

## **CFS Brands Innovates Upright Broom Design**

**OKLAHOMA CITY, Okla., July 21, 2022** – CFS Brands – Sparta has added exclusive new ergonomic, functionality, and sustainability features to its already popular line of commercial-grade upright brooms. CFS Brands/Sparta is committed to helping keep facilities clean, organized, and compliant.

Purchasers will be swept away by the innovative improvements made to this line of floor-cleaning products. CFS Brands/Sparta relocated the threaded openings on its upright brooms to be more ergonomically correct. The new handle placement reduces wrist discomfort and sweeping fatigue. New angled heads and a variety of broom sizes allow for greater reach into corners and tight places.

Additional ACME compatible threads were added to the broom's handle openings to ensure a tighter, more permanent fit. The bristle base/broom caps are now manufactured using recycled materials, and their new curved block design reduces waste during the production process.

“Continually improving the user experience is key to staying at the forefront of the commercial floor-cleaning product market,” states Philip Zorn, Product Manager, Cleaning Tools at CFS Brands. “Our brooms already average five-star ratings, and we believe this new line of upright brooms may require that a sixth star be added to the rating system.”

CFS Brands – Designing Value. Delivering Success.

### **ABOUT CFS BRANDS**

CFS Brands is a U.S.-based manufacturer of products for the janitorial, foodservice, and healthcare industries. CFS Brands operates Sparta, Carlisle FoodService Products, Dinex, El Castor, Jofel, Marko, Piper, San Jamar, Snap Drape, WipesPlus, and AyrKing brands globally. Its Sparta brand is the premier name in professional quality brushes offering innovative cleaning solutions manufactured to enhance efficiency and durability, saving time and money. Based in Oklahoma City, Oklahoma, CFS Brands employs more than 1,400 people across its headquarters, seven manufacturing locations, and seven distribution centers worldwide.

**CONTACT INFORMATION**

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