

Key Features and Value

Dec. 9, 2014



Terra 28B

Walk-behind Battery Sweeper
28" with 2.1 ft³ hopper

Key Features	Value Statement	Exclusive	Productivity	Ease of use	Reliability	Performance	Safety	Cost of ownership	Serviceability
Sweeper Vac Functionality	2x productivity of a wide area vac with lower noise, no chord, no bags and better edge cleaning		X	X		X	X		
Compact and Maneuverable	Simple and comfortable use. Large rear tires with balanced design for getting over obstructions. Low clearance to get under racking and reach debris		X	X					
One Broom Does It All	Dual row chevron style main broom optimized for light and heavy debris and loads hopper efficiently. Results - excellent cleaning of debris on multiple surfaces			X		X			X
Ability to Capture Pop Can	Capture large debris without having to manually pick it up	X	X	X		X			
3.5 Hours of Run Time	Long run time from maintenance free AGM battery and onboard charger		X	X	X	X		X	X
Onboard Battery Charger Standard	Charge anytime and anywhere to maximize run time and the overall life of your batteries		X	X	X			X	
Multi Surface, Multi Purpose	Address soft floor as easily as hard floor		X	X		X			
Forward Throw Design	Excellent cleaning results from direct throw/forward throw design. Competitors use overthrow design		X			X			
Active Dust Control	Vacuum based active dust control to protect indoor air quality					X	X	X	X
Variable Traction Assist	Low fatigue for operator		X	X					
No Tools for Common Service Tasks	Operator can make common adjustments simply on their own without tools			X				X	X
Aggressive Filter Shaker	Aggressive manual comb style filter shaker to restore airflow to a dust clogged filter			X	X	X		X	X
Rugged Construction	Heavy Duty build to survive daily use and abuse					X		X	X
Low Clearance Design	Clean place others can't reach like under tables and low clearance areas		X	X		X			
Side Broom for Edge Cleaning	Fully clean edges and corners. Get rid of gray dust along walls on carpets		X	X		X			
Small Storage Footprint	Can store standing on its end to reduce storage footprint			X		X		X	
Options and Accessories	Main and side broom options		X			X			

Positioning

For maintenance professionals in need of a safe, quiet and very high productivity way to clean carpets or address hard floors, the Terra 28B is the most maneuverable, easy to use high productivity sweeper on the walk behind sweeper market and wide area vacuum market. Unlike a vacuum cleaner, no cord, better edge cleaning, ability to pick up large debris without clogging, not dust bags and 2x productivity increase over a wide area vacuum.

Demo Tips

Always customize presentation and demo to what is important to the customer!

Pick up large debris like pop can, but practice first

Bring debris along to demonstrate cleaning ability if debris not available at customer - KNOW THE OUTCOME THOUGH!

Let them know that if you pull motion handle hard it will take off quickly. Use lightly like a clutch

Easier to turn around corners if the traction is not active

Don't back up - it will only show debris that was not captured

Who Buys This?

Anyone with large carpets

Wide area vac buyer

Landscape

Education

Manufacturing

Transportation facility

Entertainment facility

Notes