



SMALL CASE STUDY

FOR IMMEDIATE RELEASE

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The *Wow* Factor

What ever happened to customer loyalty? For most manufacturers, the days of “winning the hearts” of their customers are long gone. As a matter of fact, in most cases it’s no longer even a consideration. People now make purchasing decisions based on price, performance and reviews—past product experience is rarely a factor.

However, this does not appear to be true for Tom Juszli, who purchased his first HydraMaster truckmount carpet extractor 34 years ago. As his business grew, Juszli added four more truckmounts to his arsenal -- all HydraMasters, of course.

Why?

Juszli says the machines are dependable, reliable and low maintenance. But the last two HydraMaster machines he purchased, both with CDS (clutch drive systems), had another quality he really liked: the *wow* factor.

“All I could say is *wow*,” Juszli says. “The [CDS] made a huge difference in productivity and it has much more vacuum power and fuel efficiency.”

At HydraMaster it seems customer loyalty may still be alive and well.

For more information, visit <http://www.hydramaster.com> or call Toll Free: 1-800-426-1301

Photos/Images: Attached

About HydraMaster

HydraMaster manufactures a wide range of carpet cleaning equipment and machines and has created such innovations as the electric clutch, to enhance flood extraction, and early pump-out systems, direct drive systems, and leads the industry in high efficiency cleaning and fast drying technology. HydraMaster developed and patented the RX-20, which is recognized worldwide as the most effective cleaning accessory when used with a truckmount. From the massive Titan 875 to the newest Boxxer 318...HydraMaster leads the industry in technology and performance.

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