

# Bridgeway to Success™

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## This Company Really Sucks

What generates centrifugal force of up to 136,000G yet is surprisingly quiet and leads people to spend more even during tough economic times? A Dyson vacuum.

James Dyson went through 5,127 prototypes of his dual-cyclone, bagless vacuum cleaner before launching it in Japan in the mid-1980's. A bagless vacuum cleaner? That's right. His bagless design maintains constant suction unlike other vacuums which lose suction as bags and filters get clogged. Thanks to both their revolutionary design and superior technology, Dyson vacuums have acquired a cachet unique in their industry.

(An interesting aside: Dyson demands that each employee gain an appreciation of what makes their vacuums special. That's why every Dyson employee has to *assemble a vacuum cleaner* on their first day of work.)

Dyson entered the U.S. market in 2002 during the post-dotcom malaise. Despite pricing that was more than twice the average for a vacuum they captured 15% of the market within two years. Impressively, as overall vacuum sales fell during the "Great Recession" of the past four years, Dyson's sales grew by 23%. They now own 23% of the U.S. market.

But they're not finished. Dyson now makes bladeless fans (don't ask, go to their website: [www.dyson.com](http://www.dyson.com)) as well as the fastest, most hygienic hand driers with air speeds that hit 400 mph. Clearly, these people are masters of moving air.

Concerned about your eroding margins? Your less-than-standout brand? Then ask how design and technology can truly differentiate your business. In a way your customers will care about.

Michael Canic