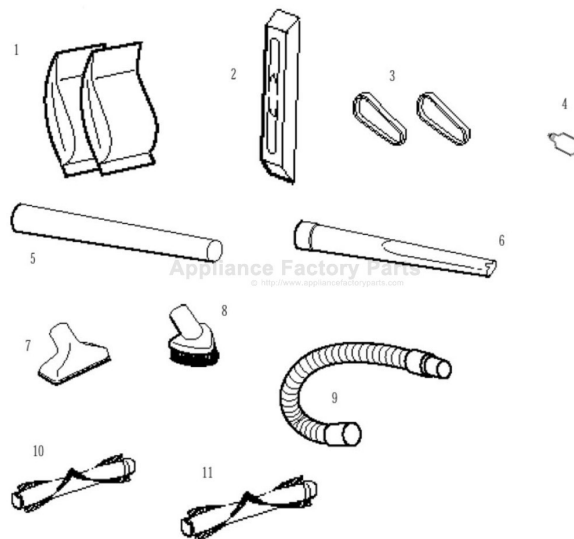


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# Bissell 3541 Owner's Manual

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----- Manual continues below -----



## User's Guide

**Model 35402 Pure Air™  
Model 3541 Pure Air™ Deluxe  
Upright Vacuum Cleaner**

- Assembly
- Operation
- Maintenance
- Troubleshooting

*Thanks for buying a BISSELL Pure Air™ Upright Vacuum.*

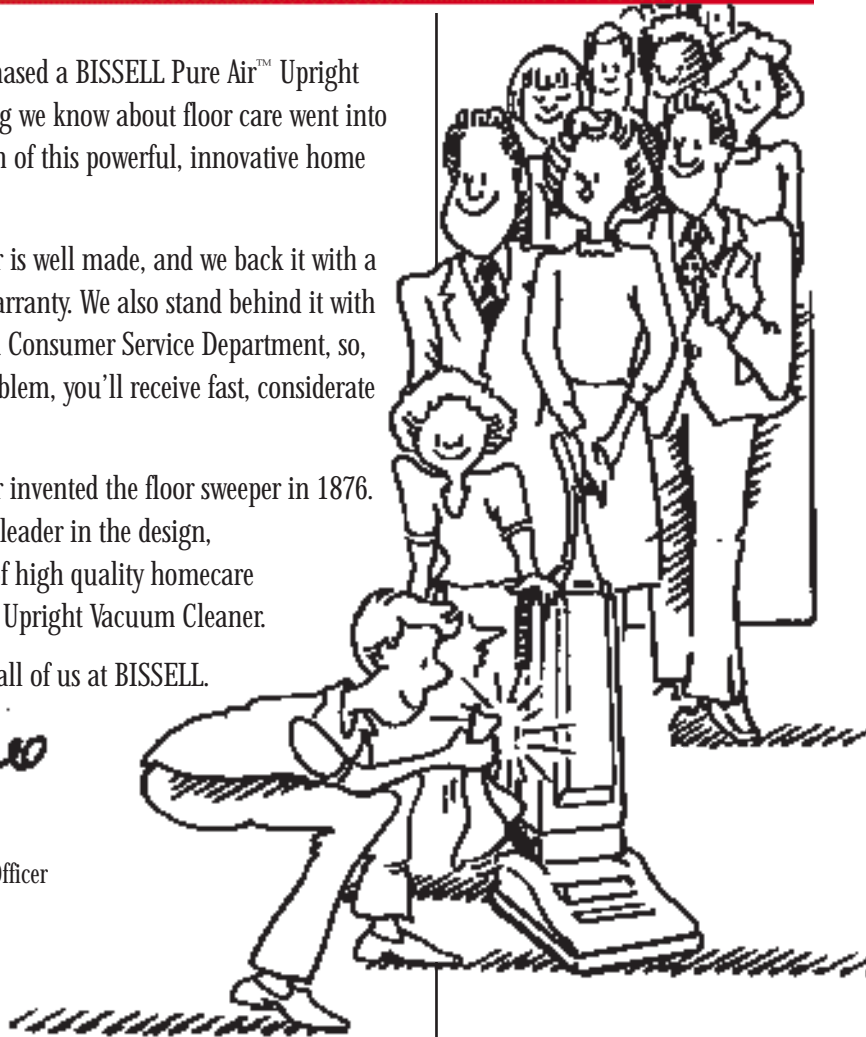
We're glad you purchased a BISSELL Pure Air™ Upright Vacuum Cleaner. Everything we know about floor care went into the design and construction of this powerful, innovative home vacuuming system.

Your vacuum cleaner is well made, and we back it with a comprehensive one-year warranty. We also stand behind it with a knowledgeable, dedicated Consumer Service Department, so, should you ever have a problem, you'll receive fast, considerate assistance.

My great-grandfather invented the floor sweeper in 1876. Today, BISSELL is a global leader in the design, manufacture, and service of high quality homecare products like your Pure Air Upright Vacuum Cleaner.

Thanks again, from all of us at BISSELL.

Mark J. Bissell  
President and Chief Executive Officer



- Powerful 12-amp motor
- Filtrete™ Filtration System from 3M
- Multiple surface height settings
- 4 specialized tools for all cleaning needs
- 9' clear self-retracting vacuum hose

# IMPORTANT SAFETY INSTRUCTIONS

**When using an electrical appliance, basic precautions should be observed, including the following:**

Read all instructions before using your upright. Always connect to a polarized outlet (left slot is larger than right). Unplug from outlet when not in use and before conducting maintenance.

**WARNING:** To reduce the risk of electric shock, fire or injury do not use outdoors or on wet surfaces.

- Do not modify the polarized plug to fit a non-polarized outlet or extension cord
- Do not leave vacuum cleaner when it is plugged in
- Do not perform maintenance when vacuum cleaner is plugged in
- Do not use with damaged cord or plug
- Do not unplug by pulling on cord. To unplug, grasp the plug, not the cord
- Do not pull or carry by cord, use cord as a handle, close door on cord, pull cord around sharp corners, run vacuum cleaner over cord, or expose cord to heated surfaces
- If appliance is not working as it should, has been dropped, damaged, left outdoors or dropped into water, return it to a Service Center.
- Do not allow children to operate vacuum cleaner or use as a toy
- Do not handle vacuum cleaner or plug with wet hands
- Do not carry the vacuum cleaner while it is running
- Do not put any object into ventilation openings, use with blocked opening, or restrict air flow
- Do not use without Vacuum Bag and/or filters in place
- Do not expose hair, loose clothing, fingers or body parts to openings or rotating floor brush
- Do not pick up hot coals, cigarette butts, matches or any hot or burning objects
- Do not pick up hard or sharp objects such as glass, nails, screws, coins, etc.

- Do not pick up flammable or combustible materials (lighter fluid, gasoline, kerosene, etc.) or use in the presence of explosive liquids or vapor
- Do not pickup toxic material (chlorine bleach, ammonia, drain cleaner, gasoline, etc.)
- Do not use vacuum cleaner in an enclosed space filled with vapors given off by oil base paint, paint thinner, some moth proofing substances, flammable dust, or other explosive or toxic vapors
- Do not use for any purpose other than described in this User's Guide
- Use only manufacturer's recommended attachments
- Use only on dry, indoor surfaces
- Keep openings free of dust, lint, hair, etc.
- Keep appliance on a level surface
- Turn off all controls before plugging or unplugging vacuum cleaner
- Be extra careful when cleaning stairs
- Pay close attention when working around children

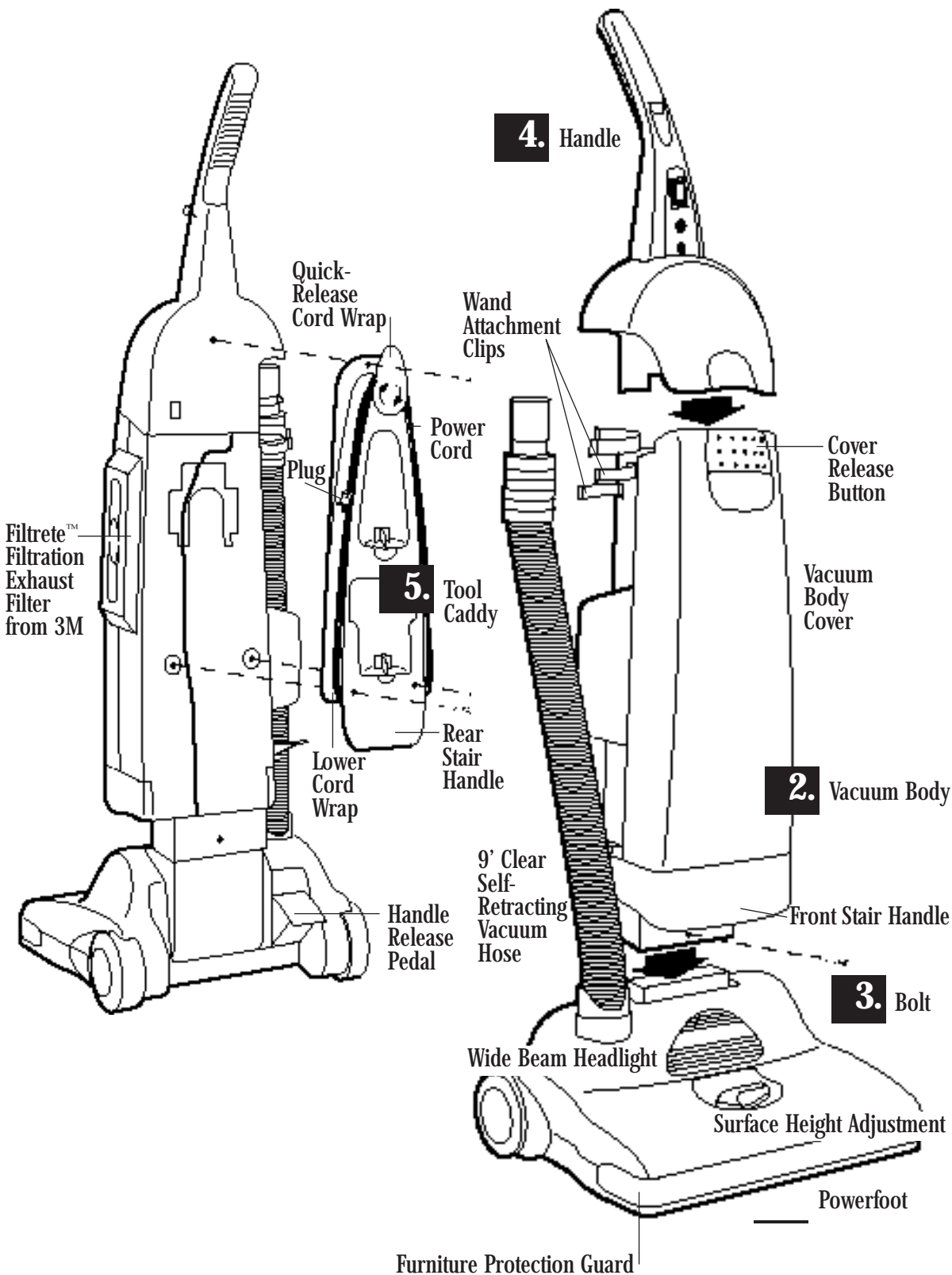
**SAVE THESE INSTRUCTIONS FOR FUTURE USE.**

**THIS APPLIANCE HAS A POLARIZED PLUG.**

To reduce the risk of electric shock, this appliance has a polarized plug (one blade is larger than the other). This plug will fit in a polarized outlet only one way. If the plug does not fit fully in the outlet, reverse the plug. If it still does not fit, contact a qualified electrician to install a proper outlet. Do not change the plug in any way.

**This model is for household use only.**

**⚠ WARNING:** Do not plug in your vacuum cleaner until you have completely assembled it per the following instructions and are familiar with all instructions and operating procedures.




## How to use this guide

This User's Guide has been designed to help you get the utmost satisfaction from your BISSELL Pure Air Upright Vacuum Cleaner. You'll find assembly and operating instructions, safety precautions, as well as maintenance and troubleshooting instructions. Please read this Guide thoroughly before assembling your vacuum cleaner.

Pay particular attention to the assembly diagram, assembly instructions, and part names. Locate and organize all parts before assembly. Familiarize yourself with the parts and where they go. Following this User's Guide will greatly enhance your ability to get the most performance from your BISSELL Pure Air for many years.

### How to put it together


The only tool you'll need to assemble your vacuum cleaner is a Phillips head  screwdriver.



#### **WARNING:**

**Plastic bags or plastic film can be dangerous. To avoid danger of suffocation, keep away from babies and children.**

### Attach Vacuum Body to Powerfoot

1. Place Powerfoot on floor with rotating agitator brush on floor surface.
2. Place Vacuum Body onto Powerfoot and push down firmly on top corners of Vacuum Body while rocking slightly from side to side. You will hear a 'click' when raised area on back of Powerfoot enters opening on back of Vacuum Body.
3. Push long bolt through bottom hole on **FRONT** of lower body. Place nut over end of bolt and hold in place while tightening bolt with a phillips head  screwdriver.  
**NOTE:** If bolt will not go through hole easily, repeat step 1.


### Attach Handle to Vacuum Body

4. Align Handle with edges of upper Vacuum Body and press down. You will hear it snap into place.

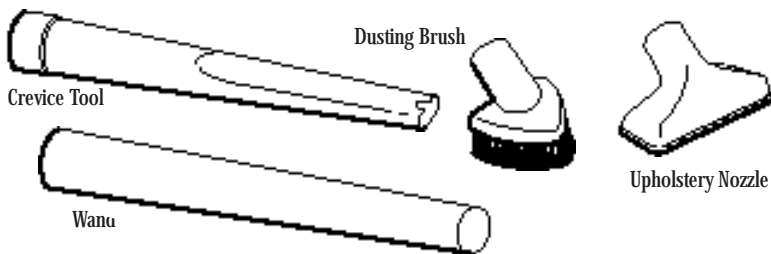
## Index

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### Attach Tool Caddy to Vacuum Body

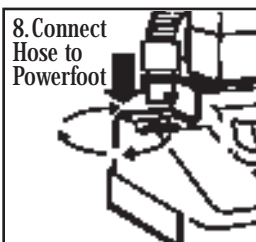
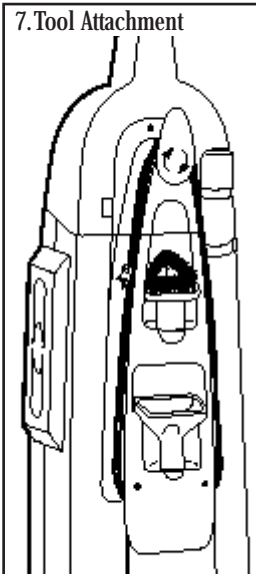
5. With the front of Vacuum facing down and the Power Cord placed off to the side, place the Tool Caddy in position on the back of the Vacuum Body. The Tool Caddy should be flush with the back of the Vacuum Body if you have positioned it correctly.
6. Place the three screws into the holes provided, then tighten with a Phillips head  screwdriver until each screw head is flush with the Tool Caddy surface. The top screw will also assemble through the Handle.

### Attach Tools to Caddy



7. Attach Tools to Caddy as shown. Dust Brush and Upholstery Nozzle storage areas are identified by shape and symbol, the Wand slips into the two clips at the side of the Vacuum Body (close to the back) and the Crevice Tool slips into the top of the Wand.
8. Examine the Vacuum Hose Assembly. One end has a short cuff with two (2) slots. Place the short cuff into the hole in the Vacuum Foot Cover (left of the Headlight) and turn clockwise until you feel a slight 'click.' Attach the long cuff to the clip near the top of the Vacuum Body Cover.

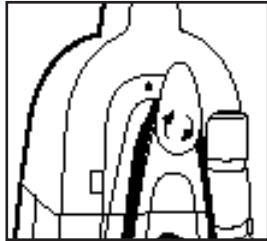
**Assembly is now complete.**



# How to use your BISSELL Pure Air

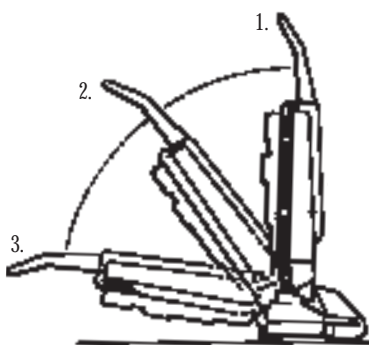
## Tip:

Before cleaning under low furniture, check for objects that might harm the rotating floor brush or block the vacuum hose. Do not pick up hard or sharp objects such as glass, nails, screws, coins, paper clips, etc.



## Tip:

Don't adjust your cleaner too low in deep pile or shag carpet. This can overload motor and damage rotating floor brush or drive belt.



## Power Cord Quick Release

The Power Cord is stored at the back of the Vacuum Body, looped around two Cord Wraps. A molded clip on the polarized plug allows it to be fastened to the Power Cord during storage.

1. Unclip polarized plug from Power Cord.
2. Rotate the Upper Cord Wrap one-half turn right or left, and slip Power Cord from Upper and Lower Cord Wraps.
3. Connect Power Cord Plug with a polarized outlet.
4. To keep the Power Cord out of your way while cleaning, place it in the cord hook near the top of the handle.

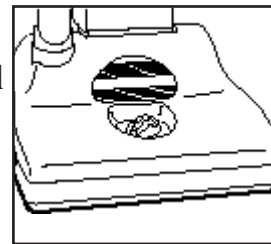
## Power Switch

The Power Switch is located just below the hand grip. Push the rocker switch "ON" to vacuum, and "OFF" when cleaning is complete.

## Powerfoot Height Adjustment

You can adjust the Powerfoot/Rotating Floor Brush of your BISSELL Upright Vacuum to clean several floor surfaces.

1. Place Handle in Upright Position (see Handle Positions, Page 6).
2. Move Height Adjustment to desired setting.
  - **HI** - For plush pile or shag carpet.
  - **BARE FLOOR** - For smooth floors without carpet.



Do not adjust vacuum cleaner too low in deep pile or shag carpet. This can overload motor and damage rotating floor brush or drive belt.

## Handle Positions

Press the Handle Release Pedal at the back of the Powerfoot to place your Pure Air into one of three cleaning positions.

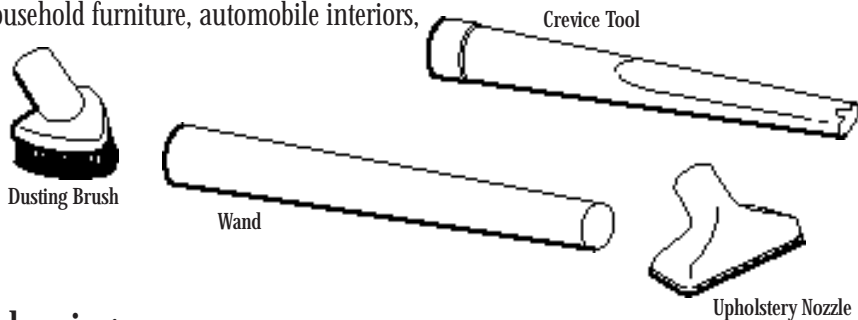
1. Upright - For storage and above floor cleaning with special tools.
2. Normal Cleaning - Use for most household floor cleaning tasks.
3. Low Cleaning - Use for vacuuming under low furniture such as tables, chairs and beds.

**NOTE: The handle will not lock in the Normal or Low cleaning positions.**

## Special tools

Your BISSELL Pure Air is not only a powerful carpet and rug vacuum cleaner, it's also a versatile above floor vacuum cleaner when you select one of the four special tools included.

- **Dusting Brush** - For dusting surfaces such as table tops, mantles, lamp shades, drapes, woodwork, etc.
- **Wand** - For extra length or reach.
- **Crevice Tool** - For tight, narrow spaces.
- **Upholstery Nozzle** - For small area vacuuming such as upholstered household furniture, automobile interiors, drapery, etc.



### Above floor cleaning

1. Raise Handle to Upright Position. The PureAir will automatically reset Height Adjustment to the High position, but the floor brush will continue to rotate.
2. With the Handle in the Upright position, disconnect Self-Retracting Vacuum Hose from upper Attachment Clip. Suction is diverted automatically.
3. Attach tools by pressing firmly onto Hose end.

### To resume normal floor vacuuming:

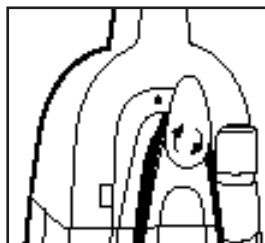
1. Remove tool from Vacuum Hose.
2. Reconnect Vacuum Hose to the Attachment Clip near the top of the Vacuum Body Cover.
3. Return Handle to Normal Cleaning position. The PureAir will return the Height Adjustment to the most recent setting.

**WARNING:** The Floor Brush continues to rotate while tools are in use. To reduce the risk of injury from moving parts, always move the cleaner with the carry handles at the front and back of the cleaner. Always place vacuum cleaner on floor with Handle in Upright position when using tools. Never place your fingers under the cleaner when it is running. Never place Powerfoot on furniture, or place vacuum cleaner close enough to objects to pull them into rotating brush.

### Power Cord storage

When you are done using your BISSELL Pure Air, return it to the Upright position and store the Power Cord.

1. Turn vacuum cleaner OFF.
2. Unplug Power Cord by grasping the polarized plug (NOT the cord) and disconnect from outlet.
3. Loop Power Cord around Cord Wraps on back of vacuum cleaner.
4. Clip molded plug to Power Cord to secure.



## Routine maintenance

To maintain maximum performance from your BISSELL cleaner, perform these simple maintenance checks periodically.

For average household use, (one hour per week) follow this maintenance schedule:

Every Week:	Check the Filtrete™ Vacuum Filter Bag
Every Month:	Check the Drive Belt and Rotating Brush
Every 6 Months:	Replace the Filtrete™ Exhaust Filter



**WARNING:** To reduce the risk of electric shock, turn Power Switch OFF and disconnect polarized plug from electrical outlet before performing maintenance.

### Tip:

Vacuuming new carpet or vacuuming fine powders such as drywall dust may clog the Dust Bag, so check it more frequently.

## Replace Vacuum Bag

To maintain peak vacuum efficiency, you should check the Vacuum Filter Bag weekly and replace it when it is no more than three-quarters full.

### Never reuse a Vacuum Bag.

1. Lift Cover Release Latch and Remove Vacuum Body cover.
2. Release Collar Retainer by pulling the top toward you. Slide Bag Collar up and out of Retainer. Dispose of Filter Bag.
3. Slide Collar of new Filter Bag completely into Collar Retainer.
4. Push Collar Retainer back into position and secure in place.
5. Tuck Filter Bag completely into Vacuum Body. Lay it flat, top to bottom, without bunching.
6. Replace Vacuum Body cover and snap closed. Be careful not to pinch or twist gaskets when replacing Cover.

## Replacement Bag

Use only BISSELL Style 3 bag made with Filtrete™ technology from 3M (#32029, package of 2) in your BISSELL Upright Vacuum Cleaner.

You may purchase the bag:

at your local retailer,

with the order form in this User's Guide,

or by calling

**BISSELL Consumer Services**

**1-800-237-7691**

Monday - Friday 8 a.m. – 7 p.m. EST


Saturday 9 a.m. – 2 p.m. EST

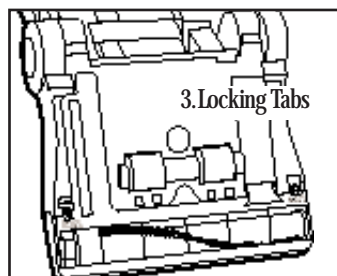
or from the BISSELL website –

<http://www.bissell.com>

## Check Rotating Floor Brush and Drive Belt

Check the Drive Belt and Rotating Floor Brush regularly for wear or damage. You should also remove string, hair, and carpet fibers from the brush and brush ends. These can wrap around the brush and hamper its ability to effectively clean your carpet.

1. Press Handle Release Pedal to position cleaner in full recline position.
2. Turn entire cleaner over to expose bottom of Powerfoot.
3. Using a flat blade  screwdriver, depress the two tabs that secure the brush cover.
4. Remove the brush cover and check the belt for damage or wear, and the brush for debris.
5. Check belt carefully for wear, cuts or stressed areas. Inspect entire belt by rolling floor brush with the palm of your hand several times in the direction of the motor pulley.
6. Check Air Passageway for obstructions. Remove debris from this area.



## Replace Drive Belt

1. Grasp the brush at both ends and lift up.
2. Stretch old belt to clear motor pulley, remove belt, and discard.
3. Place new belt over pulley and stretch other end over the crown of the floor brush.
4. Place belt end of brush into its slot and hold it in place with your left hand, while slowly pulling opposite end of brush down into its slot with your right hand.
5. Turn brush by hand several times in direction of pulley. If properly installed, the belt will center itself on brush crown.
6. Align brush cover with notches on front of Powerfoot.
7. Push down until tabs snap into place.

## Replacement Belt

Use only BISSELL Replacement Belt (#32034, package of 2) in your BISSELL Upright Vacuum Cleaner. You may purchase the belt:

at your local retailer,

with the order form in this User's Guide,

or by calling

**BISSELL Consumer Services**

**1-800-237-7691**

Monday - Friday 8 a.m. – 7 p.m. EST

Saturday 9 a.m. – 2 p.m. EST

or from the BISSELL website –

<http://www.bissell.com>

## Replace Filtrete™ Exhaust Filter

To keep your cleaner operating at peak efficiency and to remove irritating allergens from your home, you should change the Filtrete™ Exhaust Filter from 3M every six months.

The self-contained filter lifts out easily from the side of the Vacuum Body, and the new one slides into place.

### Replacement Filter

Use only BISSELL Style 3 Filtrete Exhaust Filter (#32030, package of 1) in your BISSELL Upright Vacuum Cleaner.

You may purchase the filter:

at your local retailer,

with the order form in this User's Guide,

or by calling

**BISSELL Consumer Services**

**1-800-237-7691**


Monday - Friday 8 a.m. – 7 p.m. EST

Saturday 9 a.m. – 2 p.m. EST

or from the BISSELL website –

<http://www.bissell.com>

## Replace Lightbulb

1. Remove the clear plastic lens at the front of the Powerfoot by gently inserting a small, flat-blade  screwdriver into the notch at the bottom of the lens. Twist the screwdriver gently to release the retaining tab, then pull the bottom of the lens outward.
2. Remove the old bulb by pulling it straight out - do not twist. Gently push replacement bulb into socket.
3. Reposition lens over opening with the top tab positioned inside the PureAir. Push the bottom of the lens until remaining tabs snap into place.

### Replacement Bulb

Use only BISSELL Replacement Bulb (#0101176) in your BISSELL Upright Vacuum Cleaner. You may purchase the bulb:

with the order form in this User's Guide,

or by calling

**BISSELL Consumer Services**

**1-800-237-7691**

Monday - Friday 8 a.m. – 7 p.m. EST

Saturday 9 a.m. – 2 p.m. EST

or from the BISSELL website –

<http://www.bissell.com>

## Additional features

BISSELL Pure Air Deluxe Upright Vacuum Cleaners provide additional features, including a Motor Guard (a motor overload protection circuit) and Full Bag Indicator. Both features are indicated on the Handle, immediately below the Power Switch.

### Motor Guard

The Motor Guard prevents accidental overload of the motor. If the Rotating Floor Brush stops moving while the motor is running, Motor Guard will automatically turn off the motor. If Motor Guard activates while you are using your cleaner:

1. Move Power Switch to OFF.
2. Disconnect plug from outlet.
3. Remove Brush Cover. (See page 9.)
4. Remove visible obstructions.
5. Check Drive Belt for possible damage.
6. Replace Brush Cover.
7. Allow motor to cool for 5 minutes.
8. Press Motor Guard button to reset.
9. If motor fails to restart, call:

### **BISSELL Consumer Services**

**1-800-237-7691**

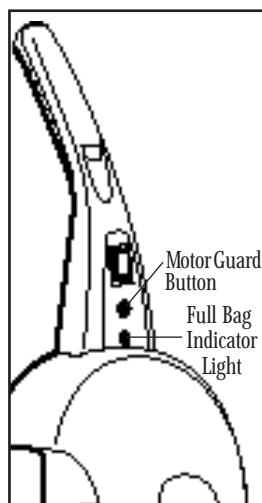
Monday - Friday 8 a.m. – 7 p.m. EST

Saturday 9 a.m. – 2 p.m. EST

### Full Bag Indicator Light

If this light glows, change the Filtrete™ Vacuum Filter Bag from 3M immediately. After bag has been replaced, the indicator light should no longer glow. If it continues to glow, see Troubleshooting for instructions.

 **WARNING:** To reduce the risk of injury from moving parts, unplug before servicing. Keep hands, feet and face clear of the Rotating Floor Brush when resetting Motor Guard.



# Troubleshooting

## ***Vacuum cleaner won't run***

### **Possible Causes**

- Vacuum cleaner is not plugged in
- Household fuse/breaker
- Motor Guard activated

### **Remedies**

- Check electrical plug
- Check/replace fuse - Reset breaker button
- Move Power Switch to OFF. Disconnect plug from outlet. Remove Brush Cover (See page 9). Remove visible obstructions. Replace Brush Cover. Allow motor to cool for 5 minutes. Press Motor Guard button to reset.

## ***Vacuum cleaner won't pick up dirt***

### **Possible Causes**

- Dust Bag is full
- Rotating Brush Drive Belt broken
- Drive Belt stretched off Motor Pulley Shaft
- Rotating Floor Brush bristles worn
- Rotating Floor Brush jammed
- Height adjustment too high
- Air Passageway clogged

### **Remedies**

- Replace with new bag
- Replace Drive Belt (See page 9)
- Reposition belt/clean brush/belt areas (See page 9)
- If Belt is stretched, it should be replaced (See page 9)
- Replace brush (See page 9)
- Remove brush and clean debris from brush ends (See page 9)
- Reset Height Adjustment
- Remove Brush Cover. (See page 9)
- Clean debris from passageway
- If still clogged: Remove Vacuum Body from Powerfoot.



**WARNING:** To reduce the risk of injury from moving parts and/or electrical shock, turn Power Switch OFF and disconnect polarized plug from electrical outlet before performing troubleshooting checks.

- Directions:** 1. Remove screw from front of Vacuum Body (reverse of step 3. in How To Use section.)
2. Gently insert blade of flathead screwdriver underneath the plastic tab on the back of the Vacuum Body to lift past the raised area inside the rectangular opening.
3. Pull upward on Vacuum Body handle and lift Vacuum Body off of Powerfoot. Remove blockage.

## ***Tools won't pick up dirt***

### **Possible Causes**

- Vacuum Flex Hose clogged

### **Remedies**

- Visually check for objects blocking suction path and remove carefully

## ***Full bag indicator light glowing***

### **Possible Causes**

- Dust Bag is too full
- Vacuum path is blocked

### **Remedies**

- Replace with new bag
- Visually check hose and tools for obstruction. Remove Brush Cover and clean debris from passageway suction path and remove carefully

## ***Vacuum cleaner is difficult to push***

### **Possible Causes**

- Incorrect Height setting

### **Remedies**

- Dial Adjustment to next highest setting

# Replacement part numbers and descriptions

Item	Part No.	Description
1	32029	Filtrete™ Vacuum Filter Bag (package of 2)
2	32030	Filtrete™ Exhaust Filter (package of 1)
3	32034	Drive Belt (package of 2)
4	0101178	Headlight Bulb
5	0109664	Wand
6	0109157	Crevice Tool
7	0109179	Upholstery Nozzle
8	0101162	Dust Brush
9	0104653	9' Clear Self-Retracting Vacuum Hose
10	0101164	13" Brush Roll
11	0101165	15" Brush Roll

If suggested solutions for this or any function of your Upright Vacuum Cleaner do not correct the problem, call

**BISSELL Consumer Services**

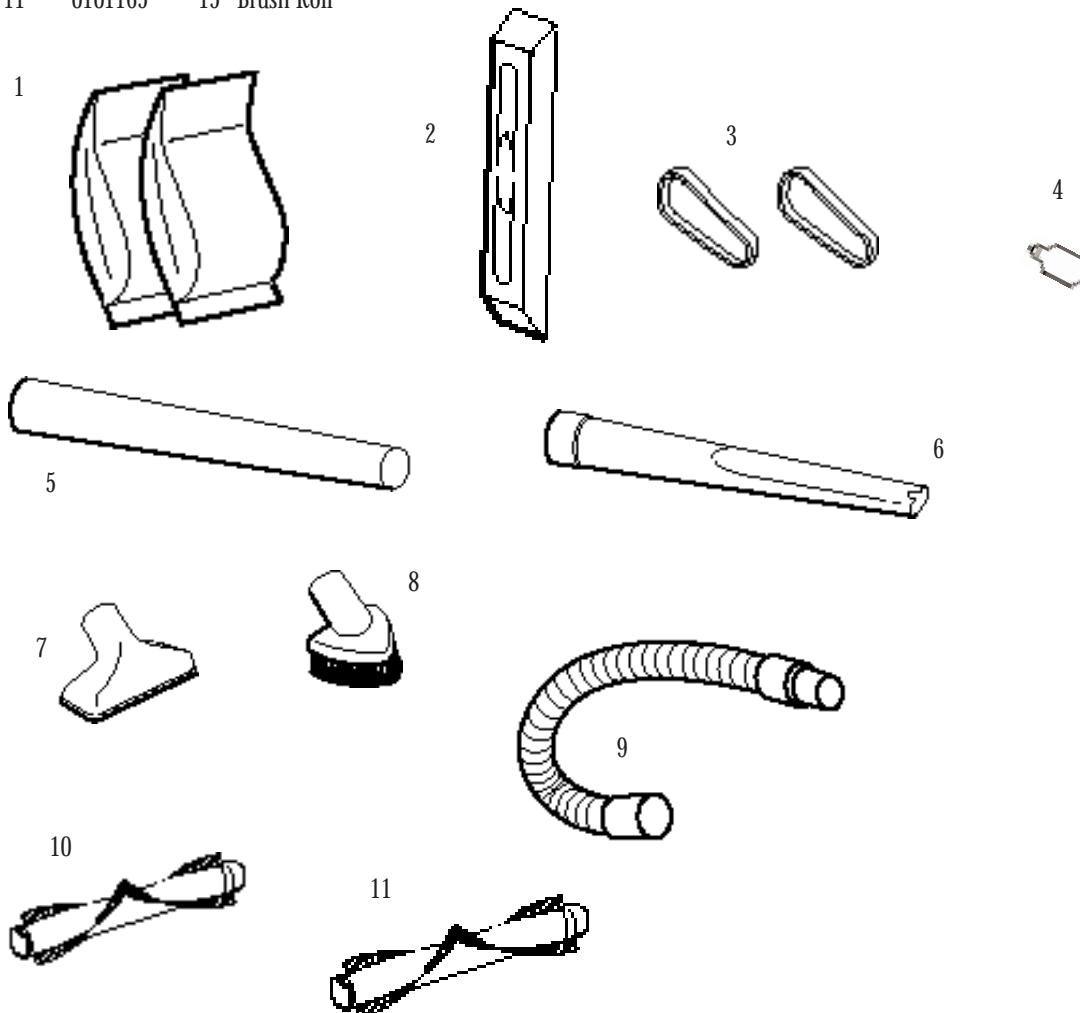
**1-800-237-7691**

Monday - Friday 8 a.m. – 7 p.m. EST

Saturday 9 a.m. – 2 p.m. EST

or from the BISSELL website –

<http://www.bissell.com>



## About your warranty

This warranty gives you specific legal rights, and you may also have other rights which may vary from state to state. If you need additional instruction regarding this warranty or have questions regarding what it may cover, call BISSELL Consumer Services.

### One Year Warranty

BISSELL Inc., upon receipt of the product, will repair or replace, free of charge, any part which is defective or malfunctioning within one year of the purchase date, provided that it is used for personal and not commercial or rental service. If the vacuum cannot be repaired, BISSELL Inc. will replace or refund the full price, at our option.

### If your BISSELL product should require service:

1. Call **BISSELL Consumer Services at 1-800-237-7691** and we will give you the name and address of an authorized **BISSELL Service Center in your area**. Or visit the **BISSELL website - <http://www.bissell.com>**
2. If there is not an authorized **BISSELL Service Center in your area**, a **BISSELL Consumer Services Representative will issue you a Return Authorization Number and a pre-paid mailing label to return the unit to BISSELL.**
  - The product should be returned with a photocopy of your proof of purchase. (Your dated sales receipt is your warranty - **do not send original.**)
  - Insure the machine when shipping for your protection from loss.

## BISSELL Consumer Services

For information about repairs or replacement parts, or questions about your warranty, call:

**BISSELL Consumer Services**

**1-800-237-7691**

Monday - Friday 8 a.m. — 7 p.m. EST

Saturday 9 a.m. — 2 p.m. EST

Or write:

**BISSELL INC**

**PO Box 3606**

**Grand Rapids MI 49501**

**ATTN: Consumer Services**

When contacting BISSELL, have model number of unit available.

Please record your Model Number: \_\_\_\_\_

Please record your Purchase Date: \_\_\_\_\_

**NOTE: Please keep your original sales receipt. It is your warranty.**

**It is suggested you staple your original sales receipt to the front of this guide.**



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<http://www.bissell.com>