

Dyson Vacuum Buyers Guide

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BUYING A MACHINE

Industry statistics show that around 2.5 billion dollars were spent on vacuum cleaners in the United States during the 2008 calendar year alone! You don't think that such a number could be possible? Well, just consider that the 2009 census showed that there are over 112 million households, and that almost all households will own some sort of vacuum cleaner whether it is handheld, upright, cordless, etc. Also consider that there are around 400 different models of vacuum cleaner available at any given time as well. That adds up to a lot of different prices and a lot of different machines being purchased and used around the country by hundreds of millions of households.

ASSESSING YOUR NEEDS

So, how do you, as one of those millions of U.S. consumers select the correct manufacturer's model? There are a few universal things to consider when starting to assess the vacuum cleaner market, and yet most of these considerations are actually going to be based on one thing – what are your needs?



Carpeting versus Hardwood Floors

If you are to choose from the hundreds of models available, it has to start with an understanding of what sort of things your household needs from that vacuum cleaner. For instance:

- What type of flooring is being cleaned? Is it a mix of wood, carpet, tile, and other materials?
- Do you have to take allergies into consideration?
- Are there pets leaving hair and dander everywhere?
- Are there stairs?
- Will the machine be used throughout the entire house or focused on smaller localized cleanings?

You can see that these various needs are going to dictate a lot about the choices made. For example, people with stairs in their homes tend to avoid the use of the machines known as “uprights” because they are very difficult to use when trying to safely vacuum a set of stairs.

In addition to your cleaning needs, you also have to consider financial and health needs too. For instance, we did mention the issue of pets and allergies in the list above, and you will have to consider if you'll need to incorporate features that can handle dander, keep dust trapped in filters rather than releasing it into the air, and even if there is the need for a vacuum that might use steam or cleansers to destroy allergens too.



Carpeted and Wooden Stairs Need Special Cleaning Tools

Lastly, one of the most basic needs is the financial needs. Plainly put, you have to find a machine that can meet your needs while also staying within a certain price range.

So, to begin the process of selecting the most appropriate vacuum cleaner means understanding:

- What it will be used for;
- What special needs must be met by the machine; and
- How much you can afford.

Now that you understand some basic guidelines for making your choice, you can move on to the available models.

MEET THE MODELS

We already pointed out that there are a few hundred different models available in the U.S. market at any given time, but among them all there is a single brand that consistently earns the highest ratings – regardless of the groups and/or subgroups to which it belongs. That brand is the “Dyson” brand, and that will be the one particular type that we use throughout the rest of this guide.

We are not going to go over many of the advantages and disadvantages of each model but will instead begin by considering the different formats and pointing out some of the best or most highly-rated versions of each. What does that mean? Let's do a quick review of

the standard types of vacuum cleaners modern consumers encounter, and then look at the versions that Dyson has available.

FILTRATION

In the world of modern vacuums you will most often hear the filtration system described as one of two types – standard or HEPA.

The first is the classic that basically allows all kinds of dust particles to be spewed back into the air after the vacuum cleaner has pulled them from the floor or surface being cleaned. This happens because the vacuum system is not equipped with the array of devices that will trap debris.

The other is a HEPA filter, which means “*High Efficiency Particle Arrestor, used to reduce the number of contaminants in indoor air. A HEPA filter will arrest or stop 99.97% of all particles .3 microns or larger*”. This is the preferred system because it is so beneficial to those who suffer from all different kinds of allergies or sensitivities to dust, and simply because it is far more effective and efficient.

UPRIGHT VERSUS CANISTER

When looking at a vacuum cleaner you can tell instantly if it is a canister or an upright model. The canister types are designed with a solid body that has the vacuum hose extending from it and which can be outfitted with an array of tools or attachments. The upright models are those that feature just the one big piece and don't have a long hose or lots of attachments immediately detectable. The thing about modern uprights is that many of them come with concealed vacuum hoses and all kinds of effective attachments.



Dyson DC21 canister style vacuum cleaner and the Dyson DC24 upright vacuum cleaner

Which is the best? Again, that calls for a reference back to the “needs” concept. Though canisters tend to be smaller and lighter, and far more maneuverable, there are superior

uprights (as you will soon see) that can deliver a better set of results even with the more cumbersome body design.

BAGS VERSUS BAGLESS

This is almost a non-issue because of a few factors. Though bagged vacuum cleaners allow for easy disposal of dust (without any risks of debris being released back into the air or spilling on the floor), they also:

- Lose suction power as the bags fill;
- Require constant purchases of new bags and non-earth friendly disposal of used bags; and
- Can become clogged easily.

So, we suggest that you consider only the bagless versions if you are concerned about power and effectiveness of the machine and also worried about costly supplies and environmentally unfriendly disposal requirements.

WHAT DYSON OFFERS

Now that you understand some of the basic system designs available in most vacuum brands, let's consider how Dyson has used them to create superior options. Before we look at a simple table of comparisons, however, we do have to consider a few more issues.

For example, the different Dyson models also fall into several kinds of "subgroups". According to the manufacturer themselves, Dyson describes their available subgroups as follows:

***“Animal:** This model is designed for homes with pets. It comes with a mini turbine head, a carpet care kit, a low-reach floor tool and a brushbar that turns off to protect delicate rugs and bare floors.*

***All floors:** This model is designed for all floor types for the best floor care and also has a brushbar that turns off for delicate rug and bare floor protection. (This also often appears as ‘Multi Floor’ at retail websites)”*

There are also the motorhead and turbinehead types too, and these are defined as a version of the canister vacuum powered by the Dyson digital motor which is 1/3 smaller than a full-size Dyson machine, but with no compromise on the ability to pick-up without any loss of suction.

What is so interesting is that a single type of Dyson vacuum can be designed in two different subgroups. Thus, the popular DC25 machines are found as Animals and as All Floors too.

As a manufacturer, Dyson tends to divide their available models into three simple designations – the uprights, canisters, and the handheld or cordless models. The latter group can be found in a large number of styles, however, and are just as powerful as the traditional models.

In order to understand how these machines can all be of the similar level of quality and yet also offer a diversity of cleaning options, let’s look at their most popular models below. We’ll identify their common features and then point out how each of the models is often distinguished by buyers.

| | Subgroup | Common Features | Distinguishing Features | Approx. Pricing |
|-------------|-----------------|--|--|--------------------------|
| DC07 | Animal | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (19 pounds) | So popular that refurbished models are still selling strongly. | Available as refurbished |
| DC14 | Animal | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (19 pounds); Telescopic reach | Has many accessories that keep it among the more popular models. | Available as refurbished |
| DC17 | Animal | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (20 pounds); Telescopic reach; No belts; Two motor system; Motorized brushbar; Aggressive brushbar; Level 3 Root Cyclone | Has the strongest brushbar system and is known for being particularly well suited to the elimination of pet hair on any surface. | \$300 |

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|-------------|-----------------------|--|--|-------------|
| DC23 | Motorhead/Turbinehead | Dyson 5-year warranty; Lifetime HEPA filter; Bagless; Lightweight (20 pounds); Telescopic reach; Motorized brushbar; Aggressive brushbar; Level 3 Root Cyclone | Dyson's most efficient cyclone technology for capturing microscopic dust. Turbinehead brush bar for carpets - switches off for hard floors. Also provides easy stair cleaning. | \$400-\$500 |
| DC24 | All Floors | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (12 pounds); No belts; Two motor system; Motorized brushbar; Level 3 Root Cyclone | Utilizes the new and patented "ball compact" technology that delivers optimal maneuverability for an upright model. | \$400-\$450 |
| DC25 | All Floors/Animal | Dyson 5-year warranty; HEPA filter; Telescopic reach; Bagless; Lightweight (16 pounds); No belts; Two motor system; Motorized brushbar; Level 3 Root Cyclone | Utilizes the new and patented "ball" technology that delivers optimal maneuverability for an upright model. | \$550 |
| DC26 | All Floors | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (12 pounds); No belts; Two motor system; Concentrated Root Cyclone | Canister model and Dyson's smallest model. Ultra-fine carbon fiber brushes reduce static and remove dust from hard floors. | \$400 |

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|-------------|---------------------|--|---|-------------|
| DC28 | Animal | Dyson 5-year warranty; HEPA filter; Telescopic reach; Bagless; Lightweight (21 pounds); No belts; Two motor system; Motorized brushbar; Aggressive brushbar; Level 3 Root Cyclone | Very strong tool for picking up pet hair using the patented Airmuscle technology - a combination of three Dyson-engineered components (a pneumatic actuator, a powered cam and a high-torque clutch). Each of these components adjusts to clean all floor types thoroughly. | \$600 |
| DC31 | Animal/Handheld | Dyson 5-year warranty; Bagless; Lightweight (3 pounds); No belts; Motorized brushbar; Root Cyclone | Powered by the Dyson digital motor - three times faster, the most power efficient. Offers dual power mode that gives 10 minutes of high constant suction, or 6 minutes with 70% higher suction power. | \$220-\$270 |
| DC33 | Cordless All Floors | Dyson 5-year warranty; Bagless; Lightweight (5 pounds); No belts; Motorized brushbar; Root Cyclone | Powered by the Dyson digital motor - Dual power mode gives 15 minutes constant high suction or 6 minutes on MAX power for tougher cleans. Detachable long-reach wand cleans up high, down low, but also is a hand-held model as well. | \$400 |

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|-------------|------------|--|--|-------|
| DC35 | All Floors | Dyson 5-year warranty; HEPA filter; Bagless; Lightweight (18 pounds); Telescopic reach; No belts; Two motor system; Motorized brushbar; Aggressive brushbar; Level 3 Root Cyclone | Longest telescope wand reaching up to 15.7 feet and working on any floor type. | \$300 |
|-------------|------------|--|--|-------|

MEETING THE NEEDS

Remember that we began this discussion by stating that you have to identify your particular needs in order to know which of the vacuum cleaners to choose? Before we close the discussion we'll go back to that initial list of questions:

- What it will be used for?
 - What type of flooring is being cleaned?
 - Is it a mix of wood, carpet, tile, and other materials?
- What special needs must be met by the machine?
 - Do you have to take allergies into consideration?
 - Are there pets leaving hair and dander everywhere?
 - Are there stairs?
 - Will the machine be used throughout the entire house or focused on smaller localized cleanings?
- How much can you afford?

Using the questions above along with the information provided in the comparison table, you should be able to get a relatively good idea of the features and functions of the company's most popular models, and whether or not they meet your needs. You will find that more than one machine is going to be a good "fit" for you, and that means that you have to then use the pricing as the final point of determination.

(Though we have provided the approximate prices on the current market, we do not give any estimates about the prices on the models that are currently available only as refurbished units.



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