



# BISSELL History



# 1876-1900



**1876**

Anna's struggle to clean up their crockery shop floors plus Melville's allergies to dust led Melville to create a compact, simpler device for cleaning. Melville constructed a sweeper that he believed to be an improvement over all other cleaning methods and patented it.



**1887**

Many of the early sweepers sold were handcrafted fine pieces of furniture with hog hair bristles. The list price of this sweeper in 1887 was \$1.42

**1889**

Following Melville R. Bissell's death in 1889, Anna Bissell took control of the company, becoming one of the first female CEO's in the country. She aggressively defended patents and marketed the sweepers successfully throughout North America and Europe.





- **Accomplishments**

- Business

- America's first female CEO
    - Established health plan, paid vacations, bonuses and pensions for employees long before it was a standard in the industry
    - When asked how she was able to manage such a large business, Anna modestly gave most of the credit to her employees

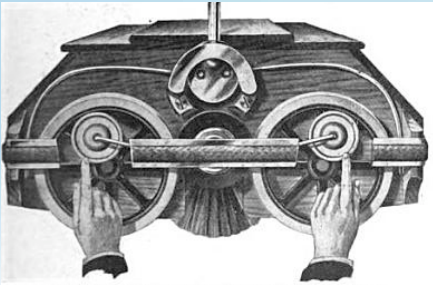
**“ I have good men around me, most of whom have been in the business from ten to twenty years. When a man goes into BISSELL's factory, he is regarded as having secured a place for life, if he does his work well.”**

- Other Achievements

- First woman to be a trustee of the Methodist Church
    - First woman elected to National Hardware Men's Association
    - Founded Bissell House in Grand Rapids, a resource for underprivileged women and children providing various resources including a school
    - On Board of Blodgett Home for Children for 10 years



# 1900-1955



**1904** The BISSELL Sweeper takes the grand prize at 1904 World's Fair, The Louisiana Purchase Exposition.

**1931** M.R. BISSELL named President.



**1942** BISSELL supports the war effort by manufacturing precision parts to help make rifles.

# 1956-1988



**1956** BISSELL makes the process of scrubbing the carpet on your hands and knees obsolete with the introduction of the Shampoo Master manual carpet shampooer and Rug Shampoo, extending the company into the deep cleaning and cleaning chemical categories and the grocery aisle!



**1971** John Bissell is named President and CEO.

**1976** Why rent when you can own? BISSELL introduces its first extraction machine, It's Magic!



**1988** Deep cleaning, formerly known as extraction is now more convenient and effective than ever! The new BISSELL SC is the first deep cleaning machine not tethered to a water source in the house.

# 1989-1995



**1992** BISSELL introduces the Big Green Deep Cleaning Machine and partners with Fingerhut to sell the product during a 30 minute infomercial. The infomercial, a first for BISSELL, was the sensation of the year, taking deep cleaning to record levels from 1992-1994.

**1994** The Little Green is another infomercial hit, creating an entirely new cleaning category – compact deep cleaners.

**1994** Mark Bissell is named President and CEO.



# 1996-1997



**1996** BISSELL enters the upright vacuum market with its acquisition of the Singer Floorcare Division. The BISSELL PowerGroom was the first BISSELL branded Upright Vacuum to hit retail shelves.



**1997** The new BISSELL Little Green set new sales records with its introduction and was a National Industrial Design Award Winner as chosen by a leading national publication.



**1997** BISSELL goes upright! The new Power Steamer ushered a new era of home owned deep cleaning and helped BISSELL continue its leadership in the exploding deep cleaning category.



# 1998-2000



**1998**

See spots run! The new SpotLifter took portable deep cleaning to even higher sales levels, capturing the consumer dissatisfied with the spray bottle and cloth.



**1999**

BISSELL continues to boost its cleaning efficacy with new Allergen and Pet cleaning formulas. The company's strength continues to be its complete understanding of machines and chemicals to most effectively clean carpet and upholstery.



**2000**

Heat cleans better! The BISSELL ProHeat brings patented heat technology to take cleaning to the next level.

# 2001-2004



**2001** BISSELL partners with Scotchgard to offer stain protection in its cleaning formulas. .

**2002** BISSELL introduces its first bagless vacuum, the CleanView Bagless, an affordable product with no replacement bags needed.



**2003** BISSELL introduces OxyKIC, a unique dual chamber product that combines a powerful oxygen activated cleaner and a tough grease fighter in one. This product allows consumers to permanently remove a variety of tough household stains with one product.

# 2004



**2004**

BISSELL acquires the Woolite Carpet and Upholstery business from Playtex Products strengthening BISSELL's leadership in the carpet and upholstery cleaning category and gaining placement at grocery.

**2004**

As bare floors become more popular in homes, BISSELL introduces the Flip It, a dry vacuum and wet cleaning device in one.

**2004**

Third time's a charm... BISSELL successfully launches the Lift-Off Vacuum, a two-in-one bagless vacuum with a fully functional detachable canister



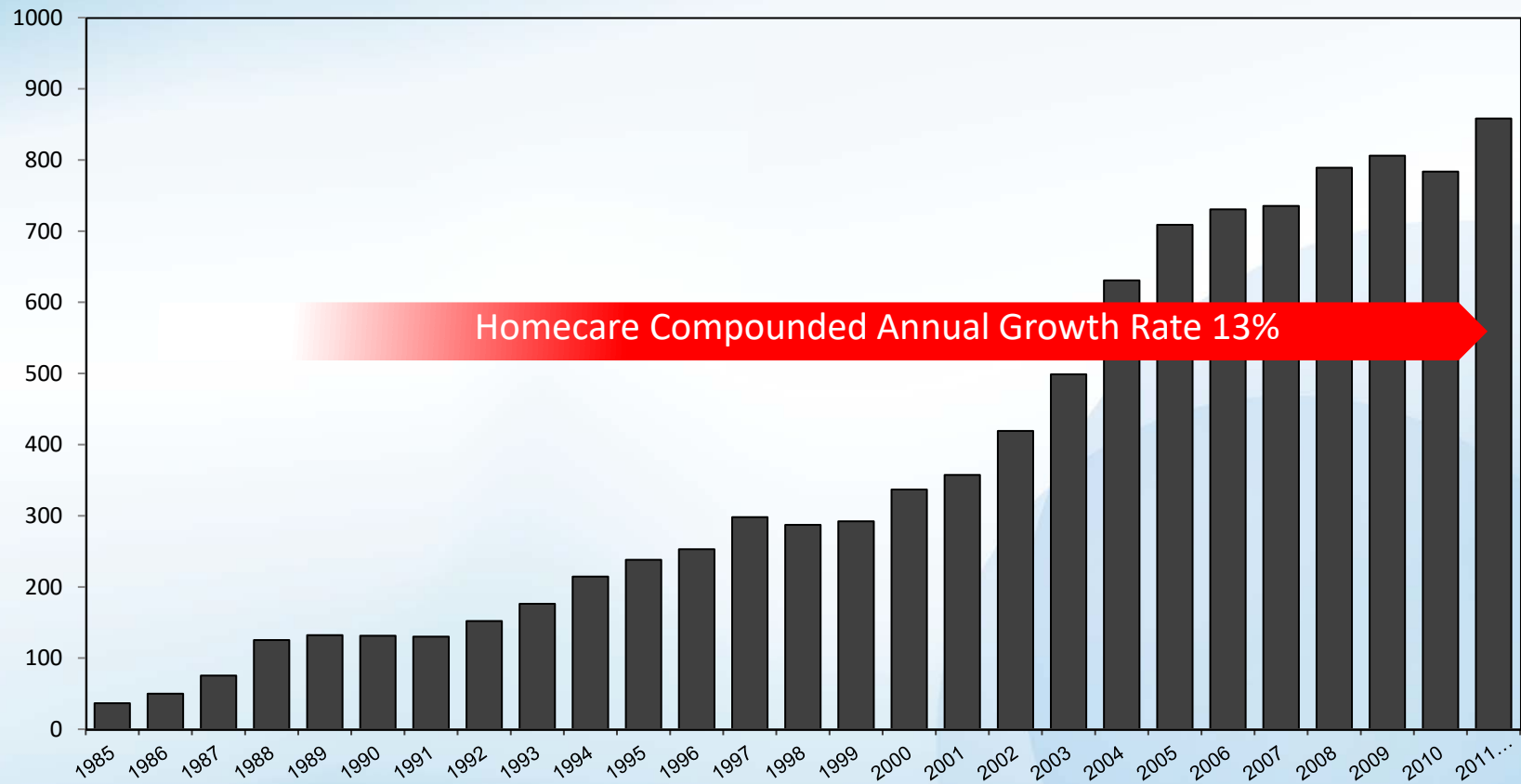
# 2005-PRESENT



- 2005** Walk away from spots and stains! BISSELL launches the world's first "handsfree" compact deep cleaner, SpotBot.
- 2005** BISSELL takes deep cleaning to the next level with ProHeat 2X Upright Deep Cleaner. 2X the brushes and 2X the heat give 2X the clean!
- 2006** BISSELL launches the Healthy Home Vacuum to address consumer's concerns with allergens in the home.
- 2007** BISSELL recognizes the needs of pet owners with its introduction of the Pet Hair Eraser vacuum, the first vacuum designed with the specific needs of pet owners in mind



# BISSELL SALES



# COMPANY VISION



**“We are dedicated to making BISSELL the customer’s first choice for home cleaning products worldwide”**