

CFR Reports Sales Figures

[CFR](#), a division of Tacony Corporation, has just released its sales figures for 2011 YTD (year to date). The figures compare sales of CFR equipment with sales in 2010 as well as sales in February 2011 versus sales in February 2010.

CFR stands for Continuous Flow Recycling. Unique in the industry, this is a patented carpet cleaning process that filters and recycles water/cleaning solution while the machine is in use.

The machines are also considered low-moisture extractors.

Although Tacony first introduced the CFR brand **in 1985**, it was given a renewed push in 2010 with a new president, brand manager, and marketing team put in charge.

Tacony selected Michael Schaffer, President of [Tornado Industries](#), to become the company's new president. Schaffer then hired Doug Berjer to be the brand manager for the product line.

The company has reported these CFR sales figures:

- 2011 YTD dealer business is up 82 percent **compared to 2010**.
- Sales of spotting equipment are up 80 percent **compared to 2010**.
- February 2011 sales are up 77 percent versus February 2010 sales.
- Sales of CFR "major line" recycling equipment are up 208 percent in February 2011 versus February 2010.
- Overall, sales of CFR "major line" equipment are up 238 percent in 2011 YTD, when **compared to 2010**.

"Of course we are very proud of our accomplishments with the CFR line," says Schaffer. "Although sales in general have improved for the industry, this big jump indicates end users are impressed with the [CFR] equipment."