



NEWS RELEASE

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CONTACT: Samantha Palmere, Public Relations Specialist  
Tacony Corporation  
636.349.3000 ext. 1226  
s.palmere@tacony.com

## **Tacony “Street” Packed During 2014 VDTA Convention Retailers Delighted in New Vacuums & Sewing Products**

Each year at the VDTA Convention, Tacony Corporation is represented by an array of home floor care and sewing brands. This year, Tacony had an entire “street” that was packed with enthusiastic retailers. All in all the show was a success, and we couldn’t have done it without the support of the many retailers who stopped by the Tacony booths. “We had a tremendous show,” John Kaido, Tacony Senior Vice President of Home Floor Care Sales, said. “It was great to see so many of our dealers, hear first-hand what they think of our new products, and thank them for their great support.” Thank you to everyone who made it out to Las Vegas for the convention. If you couldn’t make the show this year, keep reading to see what you missed.

### **Congratulations, Ray Queen**

For 18 years, Ray Queen worked for the Tacony sewing team and in 2013 he retired as Vice President and Chief Sales Officer of the Baby Lock Sewing Division. After 44 years in the business, he was one of this year’s VDTA Hall of Fame inductees. We sure are proud to call him part of the Tacony family.

### **Strengthen Your Sales with Riccar**

The Riccar booth art was reminiscent of fitness posters encouraging retailers to strengthen their sales with Riccar vacuums. In the booth, Riccar featured its new lightweight vacuum models as well as a sneak peek of the Riccar Prima a la carte canister vacuum. This canister will give customers the freedom to build their own vacuum and will be available in the summer of 2014. Another new item that thrilled attendees was the Fur-Get-It pet tool, which will soon be packaged with the Riccar Retriever pet vacuum.

Special congratulations go out to Al Allstadt of Al’s Vacuum in Minnesota for his induction to the VDTA Hall of Fame. Al has been a Riccar Retailer for 22 years and we couldn’t be happier for him. Way to go!

### **Brighten Up with Simplicity**

Retailers looking for Bright Ideas stopped in the Simplicity booth for demo advice and a look at new products. The bright booth featured a special section for the new Simplicity Wonder display wall. The Wonder is an a la carte canister set to debut this summer. Other new Simplicity items included the new lineup of clean air and tandem air vacuums and the new Pet Hair Beware! pet tool.

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### **Vac Pros Invited Retailers to Go Back to the Good Ol' Days**

The Vac Pros booth touted a good ol' 1950s look in black and white with red accents to highlight the Fuller Brush vacuum line. Vac Pros products, such as Fuller Brush vacuums, are built like vacuums used to be—with metal in the high wear places so they last for years. And a Vac Pros representative is just a phone call away. It's the type of personal, friendly service the Fuller Brush man would be proud of. Visitors to the Vac Pros booth got a look at the new Home Maid power team canister as well as a sneak peek at the Got It Made portable canister.

### **Maytag Vacuums Made an Appearance**

During the show, visitors to the Tacony vacuum booths found Maytag vacuums to demo, too. These new vacuums are now available through Simplicity and Riccar Independent Vacuum Retailers and Independent Appliance Stores across the country.

### **Sneak Peek: Tacony Online**

In the midst of product demos, Tacony presented a new online order management platform: Tacony Online. This new system makes it easier for Tacony retailers to browse Tacony products, place orders and manage billing. It's available all day every day, so if inventory is low on the weekends or retailers remember to order a product in the middle of the night, Tacony Online can help.

### **New Baby Lock Momentum Quilt Frame “Moved” Attendees**

Baby Lock introduced a new quilt frame unlike any other—the Momentum. This frame moves in sync with the user to give up to six inches of additional quilting space. The updated Crown Jewel II and Tiara II longarm machines also premiered at the show joining the rest of the Baby Lock lineup in product demos.

Meanwhile, the Designer's Gallery team gave demos of the new FontWorks embroidery software. This easy software features over 100 built-in fonts and allows for endless conversion of TrueType fonts to embroidery, too. It's ideal for anyone looking for user-friendly lettering software at an exceptional value.

### **New Madeira Aeroquilt Longarm Thread**

To complement the new longarm products in the Baby Lock booth, Madeira presented a new longarm thread. Aeroquilt is a premium 100% core-spun polyester quilting thread. It's strong enough to withstand the speed of longarm machines, but has a soft cotton-like finish that feels familiar to quilters. This rounds out the Madeira portfolio, which provides the broadest line of thread products to quilters and embroiderers.

Other new products from Tacony Sewing Central caught the eyes of retailers including the new Appliqué It! software from Amazing Designs and many accessories from Creative Notions.

***To learn more about Tacony Corporation or to become a Tacony retailer, please visit [www.tacony.com](http://www.tacony.com).***

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