

# dyson

**No bag. No loss of suction.**

**No extra costs.**

**Captures allergens,  
expels cleaner air.**


**Guaranteed for 5 years.**

Across all Dyson cylinders and uprights.



**Ball™ technology**

No awkward moves.

A close-up, profile view of James Dyson, an older man with short, grey hair, wearing a white t-shirt. He is looking towards the right of the frame with a slight smile. His right hand is raised, with fingers slightly spread, as if gesturing during a conversation. The background is a soft, out-of-focus light color, possibly a wall or ceiling.

**“While cleaning my home, I noticed the more dust the vacuum removed, the worse it performed. Ripping open the bag, I saw the problem. Dust clogged its pores, making suction fade.**

**I started thinking about a solution. 5 years, 5,127 prototypes later I had it. The first vacuum with no loss of suction.”**

*James Dyson*

JAMES DYSON  
Inventor of cyclone vacuum technology



## Why bagged vacuums lose suction

When you start using them, tiny pores in the bag clog with dust, blocking the airflow and causing suction to fade.



Nothing here to clog

## No bag. No loss of suction.

Patented cyclone technology captures dust using high centrifugal forces – up to 313,000 times gravity. That's why Dyson vacuums have constant suction.



## **The cost of running a bagged vacuum cleaner**

Bagged machines are still designed to need replacement bags or filters. In addition to the extra cost, you have to replace them each time.

## **No bags or filters to buy**

No bags to buy and washable filters mean there are no extra costs.



## With some vacuum cleaners you have to handle dusty bags

You have to open up the machine and carefully remove the bag.



## With a Dyson vacuum cleaner you don't

Press the button at the top of the bin on DC24 and DC37 to empty hygienically.

Just one of the reasons why Dyson vacuums are approved by Allergie Suisse and the British Allergy Foundation.



# Guaranteed for 5 years

## **Pummelled. Thumped. Thrashed.**

Every single component in a Dyson vacuum cleaner is relentlessly tested to last (even the cable drum unit on a Dyson cylinder is unwound and rewound 6,400 times). It means every Dyson upright and cylinder vacuum is guaranteed for 5 years – parts and labour.

## **Advice and support**

Dyson experts in Larnaca are on-hand if you need help choosing the right machine – or for advice and support when you're using it at home.

Dyson cordless vacuums are guaranteed for 2 years.



This test checks structural integrity of the floor tool and the wand/tool interlocking area by slamming it into the floor 10,000 times.



The Handle Twist test applies torque to the bin handle and cyclone catch to simulate the machine being carried around. It does this 5,000 times.



The Floor Tool Neck Articulation test simulates the push-pull motion experienced during vacuuming, 700,000 times.



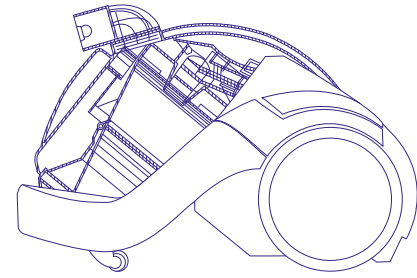
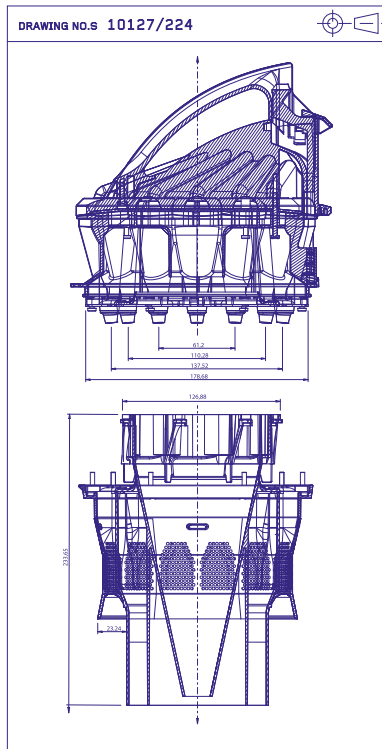
The Bin Release test opens and shuts the bin 1,560 times.

# Invented by Dyson

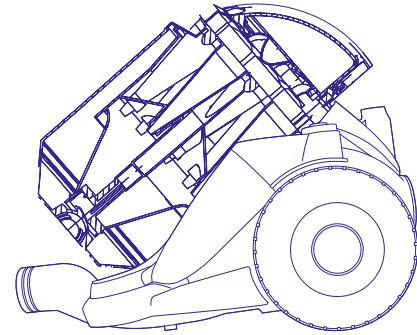
Inventing takes years of countless mistakes.  
A trial/error/trial/error process.

When James Dyson invented cyclone vacuum technology, the big vacuum manufacturers weren't interested. Then they tried to copy it. They're still trying today. But they fail because Dyson inventions are legally protected.

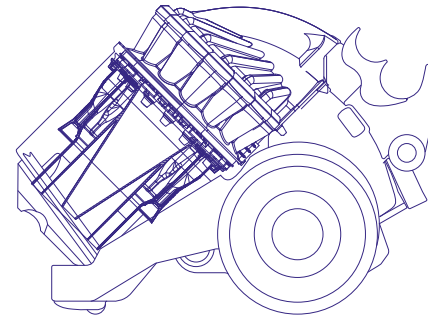
That's why Dyson vacuums have advanced technology you won't find in any other vacuums.



1993 Dual Cyclone™ technology



2001 Root Cyclone™ technology



2008 Root Cyclone™ technology + core separator

James Dyson first applied for a patent to protect his cyclonic vacuum cleaner in 1980. It took 13 years of further development and investment before he was able to launch a vacuum cleaner bearing his own name. Throughout this time, he was driven by a desire to make things work better.

To ensure inventions are protected for as long as possible, Dyson work in secrecy and file patents late in the development process. A patent application describes what you've done and how you've achieved it. Patents need to be secured in multiple countries – it's an expensive business.

# Only Dyson vacuums are certified by Service Allergie Suisse

Service Allergie Suisse set strict criteria for accreditation. They stipulate how efficiently both the vacuum and filter systems must remove allergy-inducing particles.

They insist these particles are permanently removed from the air and isolated from the user. They even require assurance that these measures will continue to be met over a set period of time.

Dyson vacuums isolate allergens in five ways: HEPA filters, constant powerful suction, high dust removal, capturing allergens to expel cleaner air and hygienic bin emptying. And they keep on working, with parts and labour covered by our 5 year guarantee.



## 01. Sample mixing

Microbiologists place dust in a test tube of liquid and spin it, mixing it together.



## 02. Centrifuge

The mixture is gyrated at 12,000rpm. Heavier particulates sink, while allergens are dissolved in the liquid.



## 05. Emissions cabinet

Dust is fed into a vacuum, while expelled air is sampled on agar jelly for incubation.



## 06. Incubator

Mould takes a minimum of 72 hours to form. Bacteria can appear after 24 hours, depending on the species.



Approved for allergy sufferers by Service Allergie Suisse.

The Allergie Suisse logo is a registered trademark of SAS Allergie Suisse SA.

## Dyson has its own in-house microbiology lab

Dyson microbiologists cultivate and study household allergens. They even have a dust mite farm, feeding them a mixture of yeast and dog biscuit and keeping them in their favourite conditions: 25°C and 75% + relative humidity. They use the allergenic mite faeces for cyclone and performance testing.



## 03. ELISA

Microbiologists then add a series of re-agents. The liquid changes colour depending on allergen levels.



## 04. Spectrophotometer

Automatically and accurately colour measures 96 samples, giving results as nanograms of allergen per gram of dust.



## 07. Colony counting

Microbiologists count the colonies on the jelly. The lower the number, the better the vacuum's filtration.



## 08. Microscopy

Magnification of up to 10,000x. Microbiologists can determine the plant a pollen sample is derived from.



# The most advanced vacuum technology

For the past 20 years, Dyson engineers have looked at ways to improve their cyclone technology. Fine-tuning vortex finders for greater cyclonic efficiency. Every angle and dimension interrogated.

Radial Root Cyclone™ technology has been remodelled to maximise suction power.



## Inner cyclones

A symmetrical array of smaller cyclones generates powerful centrifugal forces – extracting microscopic particles such as pollen and mould spores.

## Vortex fingers

Guide air from inner cyclones reducing turbulence and noise.

## Shroud

Enables the outer cyclone to capture large debris so the inner cyclones remove more fine dust.

## Outer cyclone

Dirty air is spun around a vertical axis, generating centrifugal forces that fling larger debris and hair from the airflow into the bin.

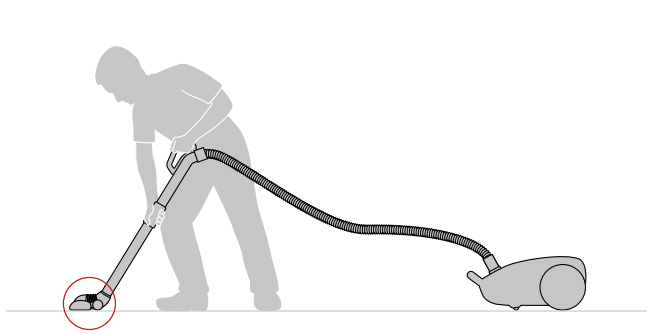
# Floor tool engineering

Using some vacuums can be physically demanding because their floor tools stick to the floor.

This happens when high suction power generated by the motor is not regulated at the cleaner head. This increases strain, making cleaning more difficult and tiring.

## Unbalanced seal

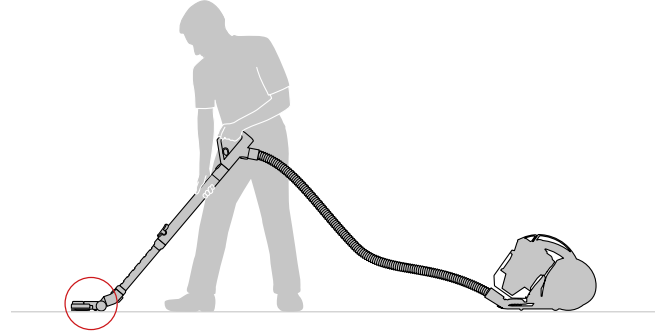
Leads to low pressure in the cleaner head, causing it to stick to the carpet.



Conventional floor tool

## Balanced seal

Seal creates optimal airflow through the carpet to pick up dust.



Dyson floor tool

## Reduced suction

To prevent floor tools sticking to the floor surface, some manufacturers add dials to power down suction levels, making the floor tool easier to move. Lowered settings can compromise suction performance.

## Constant suction

Dyson floor tools are engineered to move easily over the floor surface. Combined with constant suction they remove high levels of dirt, dust and pet hair.

# Full-size vacuum cleaners

NEW TECHNOLOGY



dyson ball

**DC**  
**37**

Ball™ technology.  
No awkward moves.



dyson dB

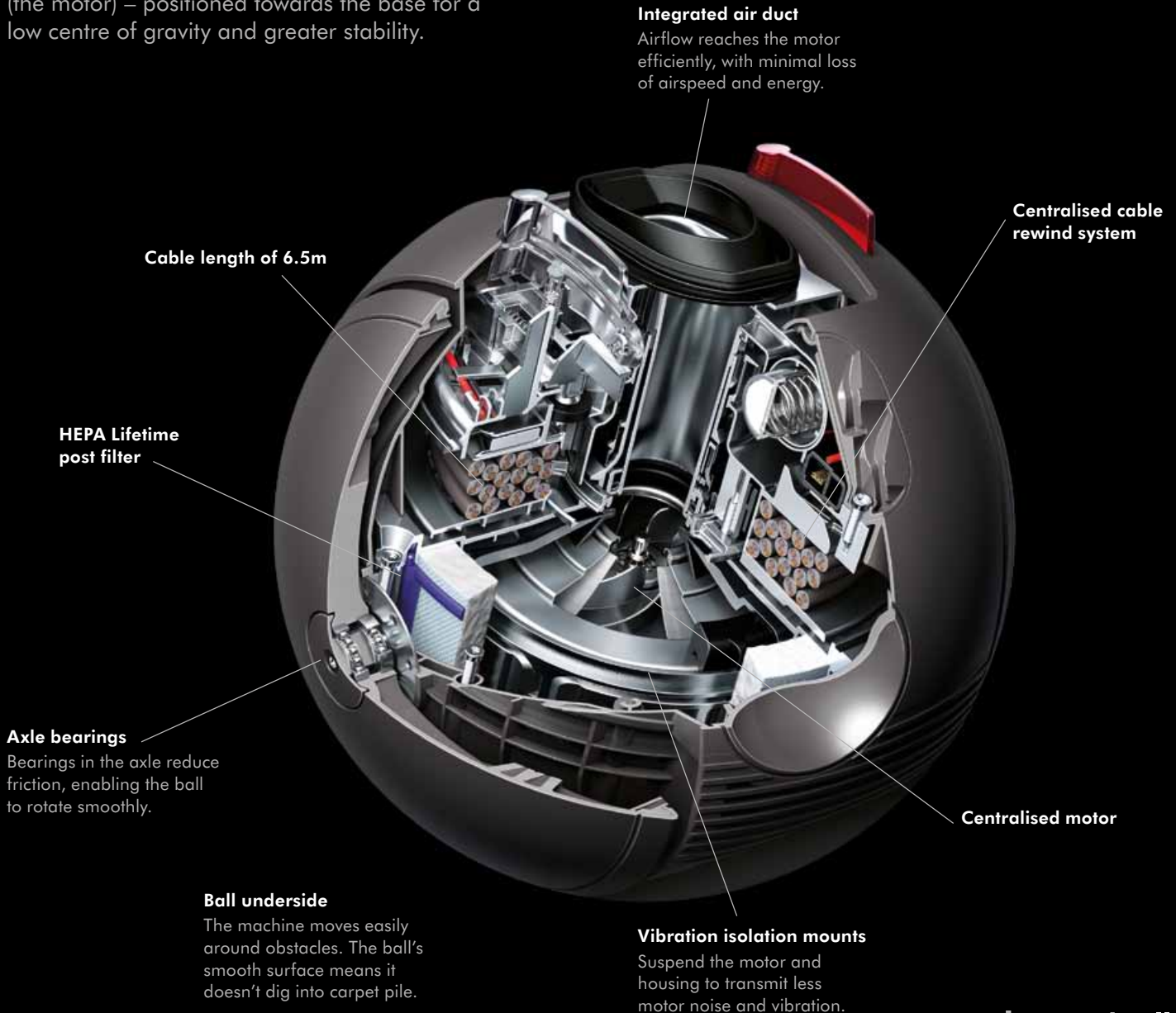
**DC**  
**29**

Patented Root Cyclone™  
technology.

dyson

# Ball engineering

DC37 turns on the spot, allowing a tight turning circle. The ball also holds the heaviest component (the motor) – positioned towards the base for a low centre of gravity and greater stability.



# Engineered floor tools for effective cleaning

Dyson engineers put as much thought into developing Dyson tools as they do Dyson vacuums. A poorly-designed tool can waste suction, fail to pick up dust and dirt and cause overall performance of the machine to drop

Dyson Ball™ vacuum floor tools are engineered to remove high levels of dirt and dust and be easy to push across all floor surfaces.



## Triggerhead tool

The only turbine head controlled at the handle. No need to bend down and adjust when moving between floor types.



## Dual mode floor tool

Engineered for high dust and dirt removal from all floor types. Not just carpet.



## Triggerhead tool

The only turbine head controlled at the handle. A rotating brush bar cleans dirt from carpets – pull the trigger and it switches off to protect hard floors and delicate rugs.

**DC  
37**

## No awkward moves

Dyson Ball™ cylinder vacuums are engineered to steer easily around furniture and other obstacles in your home. Ball™ technology enables DC37 to turn on the spot for greater manoeuvrability, without over-steering or drifting.



**Wheeled vacuums can be awkward – heavy to pull, head the wrong way and collide with obstacles.**

**A Dyson Ball™ vacuum cleans without awkward moves.**

DC37 range

SEE MATRIX FOR DETAILS



### origin

Patented Radial Root Cyclone™ technology.  
No loss of suction.



### allergy

Captures microscopic allergens.



### animal turbine

All-round pet hair removal.

## NEW TECHNOLOGY

### Radial Root Cyclone™ technology

Patented technology that doesn't lose suction. Airflows remodelled to maximise suction power.

### 5 year guarantee

Parts and labour.

### Captures allergens, expels cleaner air

Dyson cyclones capture particles down to 0.5 microns – including pollen, mould and bacteria.

### Hygienic and quick to empty

Just press the button to release the dirt.

### Lifetime filter

Washable filter lasts the lifetime of the machine.

### On-board tool storage

Combination brush/crevice tool and stair tool store on the wand.

### Lightweight adjustable wand

Extends to the length you need.

### Suction release trigger

Clean curtains, upholstery or rugs without them sticking to the cleaner.

### Engineered for reduced noise levels

Acoustic treatment reduces noise with no loss in performance.

### Dual mode floor tool (Not available on all models)

High dust and dirt removal from every floor type.

2 litre bin capacity

### Ball™ technology

A Dyson Ball™ vacuum cleans without the awkward moves.

**dyson ball**

DC  
29

## Patented Root Cyclone™ technology

Uses centrifugal forces up to 133,000 times the force of gravity to remove even microscopic dust from your home.



DC29 range

SEE MATRIX FOR DETAILS



### origin

No loss of suction. No extra costs.



### allergy

HEPA filter for allergy sufferers.

### Root Cyclone™ technology

Patented technology that doesn't lose suction power as you vacuum.

### 5 year guarantee

Parts and labour.

### Lightweight adjustable wand

Adjust to the length you need.

### Captures allergens, expels cleaner air

Dyson cyclones capture particles down to 0.5 microns – including pollen, mould and bacteria.

### Detachable handle

Allows click fit tools to fit directly to the end of the hose for cleaning confined spaces.

### Convenient tool storage

Combination brush/crevice tool and stair tool store on the wand.

### Lifetime filter

Washable filter lasts the lifetime of the machine.

### 2 litre bin capacity

### Re-engineered for reduced noise levels

New motor and sound absorbing materials.

### Motor with noise reduced fan

### Suction release trigger

Clean curtains, upholstery or rugs without them sticking to the cleaner.



Vibration isolation mounts

dyson dB

# Compact vacuum cleaners



dyson ball

**DC  
24**

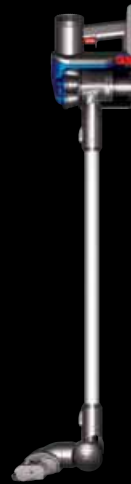
DC24 is 1/3 smaller than a full-size Dyson upright.



dyson digital slim

**DC  
45**

The cordless vacuum that doesn't lose suction. With increased run time and double the cleaner head power.\*



**DC  
35**

The cordless vacuum that doesn't lose suction.



dyson

**DC  
34**

Twice the suction power of any other handheld in use.

dyson

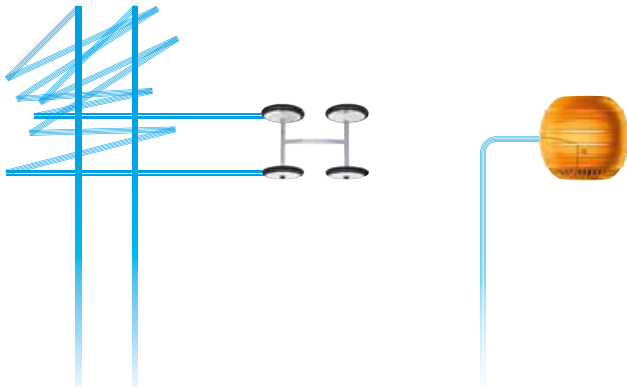
\*100% more cleaner head power than DC35.



**DC  
24**

## Ultra-lightweight and compact with Ball™ technology

DC24 is 1/3 smaller than a full-size Dyson upright, yet it removes just as much dirt. It rides on a ball, so you can steer with a turn of the wrist. No more back and forth, back and forth.



**Wheeled vacuums make you go back and forth.**

**A ball just turns.**

DC24 range

SEE MATRIX FOR DETAILS



**multi floor**

For every floor type.



**5 year guarantee**  
Parts and labour.

**dyson ball**

## Forget the conventional vacuum cleaner.

Traditionally there have been two options for vacuum cleaners – conventional mains-powered vacuums and battery-powered cordless machines. But both have drawbacks. Conventional vacuums can be cumbersome, fiddly to adapt to different cleaning tasks and they require a nearby plug socket. With cordless vacuums made by other manufacturers, there is often a much bigger problem – poor cleaning performance.

## Portable Dyson power, when and where it's needed.

The Dyson Digital Slim™ vacuum is different. With the Dyson digital motor, Root Cyclone™ technology and a fade-free battery, it provides constant powerful suction. It is cordless, ultra-lightweight and quick to adapt to different cleaning tasks. And, with the centre of gravity located near the grip, it's balanced for floor to ceiling cleaning.



**dyson** digital slim

# Carbon fibre brush bar technology removes fine dust from hard floors.

The brush bars of most vacuum cleaners only have nylon bristles. These work well on carpets but are not as effective on hard floors, where fine dust can be left behind.

Dyson engineers have developed carbon fibre brush bar technology. The Motorised head on Dyson Digital Slim™ vacuums has a mixture of stiff nylon bristles and anti-static carbon fibre filaments. On carpets, the nylon bristles remove dirt. On hard floors the ultra-fine carbon fibre filaments remove fine dust.

## V-Ball™ technology

Steers smoothly.  
No more awkward moves.



## Carbon fibre filaments

Remove fine dust from hard floors.

## Stiff nylon bristles

Remove ground-in dirt from carpets.



## Conventional cordless vacuum cleaner heads

The problem with conventional cleaner heads is that they can leave fine dust on hard floors.

## Dyson Motorised head

Carbon fibre filaments reduce static build-up, removing fine dust from hard floors.

**Carbon fibre technology**

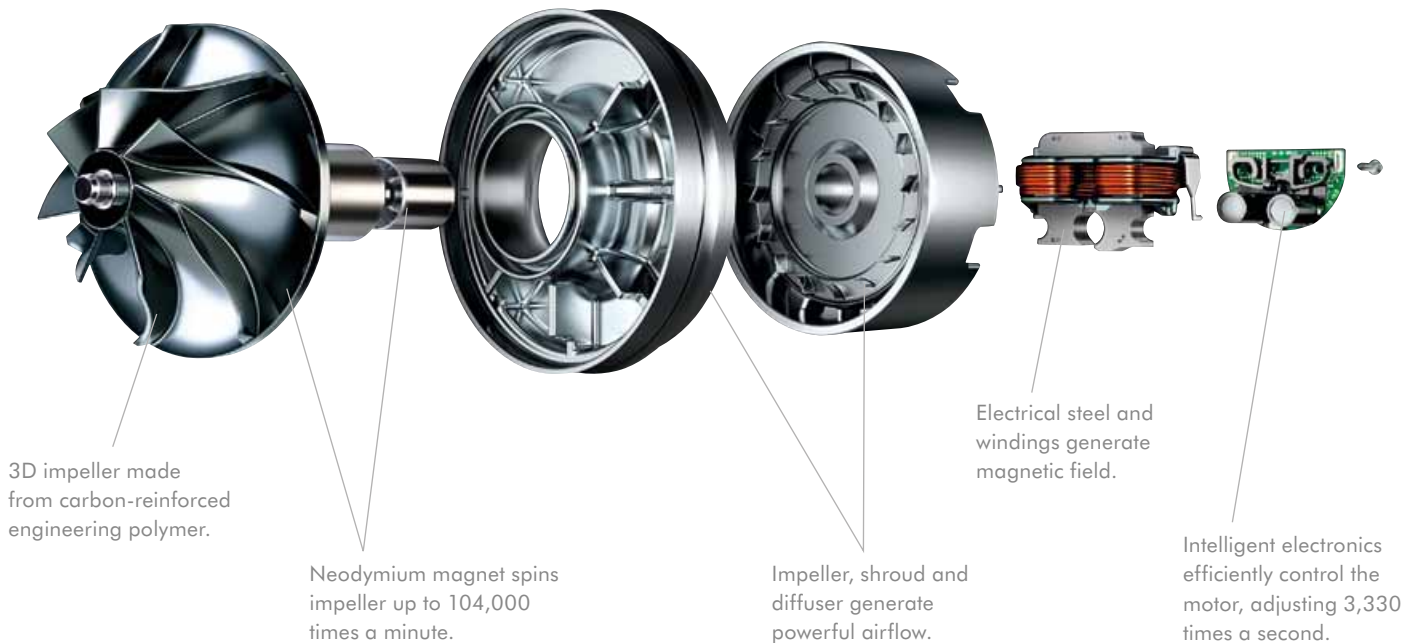
# The Dyson digital motor

Gone are the carbon brushes and outdated components that can impede conventional motors. The Dyson digital motor spins up to 104,000 rpm, and it's 1/3 lighter and more power-efficient than its predecessor. No carbon brushes also means no carbon particles released into the air.

It's why Dyson's cordless vacuums are small, lightweight, yet have up to twice the suction power of any other lightweight cordless vacuum in use.



James Dyson  
Inventor



# DC 45 animalpro

## Engineered for tough tasks. Removes hair and ground-in dirt.

With Mini motorised tool for removing hair and dirt from upholstery and confined spaces.



### Double the power at the cleaner head\*

Motorised brush bar with carbon fibre filaments. 100% more cleaner head power to drive bristles deeper into the carpet with more force.



\*100% more cleaner head power than DC35.

**No loss of suction**  
Patented Root Cyclone™ technology for high constant suction.



**Dyson digital motor**  
Up to 3 times faster than conventional motors – creates the most powerful cordless vacuum.

**Boost mode**  
Push button to select power. Provides 8 minutes of higher suction power for more difficult tasks.

**Balanced for floor to ceiling cleaning**  
Centre of gravity located towards the grip for easy handling up top, down below and in-between.



**Double the power\***  
100% more cleaner head power to drive bristles deeper into the carpet with more force.

**Increased capacity nickel manganese cobalt battery**  
Fade-free power for no loss of suction.



**Hygienic bin emptying**  
Just push the button to empty.

**Docking station**  
Stores the machine for charging. Holds additional attachments.

**In car cleaning**  
Cleans footwells, upholstery and beneath car seats.



Detachable lightweight aluminium wand: 663mm

**V-Ball™ technology**  
Steers smoothly. No more awkward moves.

**2 year guarantee**  
Parts and labour.



**DC  
35**

## The cordless vacuum that doesn't lose suction.

Only Dyson cordless vacuums have powerful, constant suction to quickly remove dirt and debris around the home. From car seats to skirting boards and counter tops.



### Awkward spaces

Cleans under low furniture. 82mm high cleaner head.



### Stair cleaning

Motorised floor tool attaches directly to machine.



**DC  
34**

## Twice the suction power

Twice the suction power of any other handheld in use. With dual power for more run time. 15 minutes of high constant suction or 6 minutes of higher suction power for more difficult tasks.

Dual power mode



**15 mins**

High constant suction.  
(13 minutes with motorised  
brush bar attached)\*

**6 mins**

Boost mode. 6 minutes  
of higher suction power  
for more difficult tasks.

DC34 range

SEE MATRIX FOR DETAILS



**animalpro**

With dual power mode for more run time.  
Powerful motorised brush bar for pet hair removal.

### Root Cyclone™ technology

Patented technology that doesn't lose suction power as you vacuum.

### 2 year guarantee

Parts and labour.

### Lightweight and ergonomic

Only 1.3kg (DC34 only) with balanced weight distribution for easy handling.

### LED battery indicator

Flashes when one minute of power remains.



### Dyson digital motor

Up to 3 times faster than conventional motors – creates the most powerful handheld.

### Dual power mode

15 minutes of high constant suction or 6 minutes MAX power for more difficult tasks.

### Clear bin

Made of tough polycarbonate. Lets you see when it needs emptying.

### Motorised brush bar

Removes pet hair and ground-in dirt from upholstery and confined spaces.

### Hygienic bin emptying

Just push the button to empty.

### Direct charging

Charger plugs directly into the battery, attached or separate to the machine.

### Crevice tool

Clean tight gaps and spaces.



### Tough construction

Made from the strongest materials available to withstand bumps and bashes.

### 22.2V lithium-ion battery

Releases charge evenly with no drop-off. Recharges up to 3 times faster than others.

## FULL SIZE RANGE

## COMPACT RANGE

### Quick reference

	DC29 origin	DC29 allergy	DC37 origin	DC37 allergy	DC37 animalturbine
I'm looking for easy storage solutions.					
I cannot handle a device weighing more than 5.5kg.					
I want to minimize contact with dust and dirt.			•	•	•
I want a device for intensive use that's easy to handle.			•	•	•
I have hard floors, carpets, delicate floors and rugs.	•	•	•	•	•
I am allergic to dust and pollen. Is it Allergy Suisse certified?	•	•	•	•	•
I have pets.					•
I want a variety of tools for different cleaning tasks.					•
I have a big house with lots of stairs.	•	•	•	•	•

#### Tools included

	DC29 origin	DC29 allergy	DC37 origin	DC37 allergy	DC37 animalturbine
Dual mode floor tool	•	•	•	•	
Triggerhead floor tool					•
Hard floor tool					•
Motorised brush bar					
Mini motorised brush bar					
Combination accessory tool	•	•	•	•	•
Mini turbine head					•
HEPA filter		•		•	•

	DC24 multifloor	DC34 animalpro	DC35	DC45 animalpro
	•	•	•	•
	•	•	•	•
	•	•	•	•
	•			
	•	•	•	•
	•			
	•	•	•	•
	•	•	•	•

	DC24 multifloor	DC34 animalpro	DC35	DC45 animalpro
		•	•	
		•	•	

### Dyson core features are:

#### No loss of suction

Unlike bagged vacuums, which lose suction.

#### Guaranteed for 5 years (2 years for cordless vacuums)

Parts and labour.

#### No extra costs

No replacement bags or filters to buy.

#### Root Cyclone™ technology

Patented technology that doesn't lose suction power as you vacuum.

#### Captures allergens, expels cleaner air

Dyson cyclones capture particles down to 0.5 microns – including pollen, mould and bacteria.

#### Approved for allergy sufferers

All Dyson cylinders and uprights.



**For advice and support please call Dyson experts on 00357-24-532220**



# Groom. Suck. Gone.

The Dyson groom tool removes loose hair directly from your dog before it's shed around the home. Collected hair is then sucked straight into the vacuum. Mess-free grooming.

## Captures allergens during grooming

Removes dead skin cells improving coat condition.

## For medium or long haired dogs

Adjust thumb pressure for different bristle lengths.

## dyson groom



## Groom mode

Collect loose and flyaway dog hair during grooming.



## Self clean mode

Simply release trigger to remove hair from the bristles and into the vacuum.

## Universal fit

Suitable for most Dyson uprights and cylinders.



# Up top, down below, in-between

Dyson engineers put as much thought into developing Dyson tools as they do Dyson vacuums. They're a fundamental part of the job. Every Dyson vacuum has a range of tools designed for it – removing dust and dirt wherever it is.



## Mattress tool

Removes dirt and allergens from mattresses and upholstery.



## Flexi crevice tool

Extends and flexes into awkward gaps.



## Soft dusting brush

Soft bristles to gently dust around the home.



## Articulating hard floor tool

180° pivot. Stiff nylon bristles clean in awkward gaps, without marking.

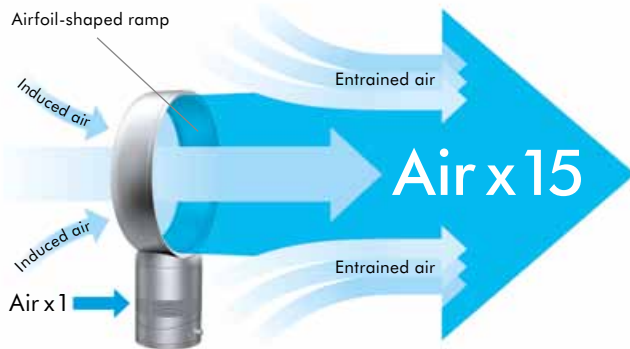


## Mini turbine head

Cleans pet hair and dirt from confined spaces such as upholstery and stairs.

# dyson air multiplier

No blades. No buffeting.



## Air Multiplier™ technology

Air is accelerated through a 1.3mm aperture. This creates an annular jet of air that passes over an airfoil-shaped ramp, channeling its direction. Surrounding air is drawn into the airflow, amplifying it 15 times (this is called inducement and entrainment).

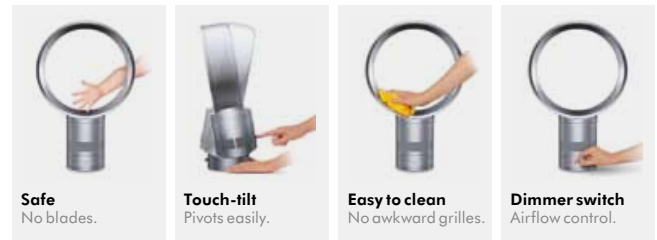


### Blades cause buffeting.

The blades on conventional fans cause unpleasant buffeting because they chop the air before it hits you.

### No blades. No buffeting.

Air Multiplier™ technology amplifies surrounding air, giving an uninterrupted stream of smooth air.



**Plus:**  
Remote control magnetised to store on the fan.



AM 01 desk fan 10"

AM 02 tower fan

AM 03 pedestal fan

To see the full range visit [www.dyson.com.cy](http://www.dyson.com.cy)

# dyson air multiplier



We did away with bags.  
Now we've taken the  
blades out of fans.

Find out more at:  
[www.dyson.cy](http://www.dyson.cy)

Εξυπηρέτηση Πελατών της Dyson

**tel - 24 53 2220**

Thetaco Traders Ltd., 75, Eleftherias Ave.,  
7100 Aradippou, P.O. Box 41070,  
6309 Larnaca, Cyprus

or visit the Dyson website

[www.dyson.com.cy](http://www.dyson.com.cy)



Dyson uprights and cylinders are  
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Foundation and Allergie Suisse.

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