
Ball™ technology
No awkward moves.
“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
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.

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

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.
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.

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.

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.

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.

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.

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.

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.

**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.

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

**Vortex fingers**
Guide air from inner cyclones reducing turbulence and noise.
**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.

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

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**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.
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.

- Integrated air duct: Airflow reaches the motor efficiently, with minimal loss of airspeed and energy.
- Cable length of 6.5m
- Centralised cable rewind system
- Centralised motor
- HEPA Lifetime post filter
- Axle bearings: Bearings in the axle reduce friction, enabling the ball to rotate smoothly.
- Ball underside: The machine moves easily around obstacles. The ball’s smooth surface means it doesn’t dig into carpet pile.
- Vibration isolation mounts: Suspend the motor and housing to transmit less motor noise and vibration.
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.

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. No need to bend down and adjust when moving between floor types.

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.
**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.**

<table>
<thead>
<tr>
<th>DC37 range</th>
<th>SEE MATRIX FOR DETAILS</th>
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</thead>
<tbody>
<tr>
<td><strong>origin</strong></td>
<td>Patented Radial Root Cyclone™ technology. No loss of suction.</td>
</tr>
<tr>
<td><strong>allergy</strong></td>
<td>Captures microscopic allergens.</td>
</tr>
<tr>
<td><strong>animal turbine</strong></td>
<td>All-round pet hair removal.</td>
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</tbody>
</table>

**Radial Root Cyclone™ technology**
Patented technology that doesn’t lose suction. Airflows remodelled to maximise suction power.

**Captures allergens, expels cleaner air**
Dyson cyclones capture particles down to 0.5 microns – including pollen, mould and bacteria.

**Lifetime filter**
Washable filter lasts the lifetime of the machine.

**Lightweight adjustable wand**
Extends to the length you need.

**2 litre bin capacity**

**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.

**5 year guarantee**
Parts and labour.

**Hygienic and quick to empty**
Just press the button to release the dirt.

**On-board tool storage**
Combination brush/crevice tool and stair tool store on the wand.
Patented Root Cyclone™ technology

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

Root Cyclone™ technology
Patented technology that doesn’t lose suction power as you vacuum.

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

Vibration isolation mounts

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

5 year guarantee
Parts and labour.

DC29 range
SEE MATRIX FOR DETAILS

origin
No loss of suction. No extra costs.

allergy
HEPA filter for allergy sufferers.

Dyson dB
Compact vacuum cleaners

**dyson ball**

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

**dyson digital slim**

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

**dyson**

DC34

Twice the suction power of any other handheld in use.

*100% more cleaner head power than DC35.
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.

Ultra-lightweight
5.4kg.

Ball™ technology
Steers smoothly with a turn of the wrist.

DC24 range
multi floor
For every floor type.

Wheeled vacuums make you go back and forth. A ball just turns.

Reversible wand
Stretches 2.6m for stairs and high-reach cleaning.

Captures allergens, expels cleaner air
Dyson cyclones capture particles down to 0.5 microns – including pollen, mould and bacteria.

Fingertip brush control
Turn brush bar on and off at the touch of a button.

Hygienic and quick to empty
Just push the button to release the dirt.

Root Cyclone™ technology
Patented technology that doesn’t lose suction power as you vacuum.

Lifetime HEPA filter
For allergy sufferers.
Traps pollen and other allergens.

0.85 litre bin

Ball™ technology
Steers smoothly with a turn of the wrist.

Motorised brush bar
Powerful bristles remove dirt and pet hair from carpets.

5 year guarantee
Parts and labour.
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.
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.
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.
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.

Motorised floor tool with carbon fibre brushes
Ultra-fine anti-static carbon fibre brushes clean hard floors.

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

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 6 minutes of higher suction power for more difficult tasks.

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

Hygienic bin emptying
Just push the button to empty.

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

Lithium-ion battery
Releases charge evenly for high constant suction.

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

**Root Cyclone™ technology**
Patented technology that doesn’t lose suction power as you vacuum.

**Lightweight and ergonomic**
Only 1.3kg (DC34 only) with balanced weight distribution for easy handling.

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

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

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

**Motorised brush bar**
Removes pet hair and ground-in dirt from upholstery and confined spaces.

**Crevice tool**
Clean tight gaps and spaces.

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

**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.

**2 year guarantee**
Parts and labour.

**LED battery indicator**
Flashes when one minute of power remains.

**DC34 range**
SEE MATRIX FOR DETAILS

**animalpro**
With dual power mode for more run time. Powerful motorised brush bar for pet hair removal.
## Quick reference

<table>
<thead>
<tr>
<th>I’m looking for easy storage solutions.</th>
<th>DC29 origin</th>
<th>DC29 allergy</th>
<th>DC37 origin</th>
<th>DC37 allergy</th>
<th>DC37 animal turbine</th>
<th>DC24 multifloor</th>
<th>DC34 animalpro</th>
<th>DC35</th>
<th>DC45 animalpro</th>
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<td>I cannot handle a device weighing more than 5.5kg.</td>
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<td>I have hard floors, carpets, delicate floors and rugs.</td>
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<td>I am allergic to dust and pollen. Is it Allergy Suisse certified?</td>
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<td>I have pets.</td>
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<td>I want a variety of tools for different cleaning tasks.</td>
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<td>I have a big house with lots of stairs.</td>
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## Tools included

- 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

### 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.

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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.

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.

Captures allergens during grooming
Removes dead skin cells improving coat condition.

For medium or long haired dogs
Adjust thumb pressure for different bristle lengths.

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.

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

Find out more at: www.dyson.cy

Dyson uprights and cylinders are approved by The British Allergy Foundation and Allergie Suisse.

The BAF logo is the registered trade mark of the British Allergy Foundation. The Allergie Suisse logo is the registered trade mark of Service Allergie Suisse SA.