



PRODUCT VENTURES

## NEWS RELEASE

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## ORECK AIR PURIFIER, DESIGNED BY PRODUCT VENTURES, APPLAUDED BY POPULAR SCIENCE MAGAZINE

### Recognized as One of the 100 Most Innovative Products of 2006

*Fairfield, CT (January 29, 2007)* – Product Ventures, a global leader in product and package design, designed one of the top 100 innovations of 2006, as recognized by Popular Science Magazine. The Oreck XL® Professional Tower Air Purifier, selected in the home tech division, was lauded by the magazine as the first home air purifier unit to excel at eliminating both large particles (hair, pollen, mold) and small particiles (bacteria, smoke, viruses.) This high-end floor unit in a large room friendly package was developed to grow Oreck's market share in the air purifier segment and launch Oreck into the air purifier tower business. "The audience for the category is design savvy," said Chris Paterson, Manager of Advanced Concepts for Oreck. "Since aesthetics are important, we relied on Product Ventures to deliver exceptional design for the unit's superior functionality."

The Tower Air Purifier marries sophisticated air purification technology used in U.S. submarines with high design to create a premium look that is upscale enough to complement any home décor. "We conducted market research, via focus groups and the web," said Javier Verdura, VP of Design at Product Ventures. "The research helped identify consumer preferences in form and features. It also brought to light what people expect from a tower air purifier, and what problems people have in their homes." The consumer research ultimately helped establish how the unit should perform and how it should look.

According to Chris Paterson, the product, which was launched in 2006, is the best cleaning unit in Oreck's air purification family of products, "Consumer response is strong," said Paterson. The prestigious recognition by Popular Science is highly credible validation of Oreck's advanced new air purifier. "From a design standpoint, it's a home run."

Product Ventures, Ltd., a renowned resource for product and packaging innovation, helps clients identify opportunities and develop solutions to grow their business. The agency's multi-disciplinary experts in strategy, insights, design and development turn business goals into manufacturing reality.

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