James Dyson was vacuuming his house when he realized his top-of-the-line machine was losing suction and getting clogged. An industrial designer by training, Dyson went to work reengineering vacuum cleaner technology to fix this problem. But that wasn’t his only challenge. Fifteen years and more than 5,000 prototypes later, he launched Dyson Limited to produce his design when no other manufacturer would take it on. You know the feeling when some everyday product lets you down. You wish someone could solve the problem. James Dyson does that. He is a man who likes to make things work better. With his research team he has developed products that have achieved sales of over $10 billion worldwide. In 1978, while vacuuming his home, James Dyson realized his bag vacuum cleaner was constantly losing suction power. He noticed how dust quickly clogged the pores of the bag and blocked the airflow, so that suction dropped rapidly. He set to work to solve this problem. Five years and 5,127 prototypes later, the world’s first cyclonic bagless vacuum cleaner arrived. James Dyson offered his invention to major manufacturers. One by one they turned him down, apparently not interested in new technology. They seemed determined to continue selling bags, worth $500 million every year. Later, Hoover’s vice president for Europe, Mike Rutter, said on U.K. national TV, "I do regret that Hoover as a company did not take the product technology off Dyson; it would have lain on the shelf and not been used."

**Milestones:**
- 1978 James stumbles across the idea of a bagless cleaner while renovating his country house.
- 1979 Spend five years developing the cleaner, and builds 5,127 prototypes of the Dual Cyclone™.
- 1981 Files U.S. Patent application
- 1982 James Dyson spends two years trawling, looking for someone to license the product.
- 1983 Dyson produces his first prototype vacuum cleaner, a pink machine called the G-Force
- 1985 Dyson takes his product to Japan to work with company that imports Filofax.
- 1986 The Japanese start to sell the G-Force
- 1992 Patent # 5,090,976 (US) issued 1992 for Dual cyclonic vacuum cleaner
- 1995 The Dyson DC01 becomes the best-selling vacuum cleaner in the UK.
- 1995 The Dyson Dual Cyclone™ DC02 is launched, and becomes the second highest seller
- 1996 Launches DC02 Absolute, the first with both HEPA filtration and a bacteria killing screen.
- 1997 James Dyson’s autobiography ‘Against the Odds’ is published
- 2001 New Root Cyclone technology is the most powerful upright vacuum cleaner on the market.
- 2005 The Dyson DC15 (The Ball™) replaces conventional wheels with a ball.
- 2002 Duson brings Western Europe's top-selling vacuums to the United States
- 2004 Dyson launches the twin drum washing machine.
- 2007 Launches the bladeless fan.
- 2008 Launches the Airblade Hand Dryer
- 2010 Portable vacuum cleaners.