

I'm not a robot



rather than through door-to-door salesmen. It took several months, but Anna Bissell succeeded in getting skeptical shopkeepers to purchase and display the carpet sweeper. The device performed well in in-store demonstrations, and word of mouth quickly established a strong demand for the product. Soon the Bissells were turning out 30 1928 sweepers a day and shipping them to retailers throughout Michigan, the Midwest, and the Eastern states. The Bissells stumbled onto an effective new sales tool when a young BISSELL bookkeeper named Claude Hopkins suggested a change in the sweeper's sales brochure. He argued that schematic diagrams and other mechanical details were of less interest to the consumer than the fashion aspects of the product. Hopkins's brochure focused on the "golden maple, opulent walnut and rich mahogany" used to make the BISSELL sweeper. The company's directors feared that Hopkins's approach undersold the technological superiority of the product; every aspect of the sweeper was patented, and the company vigorously sued those who infringed on its design. But they could not deny the fact that Hopkins drastically boosted sales of the carpet sweeper. Inspired, Hopkins drew up a pamphlet promoting a limited edition of the device made from vermillion, a rare and exotic wood transported out of the jungles of India on the backs of elephants and floated to port on rafts. The stunt produced more sales in six weeks than the company had been able to muster in a year. Hopkins, who developed the strategy of promoting the carpet sweeper as a Christmas gift, later joined a Chicago advertising agency, where he built a career as one of the first masters of his art. Melville and Anna Bissell incorporated their company in 1883 and built a new factory for making carpet sweepers. They also bought out two competitors, the Michigan Carpet Sweeper Company and the Grand Rapids Carpet Sweeper Company, but only to raid them of their managerial talent. Soon after the new five-story BISSELL plant was completed, it was leveled in a fire. Melville Bissell mortgaged his entire personal fortune, including his home and his stable of horses, to finance a reconstruction. Shortly after production resumed, it was discovered that the factory's entire output was defective. To protect the brand name, Bissell ordered the recall of every defective model, at a cost of more than \$35,000. International Expansion in the Late 19th Century The BISSELL name had become so well established by 1889, and had such a strong reputation for quality, that few competitors dared to challenge it. But tragedy struck that year when Melville contracted pneumonia and died at the age of 45. When Anna Bissell took control of the company, she became one of the first female executives in the United States. After taking over for her husband, Anna decided to build BISSELL into an international brand. The company already had agencies in 20 foreign countries, but its penetration was light. Even though Europeans were more meticulous housekeepers, they had fewer carpet sweepers than Americans. BISSELL salesmen in England held public demonstrations of the product, gently proving that the carpet sweeper could clean even the most delicate rugs. The big break came when Queen Victoria allowed the BISSELL sweeper to be used in her palace. Following the royal example, thousands of English homemakers ordered their own sweepers. Soon the practice of carpet sweeping became known generically as "Bissellizing." First Competition from Vacuum Cleaners in the 1920s Anna Bissell remained head of the company into the 1920s, when a new threat to the business emerged. Household electrification swept aside gas lights, hand cranks, and foot pedals and paved the way for hundreds of new appliances, including the vacuum cleaner. Bissell, however, remained confident that the public would not overcome its fear of the strange new power source for many years. She recognized electric vacuum cleaners as unforgiving monstrosities that were capable of shredding frail carpets and expensive Oriental rugs. Many models shorted out through misuse, causing terrifying flashes and even fires. BISSELL's greatest asset at this point was the carpet sweeper's well-established position in the retail network. By contrast, vacuum cleaners were sold by door-to-door salesmen, who had reputations as boisterous, imposing cheats. As better models were developed, vacuum cleaners were accepted in more homes. In addition, vacuum manufacturers gradually eased their way into retail channels, where they made the BISSELL carpet sweeper look ancient by comparison. To avoid losing its place in the market, BISSELL introduced its own electric vacuum cleaner, with motorized brushes and a fan blade for sucking up dust. BISSELL vacuum cleaners, like others on the market, were loud and clumsy and kicked up dust. Convinced that a market remained for the carpet sweeper, BISSELL continued to make improvements to its product line. Earlier innovations included better bearings and a handle that adjusted the sweeping pressure on the brushes. With a design that debuted in 1928, the cleaner automatically adjusted the height of the brushes to different surfaces. Melville Bissell, Jr., took control of the company from his mother by this time. During the Great Depression, few people had money to spend on an expensive electric vacuum, so they opted for the BISSELL carpet sweeper. As demand for vacuums weakened, causing many manufacturers to go out of business, BISSELL decided to discontinue building electric models. Bissell believed that the carpet sweeper had a unique place in the home. Where electric vacuums could be used for heavy duty cleaning, the carpet sweeper would be favored for quick touch-ups, in the same way a broom might be used to sweep up a small mess. To reinforce a peaceful coexistence between the two devices, BISSELL emphasized the ease and convenience of using the carpet sweeper instead of a vacuum cleaner for small jobs around the home, and for cleaning the patio, the pool area, and the cottage. There was a place in every home for the lightweight, inexpensive, and portable carpet sweeper. World War II naturally curtailed production of consumer products. At BISSELL, the raw materials for making a carpet sweeper, including rubber, aluminum, and wood, were diverted for military production. As a manufacturing organization, BISSELL was melded into the military procurement system and given the task of building a variety of light industrial implements. After the war, with newfound prosperity and a rapidly increasing standard of living, vacuums became a fixture in every home. In England, the practice of carpet cleaning became known as "Hoovering." The company reestablished its European franchise by building—or in some cases rebuilding—factories and distribution facilities in Britain, France, Germany, Ireland, and Switzerland. To these were added sites in Canada and Australia, making Bissell a truly international name. Diversification Under Melville Bissell III: 1953–71 Melville Bissell III, a nephew of Melville, Jr., took over leadership of the company in 1953. Unlike his uncle, this Melville Bissell was determined that the Bissell name should stand for more than just mechanical carpet sweepers. He saw the company's market as "floor care" and, later, complete home care. Bissell was aware that the carpet sweeper was effective only for topical dirt. Conventional vacuum cleaners, which BISSELL had continued to avoid, could only brush up dirt in the top quarter-inch of a carpet. A more thorough cleaning, down to the nap of a carpet, would require wet shampooing. He ordered the development of a new product called the Shampoooaster, a nonelectric device that used only water and detergent. The Shampoooaster was manufactured from 1957 to 1967 and during those years was promoted ahead of BISSELL's carpet sweeper. The company's revenue grew fivefold over this period, but only because of a burst in demand for the carpet sweeper. Sales of the Shampoooaster floundered because few homes were large or consistently dirty enough to warrant shampooing. The device was discontinued, and the company turned back to its traditional carpet sweeper line. In addition, in 1960 BISSELL had introduced the "stick vac," a lightweight vacuum that could be handled like a broom. The BISSELL stick vac competed with similar models built by vacuum cleaner manufacturers Regina and General Electric. BISSELL also acquired the Ohio-based Wood Shovel and Tool Company in 1965. The firm manufactured more than 300 different garden implements, but after only three years all but the company's snow shovel line was spun off. In 1970 BISSELL purchased a Swiss electric shaver company. But when European currencies were allowed to float in 1973, manufacturing costs skyrocketed. BISSELL sold all of the company's assets, but kept an electric motor technology that was developed into a headlight wiper motor for BISSELL's French subsidiary RIAM S.A. In 1971 BISSELL entered the printing industry by taking over the Michigan Tag Company, which was renamed BISSELL Printed Products. A second firm, Imperial Business Forms, was acquired by BISSELL, and was followed by two more firms, Atlas Tag & Label and Marion Manufacturing, all of which were later part of BISSELL Graphics. Refocused on Floor Care Under John M. Bissell in the 1970s John M. Bissell, a cousin to Melville III, assumed leadership of the company in 1971. Unlike Melville, he believed that the company should not risk losing the business it knew first: floor care. In his mind, the center of that business was the carpet sweeper. Based on that business, BISSELL focused its acquisitions on new ways to protect and grow its floor care business. BISSELL purchased the Penn Champ Company, a manufacturer of aerosol cleaners and fabric shampoo, in 1974. Hoping to provide retailers with an entire family of BISSELL floor care products, the company developed another token line of vacuum cleaners and in 1980 reintroduced the carpet shampoo concept, but as a simple household wet extraction device called The Carpet Machine. In 1981 BISSELL rolled out a second wet carpet cleaner called "It's Magic." The product contained no pump (the part most likely to fail on such devices), but drew its water pressure from a sink faucet. Although the wet carpet cleaner filled out the BISSELL line, it performed below expectations and was phased out of production. Resuming its diversification in 1976, BISSELL purchased Venturi, Inc., a manufacturer of plant foods and other organic products. In 1978 BISSELL purchased the Atlantic Precision Works, a manufacturer of kitchen warming trays, and relocated the factory from New York to Grand Rapids. BISSELL later added two other companies to the operation, Slip-X Safety Treads, a bathroom mat maker, and the E&B Company, which made flag poles and clothesline supports. Eventually BISSELL sold off all of these operations. BISSELL acquired the Fred Sammons Company of Chicago in 1982. Involved in the manufacture of self-help aids for the disabled community, Sammons sold primarily to institutional markets until a new Enrichments line was established for individuals. To support sales of these products, BISSELL created a small network of retail stores under the same name, which it placed in shopping malls. By the early 1990s, Sammons products were sold primarily via direct-mail catalogs. Expanded Deep Cleaning Offerings in the 1980s BISSELL's diversification was necessary, not because of weakness in the floor care segment, but because the floor care market had stagnated. John Bissell told the Grand Rapids Press, "If we're going to achieve the growth rate we want, we'll have to do it through acquisitions." BISSELL acquired Chicago-based Maxi Vac, Inc., a maker of wet/dry vacuum cleaners, in 1982, boosting its manufacturing and research capabilities in the deep cleaning market. In 1985 BISSELL introduced a three-in-one vacuum cleaner, intended for use on stairs and on the second level of homes, where a heavy vacuum cleaner would be less practical and more cumbersome. In 1992 the company rolled out a new carpet shampoo device called the BISSELL Promax (later renamed Powerlifter because of a copyright battle with Hoover). This was followed a year later by another product with more attachments and capabilities, called the BISSELL Big Green Clean Machine. The BISSELL Big Green Clean Machine was promoted through the much-maligned but effective medium of the "infomercial." Although the ad harkened back to the sweeper demonstrations of the 1880s, BISSELL risked damaging its good name in such an ad. Nevertheless, the infomercial gave the BISSELL Big Green Clean Machine a more successful launch than other mediums might have. In fact, a smaller version of the device, the BISSELL Little Green Clean Machine, was introduced the same way in October 1993. Acquisition of the Singer Line In 1996 In 1994 Mark Bissell replaced his father, John, in the positions of president and chief operating officer, with John Bissell remaining chairman and CEO. Two years later Mark Bissell was named president and CEO, with John continuing as chairman. Also in 1996 BISSELL broadened its line of floor care products through the acquisition of the Singer line of upright vacuums and deep cleaners from Ryobi Motor Products. The purchase particularly helped BISSELL gain a more significant presence in the upright vacuum sector, as well as in the lower price end of the market—the company's products generally fell into the upper end. Within the deep cleaning category, BISSELL already had been successful in the area of canister models (the Big Green) and portable models (the Little Green). In 1997 the company launched its first upright model, the PowerSteamer. BISSELL continued to build up its line of deep cleaners with the late 1997 debut of Steam 'n Clean, the mid-1998 introduction of the Spot Lifter, and the spring 1999 launch of the PowerSteamer ProHeat Plus. The Steam 'n Clean model, at a retail price of less than \$150, was the industry's first competitively priced steam cleaner; it also was touted for its compact size, allowing users to comfortably hold it in their hands, and for cutting warmup time from 20 minutes to 30 seconds. BISSELL promoted the new product exclusively through infomercials for the first several months after its launch. The Spot Lifter, retailing for just \$59, was a handheld, portable model and was cordless and rechargeable. The PowerSteamer ProHeat Plus, an upright deep cleaner retailing at \$299, was said to be the first deep cleaner to contain a heating element. The Hoover Co. filed two lawsuits against BISSELL in May 1998 alleging patent infringements on certain features of BISSELL deep cleaners and upright vacuum cleaners. BISSELL quickly countersued but the parties reached a settlement in May 1999 shortly after the suits went to trial. The agreement was not disclosed but Hoover stated that the settlement "included an agreement regarding future use of Hoover extractor patents under license." By the late 1990s deep cleaning machines had clearly replaced carpet sweepers as the core BISSELL business. Although the company held 90 percent of the sweeper segment, that translated into only five percent of overall sales. With its increasingly varied line of floor care products, its emphasis on new product development, and its aggressive marketing and advertising efforts, BISSELL was certain to remain a major player in its industry. It also seemed likely to remain a private company. In mid-1999 Mark Bissell told HFN—"The Weekly Newspaper for the Home Furnishing Network," "We have a very loyal shareholder base. Our vision is to continue to be a family-held company, and to balance liquidity with the needs of shareholders. ... I have three kids. My brother has three kids. So there are a lot of Bisselletes running around. We hope that someone from the next generation will rise up from the ranks and run the company." Principal Subsidiaries: GRAPHICS DIVISION: Atlas Tag & Label, Inc.; ATL East Tag & Label, Inc.; BISSELL Graphics Corp.; Imperial Graphics, Inc. HEALTHCARE DIVISION: AbilityOne Corp.; Am Fab Inc.; Sammons Preston Canada Inc.; Sammons Preston, Inc.; Midland Mfg. Co.; Tumble Forms. INTERNATIONAL: BISSELL Australia Pty Ltd.; BISSELL Ltd. (Canada); BISSELL Homecare Inc. (U.K.); BISSELL Inc.-U.A.E. (United Arab Emirates). Principal Divisions: Homecare Division; Graphics Division; Healthcare Division. Further Reading: "Bissell, Inc. Finds Niches—and Grows," Grand Rapids Press, June 2, 1985, p. G1. "The Bustling Business of Bissell," Michigan Business, September 1984, pp. 40–42. Hill, Dawn, "Bissell Aims to Fill Out," HFN—The Weekly Newspaper for the Home Furnishing Network, June 17, 1996, pp. 374. —, "Bissell Deepens Its Niche," HFN—The Weekly Newspaper for the Home Furnishing Network, January 13, 1997, p. 154. King, Eileen M., "Bissell Counters Hoover Suits," HFN—The Weekly Newspaper for the Home Furnishing Network, July 13, 1998, p. 47. —, "Hoover Takes Bissell to Court: Two Separate Lawsuits Claim Patent Infringement," HFN—The Weekly Newspaper for the Home Furnishing Network, June 1, 1998, p. 39. "More 'Filth' on TV," Advertising Age, February 3, 1992, p. 10. Powers, David Cleary, "Bissell Carpet Sweepers," in Great American Brands, New York: Farcchild Publications, 1981. Rook, Martin, "Bissell: Big-Buck Blitz," HFN—The Weekly Newspaper for the Home Furnishing Network, April 7, 1997, p. 139. "Suits Settled," HFN—The Weekly Newspaper for the Home Furnishing Network, May 24, 1999, p. 50. Zackiewicz, Arthur, "Sweeping Success," HFN—The Weekly Newspaper for the Home Furnishing Network, June 14, 1999, p. 32. Source: International Directory of Company Histories, Vol. 30. St. James Press, 2000. Home | Videos| Cleaning Machine After Use | How to Videos | Proheat 2X Cleaner The following simple steps will ensure a long life for your BISSELL ProHeat 2X: Flush the system by setting the Custom Clean knob to the "Rinse" Setting Turn on the machine While holding down the trigger make one forward and reverse wet pass Release the trigger and make another forward and reverse pass Reset the dial to 'tools', then clean the hose by suctioning clean water from a container Before replacing the hose, lift and stretch it to make sure no liquid remains Any attachments not need cleaning can be removed and rinsed, then dried and replaced in the tool caddy Your system is now clean and flushed! Rinse your water tank with hot water, taking care to clean all around the pouch Clean the top half of the tank through the nozzle area Pop out the red filter and rinse that as well Replace it before putting the tank back together Before putting the tank back on, remove the floor nozzle and rinse it out at the faucet Pull off and throw away any loose hair or debris that have attached to the brush rolls The inside of the end caps can be wiped clean or removed and rinsed clean Replace the nozzle on the machine by hooking the tabs into the holes on the bottom then securing it with the screw Your machine is now ready to store until your next use For additional maintenance and care questions please consult your users guide Including your model number in your email assists our agents in helping you faster. Not sure where to look? On machines its on a white label like this. Its usually on the lower back or bottom of the machine (for Lift-Off models, remove the Lift-Off pod to find label) or behind the cleaning tanks. On cleaning formulas the model number is actually called an item number. Look for it on the back of the bottle or can, near the bottom. Share copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. 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Models #’s 1548, 1550, 1551, 1857ProHeat 2X Revolution For best performance it's important to maintain your machine : Once finished cleaning you'll want to flush out your machine To flush out your machine fill the tank with warm tap water and then empty it all to rinse Fill the tank with warm water again, twist the cap back on tightly, and return the tank to the machine Turn the machine on and press the trigger for 15 seconds while making back and forth passes on a section of the carpet Finally, release the trigger and suck up the water This will help keep your machine clean for future use Before storing the machine, clean out your dirty water tank Be sure your machine is off and unplug from the outlet Remove the dirty water tank by pulling out and away from the machine Empty the dirty water tank Rinse out your dirty water tank Once the tank is clean remove the float stack from the inside of the tank Wipe and remove dirt and debris and rinse under warm water Once finished pull down the loose piece of the float and line up the arrows before inserting the stack back into the dirty tank Secure with the plastic ring and return to the machine Wipe the exterior of the machine with a cloth Be sure your machine is off and unplugged from the outlet Lay the machine down on its back and take the nozzle off the foot of the machine Clean off any dirt and debris from your brush roll using the included comb This will help keep your machine clean and ready for future use Including your model number in your email assists our agents in helping you faster. Not sure where to look? On machines its on a white label like this. Its usually on the lower back or bottom of the machine (for Lift-Off models, remove the Lift-Off pod to find label) or behind the cleaning tanks. On cleaning formulas the model number is actually called an item number. Look for it on the back of the bottle or can, near the bottom. Every purchase makes it possible for BISSELL to continue our support of BISSELL Pet Foundation and its mission of saving pets in need. Since 2011, BISSELL has donated over \$28 million in support of BISSELL Pet Foundation. When you purchase a BISSELL product, you help save pets, too. Our products are engineered to clean even the toughest messes so pets can stay at home and out of shelters. Home | Videos| Cleaning Nozzle & Brush | How to Videos | ProHeat 2X Revolution Pet Pro Cleaning the nozzle and brush rolls on your Proheat 2x Revolution Pet Pro is easy, we'll show you how: To clean the nozzle, start by turning off and unplugging the machine To remove the nozzle, pull up on the accessory hose door located on the top of the foot To remove the brushroll cover, press the two release buttons and lift straight up You can rinse the nozzle under water and insert the nozzle clean-out tool to free up any hair or debris Now rinse the brushroll cover and set it aside to dry With the comb end of the nozzle clean-out tool brush out any debris or hair from the brush rolls When the brushroll is clean and your nozzle and brush cover are dry put the brush roll cover correctly into place by pushing it straight down until you hear a click from both push buttons Now you can put the clean nozzle back into place Line up the nozzle with the edge near the floor and rotate it back to snap it into place Now your Revolution Pet Pro should be correctly assembled and ready to tackle your next cleaning challenge Including your model number in your email assists our agents in helping you faster. Not sure where to look? On machines its on a white label like this. Its usually on the lower back or bottom of the machine (for Lift-Off models, remove the Lift-Off pod to find label) or behind the cleaning tanks. On cleaning formulas the model number is actually called an item number. Look for it on the back of the bottle or can, near the bottom.

Bissell 1858n proheat 2x revolution carpet cleaner. How to clean bissell proheat 2x revolution pet pro. Proheat 2x revolution pet pro how to clean. How to clean bissell proheat 2x revolution. How to clean bissell proheat 2x pet pro. Bissell proheat 2x revolution pet pro cleaning solution. How do you clean the bissell proheat 2x.