster in a year. Hopkins, who developed the strategy of promoting the carpet sweeper as a Christmas gift, later joined a Chicago advertising agency, where he built a career as one of the first masters of his art. Melville and Anna Bissell incorporated their company in 1883 and built a new factory for making carpet sweepers. They also bought out two competitors, the Michigan Carpet Sweeper Company and the Grand Rapids Carpet Sweeper Company, but only to raid them of their managerial talent. Soon after the new five-story BISSELL plant was completed, it was leveled in a fire. Melville Bissell mortgaged his entire personal fortune, including his home and his stable of horses, to finance a reconstruction. Shortly after production resumed, it was discovered that the factory's entire output was defective. To protect the brand name, Bissell ordered the recall of every defective model, at a cost of more than \$35,000. International Expansion in the Late 19th Century The BISSELL name had become so well established by 1889, and had such a strong reputation for quality, that few competitors dared to challenge it. But tragedy struck that year when Melville contracted pneumonia and died at the age of 45. When Anna Bissell took control of the company, she became one of the first female executives in the United States. After taking over for her husband, Anna decided to build BISSELL into an international brand. The company already had agencies in 20 foreign countries, but penetration was light. Even though Europeans were more meticulous housekeepers, they had fewer carpet sweepers than Americans. BISSELL salesmen in England held public demonstrations of the product, gently proving that the carpet sweeper could clean even the most delicate rugs. The big break came when Queen Victoria allowed the BISSELL sweeper to be used in her palace. Following the royal example, thousands of English homemakers ordered their own sweepers. Soon the practice of carpet sweeping became known generically as "Bisselling." First Competition from Vacuum Cleaners in the 1920s Anna Bissell remained head of the company into the 1920s, when a new threat to the business emerged. Household electrification swept aside gas lights, hand cranks, and foot pedals and paved the way for hundreds of new appliances, including the vacuum cleaner. Bissell, however, remained confident that the public would not overcome its fear of the strange new power source for many years. She recognized electric vacuum cleaners as unforgiving monstrosities that were capable of shredding fur carpets and expensive Oriental rugs. Many models shorted out through misuse, causing terrifying flashes and even fires. BISSELL's greatest asset at this point was the carpet sweeper's well-established position in the retail network. By contrast, vacuum cleaners were sold by door-to-door salesmen, who had reputations as boisterous, imposing cheats. As better models were developed, vacuum cleaners were accepted in more homes. In addition, vacuum manufacturers gradually eased their way into retail channels, where they made the BISSELL carpet sweeper look ancient by comparison. To avoid losing its place in the market, BISSELL introduced its own electric vacuum cleaner, with motorized brushes and a fan blade for sucking up dust. BISSELL vacuum cleaners, like others on the market, were loud and clumsy and kicked up dust. Convinced that a market remained for the carpet sweeper, BISSELL continued to make improvements to its product line. Earlier innovations included better bearings and a handle that adjusted the sweeping pressure on the brushes. With a design that debuted in 1928, the cleaner automatically adjusted the height of the brushes to different surfaces. Melville Bissell, Jr., took control of the company in his mother's last year. During the Great Depression, few people had money to spend on an expensive electric vacuum, so they opted for the BISSELL carpet sweeper. As demand for vacuums weakened, causing many manufacturers to go out of business, BISSELL decided to discontinue building electric models. Bissell believed that the carpet sweeper had a unique place in the home. Where electric vacuums could be used for heavy duty cleaning, the carpet sweeper would be favored for quick touch-ups, in the same way a broom might be used to sweep up a small mess. To reinforce a peaceful coexistence between the two devices, BISSELL emphasized the ease and convenience of using the carpet sweeper instead of a vacuum cleaner for small jobs around the home, and for cleaning the patio, the pool area, and the cottage. There was a place in every home for the lightweight, inexpensive, and portable carpet sweeper. World War II naturally curtailed production of consumer products. At BISSELL, the raw materials for making a carpet sweeper, including rubber, aluminum, and wood, were diverted for military production. As a manufacturing organization, BISSELL was melded into the military procurement system and given the task of building a variety of light industrial implements. After the war, with newfound prosperity and a rapidly increasing standard of living, vacuums became a fixture in every home. In England, the practice of carpet cleaning became known as "Hoovering." The company reestablished its European franchise by building—or in some cases rebuilding—factories and distribution facilities in Britain, France, Germany, Ireland, and Switzerland. To these were added sites in Canada and Australia, making Bissell a truly international name. Diversification Under Melville Bissell III: 1953–71 Melville Bissell III, a nephew of Melville, Jr., took over leadership of the company in 1953. Unlike his uncle, this Melville Bissell was determined that the Bissell name should stand for more than just mechanical carpet sweepers. He saw the company's market as "floor care" and, later, complete home care. Bissell was aware that the carpet sweeper was effective only for topical dirt. Conventional vacuum cleaners, which BISSELL had continued to avoid, could only brush up dirt in the top quarter-inch of a carpet. A more thorough cleaning, down to the nap of a carpet, would require wet shampooing. He ordered the development of a new product called the ShampooMaster, a non-electric device that used only water and detergent. The ShampooMaster was manufactured from 1957 to 1967 and during those years was promoted ahead of BISSELL's carpet sweeper. The company's revenue grew fivefold over this period, but only because of a burst in demand for the carpet sweeper. Sales of the ShampooMaster flourished because few homes were large or consistently dirty enough to warrant shampooing. The device was discontinued, and the company turned back to its traditional carpet sweeper line. In addition, in 1960 BISSELL had introduced the "stick vac," a lightweight vacuum that could be handled like a broom. The BISSELL stick vac competed with similar models built by vacuum cleaner manufacturers Regina and General Electric. BISSELL also acquired the Ohio-based Wood Shovel and Tool Company in 1965. The firm manufactured more than 300 different garden implements, but after only three years all but the company's snow shovel line was spun off. In 1970 BISSELL purchased a Swiss electric shaver company. But when European currencies were allowed to float in 1973, manufacturing costs skyrocketed. BISSELL sold all of the company's assets, but kept an electric motor technology that was developed into a headlight wiper motor for BISSELL's French subsidiary RIAM S.A. In 1971 BISSELL entered the printing industry by taking over the Michigan Tag Company, which was renamed BISSELL Printed Products. A second firm, Imperial Business Forms, was acquired by BISSELL, and was followed by two more firms, Atlas Tag & Label and Marion Manufacturing, all of which were later part of BISSELL Graphics. Refocused on Floor Care Under John M. Bissell in the 1970s John M. Bissell, a cousin to Melville III, assumed leadership of the company in 1971. Unlike Melville, he believed that the company should not risk losing the business it knew first: floor care. In his mind, the center of that business was the carpet sweeper. Based on that business, BISSELL focused its acquisitions on new ways to protect and grow its floor care business. BISSELL purchased the Penn Champ Company, a manufacturer of aerosol cleaners and fabric shampoo, in 1974. Hoping to provide retailers with an entire family of BISSELL floor care products, the company developed another token line of vacuum cleaners and in 1980 reintroduced the BISSELL Big Green Clean Machine as a simple, low-cost wet extraction device called The Carpet Machine. In 1981 BISSELL rolled out a second wet carpet cleaner called "It's Magic." The product contained no pump (the part most likely to fail on such devices), but drew its water pressure from a sink faucet. Although the wet carpet cleaner filled out the BISSELL line, it performed below expectations and was phased out of production. Resuming its diversification in 1976, BISSELL purchased Venturi, Inc., a manufacturer of plant foods and other organic products. In 1978 BISSELL purchased the Atlantic Precision Works, a manufacturer of kitchen warming trays, and relocated the factory from New York to Grand Rapids. BISSELL later added two other companies to the operation, Slip-X Safety Treads, a bathroom mat maker, and the E&B Company, which made flag poles and clothesline supports. Eventually BISSELL sold off all of these operations. BISSELL acquired the Fred Sammons Company of Chicago in 1982. Involved in the manufacture of self-help aids for the disabled community, Sammons sold primarily to institutional markets until a new Enrichments line was established for individuals. To support sales of these products, BISSELL created a small network of retail stores under the same name, which it placed in shopping malls. By the early 1990s, Sammons products were sold primarily via direct-mail catalogs. Expanded Deep Cleaning Offerings in the 1980s BISSELL's diversification was necessary, not because of weakness in the floor care segment, but because the floor care market had stagnated. John Bissell told the Grand Rapids Press, "If we're going to achieve the growth rate we want, we'll have to do it through acquisitions." BISSELL acquired Chicago-based Maxi Vac, Inc., a maker of wet/dry vacuum cleaners, in 1982, boosting its manufacturing and research capabilities in the deep cleaning market. In 1985 BISSELL introduced a three-in-one vacuum cleaner, intended for use on stairs and on the second level of homes, where a heavy vacuum cleaner would be less practical and more cumbersome. In 1992 the company rolled out a new carpet shampoo device called the BISSELL Promax (later renamed Powerlifter because of a copyright battle with Hoover). This was followed a year later by another product with more attachments and capabilities, called the BISSELL Big Green Clean Machine. The BISSELL Big Green Clean Machine was promoted through the much-maligned but effective medium of the infomercial. Although the ad harkened back to the sweeper demonstrations of the 1880s, BISSELL risked damaging its good name in such an ad. Nevertheless, the infomercial gave the BISSELL Big Green Clean Machine a more successful launch than other mediums might have. In fact, a smaller version of the device, the BISSELL Little Green Clean Machine, was introduced the same way in October 1993. Acquisition of the Singer Line in 1996 In 1994 Mark Bissell replaced his father, John, in the positions of president and chief operating officer, with John Bissell remaining chairman and CEO. Two years later Mark Bissell was named president and CEO, with John continuing as chairman. Also in 1996 BISSELL broadened its line of floor care products through the acquisition of the Singer line of upright vacuums and deep cleaners from Ryobi Motor Products. The purchase particularly helped BISSELL gain a more significant presence in the upright vacuum sector, as well as in the lower price end of the market—the company's products generally fell into the upper end. Within the deep cleaning category, BISSELL already had been successful in the area of canister models (the Big Green) and portable models (the Little Green). In 1997 the company launched its first upright model, the PowerSteamer. BISSELL continued to build up its line of deep cleaners with the late 1997 debut of Steam 'n Clean, the mid-1998 introduction of the Spot Lifter, and the spring 1999 launch of the PowerSteamer ProHeat Plus. The Steam 'n Clean model, at a retail price of less than \$150, was the industry's first competitively priced steam cleaner; it also was touted for its compact size, allowing users to comfortably hold it in their hands, and for cutting warmup time from 20 minutes to 30 seconds. BISSELL promoted the new product exclusively through infomercials for the first several months after its launch. The Spot Lifter, retailing for just \$59, was a handheld, portable model and was cordless and rechargeable. The PowerSteamer ProHeat Plus, an upright deep cleaner retailing at \$299, was said to be the first deep cleaner to contain a heating element. The Hoover Co. filed two lawsuits against BISSELL in May 1998 alleging patent infringements on certain features of BISSELL deep cleaners and upright vacuum cleaners. BISSELL quickly countersued but the parties reached a settlement in May 1999 shortly after the suits went to trial. The agreement was not disclosed but Hoover stated that the settlement "included an agreement regarding future use of Hoover extractor patents under license." By the late 1990s deep cleaning machines had clearly replaced carpet sweepers as the core BISSELL business. Although the company held 90 percent of the sweeper segment, that translated into only five percent of overall sales. With its increasingly varied line of floor care products, its emphasis on new product development, and its aggressive marketing and advertising efforts, BISSELL was certain to remain a major player in its industry. It also seemed likely to remain a private company. In mid-1999 Mark Bissell told HFN—"The Weekly Newspaper for the Home Furnishing Network," "We have a very loyal shareholder base. Our vision is to continue to be a family-held company, and to balance liquidity with the needs of shareholders. ... I have three kids. My brother has three kids. So there are a lot of Bisselletes running around. We hope that someone from the next generation will rise up from the ranks and run the company." Principal Subsidiaries: GRAPHICS DIVISION: Atlas Tag & Label, Inc.; ATL East Tag & Label, Inc.; BISSELL Graphics Corp.; Imperial Graphics, Inc. HEALTHCARE DIVISION: Ability One Corp.; Am Fab Inc.; Sammons Preston Canada Inc.; Sammons Preston, Inc.; Midland Mfg. Co.; Tumble Forms. INTERNATIONAL: BISSELL Australia Pty Ltd.; BISSELL Ltd. (Canada); BISSELL Homecare Inc. (U.K.); BISSELL Inc.-U.A.E. (United Arab Emirates). Principal Divisions: Homecare Division; Graphics Division; Healthcare Division. Further Reading: "Bissell, Inc. Finds Niches—and Grows," Grand Rapids Press, June 2, 1985, p. G1. "The Bustling Business of Bissell," Michigan Business, September 1984, pp. 40–42. Hill, Dawn, "Bissell Aims to Fill Out," HFN—"The Weekly Newspaper for the Home Furnishing Network, June 17, 1996, pp. 37+; —, "Bissell Deepens Its Niche," HFN—"The Weekly Newspaper for the Home Furnishing Network," January 13, 1997, p. 154. King, Ellen M., "Bissell Counters Hoover Suits," HFN—"The Weekly Newspaper for the Home Furnishing Network, July 13, 1998, p. 47. —, "Hoover Takes Bissell to Court: Two Separate Lawsuits Claim Patent Infringement," HFN—"The Weekly Newspaper for the Home Furnishing Network, June 1, 1998, p. 39. "More Firms on Advertising Ags," February 3, 1992, p. 10. Powers, David Cleary, "Bissell Carpet Sweepers," in Great American Brands, New York: Fairchild Publications, 1981. Rook, Martin, "Bissell, Big-Buck Blitz," HFN—"The Weekly Newspaper for the Home Furnishing Network, April 7, 1997, p. 139. "Suits Settled," HFN—"The Weekly Newspaper for the Home Furnishing Network, May 24, 1999, p. 50. Zackiewicz, Arthur, "Sweeping Success," HFN—"The Weekly Newspaper for the Home Furnishing Network, June 14, 1999, p. 32. Source: International Directory of Company Histories, Vol. 30, St. James Press, 2000. The guy who started Next Media LTD began his career working at a factory for \$10/month but eventually went on to create a chain of clothing stores bringing in over \$233 million in revenue per year, creating multiple magazines and newspaper circulating in two countries with over a half million subscriptions. Absolutely amazing. He started by selling motorcycle handgrips out of the trunk of his car to raising \$230 million when his sunglasses business went IPO 2o years later. Read about Oakley, the company named after the founder's dog, that changed the sunglasses industry forever. This company is a marketing cooperative owned by nearly 1,000 separate farmers. Ocean Spray Cranberries was founded by a lawyer in Boston who had a side business of selling cranberry sauce. He recognized his competitors would make better allies and brilliantly banded together hundreds of cranberry farmers to collectively market their crops under one brand in 1930. Orange Glo is a family owned soap and polish business that first introduced it's product to the public at the Arizona State Fair in 1986. 13 years later they had \$86 million in revenue. This is an incredible story about a homemade product developed out of a garage that took the world by storm. Outdoor Systems is an Arizona based billboard company. Read how the "growth through acquisition" strategy helped grow the company from running 80 billboards in 1980 to 250,000 billboards in less than 20 years. From corks to three-wheeled trucks to pistonless rotary engines in automobiles. Read about how Mazda broke ground in 1920, miraculously survived after 400 workers were killed by the atomic bomb, and went on to partner with Ford to make great cars that are enjoyed all over the world. Read about one of the oldest companies around, Merck. Yes, the pharmaceutical company with over 100 billion annual sales, has a history that reaches back 344 years even though they were officially incorporated in 1927. This company story should be taught in Marketing 101 classes across the country. Read about how Mossimo became an overnight success in California after the founder dropped out of college, borrowed \$100,000 from his father, and created a lifestyle company from scratch.

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