

New Ultra-Light UV Sweeper by PurATron™ Sweeps Competition Under the Rug

Resource Partners Enterprises, LLC Keeps Advertising Costs Low to Create Super Selling Sweeper

Canton, Ohio — The PurATron™ UV Sweeper is the world's first ultra-light, self-propelled UV Sweeper with onboard tools and, after only a short time, it's already made quite an impact in the retail world.

Julius Toth, known nationally as The Healthy Home Professor, was one of the main designers behind the PurATron™ UV Sweeper. The former award-winning vacuum dealer of almost 40 years had this to say about the product: "It's the easiest sale you'll ever make... period."

The idea of "easy sales" is nothing new to Resource Partners Enterprises and its extensive dealer network. With the help of national advertising surrounding the EdenPURE®, Sun Twin® and PurATron™ product lines, many have come to recognize Resource Partners Enterprises for its ability to send ready-to-buy customers to the doors of their dealers.

Like the EdenPURE® heater, the PurATron™ UV Sweeper is also an easy sell, but it works on a completely different principle. EdenPURE® heaters sell because they are backed by national advertising. The PurATron™ UV sweeper, however, sells because there is virtually no advertising behind it.

Toth explains, "When I came up with the design for the new PurATron™ UV Sweeper, I needed to address the key selling point: positioning. All dealers need to do is put the PurATron™ UV Sweeper next to a million-unit-a-year-selling Oreck®. It's comparable (and better in many ways) than Oreck's best unit. Mainly: it's twice as nice because it's half the price!"

Because of the minimal amount of advertising associated with the PurATron™ UV Sweeper, Resource Partners Enterprises is able to keep the cost down. Passing that savings along to customers is what makes the PurATron™ such a strong seller.

But what is it, besides price, that makes the PurATron™ UV Sweeper so special? "The fact that PurATron™ is the world's first ultra-light sweeper that has onboard tools as well as HEPA filtration and high-efficiency UVC germ-killing purification," said Toth. It doesn't just sweep; it sanitizes while it sweeps.

But not all Resource Partners Enterprises dealers are familiar with the vacuum trade. According to Toth, though, that won't matter: "Our POP sells the sweeper for us! It compares the PurATron™ to the Oreck step-by-step. We always leave the LED light turned on. It attracts customers to the sweeper display like moths to light!" The "Silent Salesman" Point of Purchase Display is available now on www.rppurchase.com.

Resource Partners Enterprises has already sold through its first batch of PurATron™ UV Sweepers. Resource Partners Enterprises listened to the consumers and vastly improved the super-fly clear hose connectivity and adjusted the sweeper to make sure it remains stationary when the attachments are in use. In essence, a great product is now even better.

According to Toth, "The feature-loaded PurATron™ is sold before we ever get done demonstrating it at the POP comparison display. We simply could not keep them in stock! We are cleaning up!"

Resource Partners Enterprises, LLC is proud of its newest addition to its already well-established line of patented and proprietary products. Visit www.rppurchase.com today and get yours while supplies last.