

newsworthy trends

Gadget-Prone Guys May Change Paradigm On Housework Duties

(NAPSA)—With 8.8 million Americans now unemployed a new trend is on the rise: men who take on the household responsibilities. This may mean a change in how the work gets done.

“Since I am at home I feel obliged to do the housework while my wife is at work,” said Ari Buchanan, a recently furloughed airline pilot. Buchanan doesn’t understand how sponge mops have lasted this long as a standard cleaning tool. “They may be convenient, but they don’t really clean anything very well—there’s always a line of dirt on either end of where the mop touches the floor. It’s difficult to remove the line no matter how much muscle power I exert. If the floor is going to get really clean, there’s got to be a better way.”

Mop manufacturer, Vileda, a popular European brand now gaining prominence in the U.S. market, has created new sponge mop technology that looks like you’re cleaning the floor with a radial tire.

“I saw it and I knew immediately that this is a better mousetrap,” said Buchanan. According to Vileda, the saw tooth-like sponge design is intended to trap dirt, pick it up and help get rid of the grime line. “We’ve created new technology that gets the dirt off the floor,” said Tim Molek, a marketing executive for Vileda.

“Men see housecleaning differently,” says Joni Hilton, author, lecturer and housecleaning expert. “Women look at home projects in terms of time manage-



ment. They want to get the job done quickly in order to move on to the next task. Men see cleaning as the application of expertise and technology—to be more thorough and effective. Time isn’t the biggest factor in the way a man approaches the task.”

Hilton also has some tips for house husbands that may help them understand what they’re getting into. “Keeping the house in order is not as easy as it may seem and men need to understand their organizational and technical skills can be utilized to their advantage,” reports Hilton.

She advises:

- Men are adept at quickly assessing the relative capability and value of tools and technology and can put that knowledge to good use in the selection of the products needed to get the job done. “The Vileda Pro-Scrub mop

is a good example—better tools can definitely help,” she says.

- Men may approach the house more strategically. They may look at the merits of “zoning” the home into sections of higher and lower traffic areas, where some zones get cleaned more often than others.

- Don’t use plain water on a hardwood floor, don’t use all-purpose cleaning solvents on fine furniture and don’t wash a silk sweater in the washing machine.

- Getting to the places that rarely (or never) get cleaned. Here, brawn is a benefit. Men can move heavier furniture items out of the way so cleaning can take place underneath. “You’ve got muscles, so use them,” Hilton advises.

“When it comes to housework, I’m still learning. However, I do know how to fix and assemble things, and that gives me a few more advantages,” Buchanan reports.

Where could this go? “Men have the drive, determination, muscle power and ability to see things in a cause-and-effect manner—and that should serve them well in the home,” Hilton said.

The Pro Scrub has a 10-year satisfaction guarantee. Mops and sponge refills can be found at mass merchandisers, club stores, grocery store chains and drug store chains nationwide.

For more information, call toll-free (800) 543-8105 or visit www.vileda.com.

For additional information on floor care maintenance log onto www.floorcarepro.com.