

Starting your own carpet cleaning business

Are you considering starting your own cleaning business and looking to focus on carpet and fabric cleaning? If so, then Prochem are the people to talk to.

Our founder, the late Ron Tilley, was a carpet cleaner, working for a carpet cleaning franchise in the early 1960's. He quickly rose through the ranks to become Director of Training, teaching the skills he had learnt during his cleaning career. He then spent many years travelling to the USA and other countries to research the latest advances in chemicals and equipment development. Up until this time very little training in carpet and upholstery cleaning was available in the UK and so he decided to start Prochem in 1974 to provide training, cleaning equipment and chemicals to this specialised sector of the Cleaning Industry. Over the years, Prochem has grown based on Ron's original plan, BUT the foundation of being able to support and advise the Industry is still paramount.

Prochem knows what you need the most, when starting a new business – someone to talk to and advise. Someone who will give you pointers on things you may not have previously considered.

The highly experienced members of our Sales & Training team will often start by advising that the first thing to consider, is attending a training course. Many new entrants to the industry have commented in the past that "It's only carpet cleaning. How difficult can it be? The machine does all the work, right?"

But once they have attended a course, they realise that to be successful there is a little more to it than the machine. They also understand that there are potential business opportunities, that others, who have not trained, will miss. Attending training courses is also a great way to meet and network with other new business owners, like yourself, or even experienced professionals, who regularly attend refresher courses to re-hone their skills.

The ideal course for a new business owner would be our 2-day Carpet Cleaning Course (C2). It will not only teach you the basics required to effectively run the business and carry out a carpet clean without causing any problems, but the second day adds and enhances further knowledge, such as how to carry out a professional survey of your potential customer's carpets; sessions on how to time and price jobs; as well as which types of insurances may be required when running a professional business.

There are many carpet cleaning businesses out there, that have no traceability or record to prove they have attended any training courses whatsoever. You may consider that worrying, especially when you calculate how much YOUR carpets or upholstery cost to buy, which might have previously been cleaned by a company that could not even identify what it was made of or how it should be cleaned but merely crossed their fingers and 'used the machine' as they did yesterday and the day before!!!

Ideally then, you would have a greater understanding of the options the cleaning industry offers and which type of client you would aim your business towards.

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Machinery could be your next investment.

Often, people only consider the machine - but that is only one part of the equation.

Prochem can advise the options available to you. We regularly carry out free demonstrations of machinery, either at Prochem's headquarters, or on site. We believe that the machine will become your major business tool and you should feel comfortable with the choice you have made in respect of the intended use, size and portability, as well as the results you aim to achieve for your customers. With the purchase of selected machines you will also receive a voucher to attend one day of a training course FREE.

Alternatively, you could choose the machine you think suits you and decide to purchase the products/chemicals and accessories at a later date, when the time arises that you need them for a particular job, or you could consider a "Starter Package". This would include the machine, suitable products/chemicals, accessories (such as hand tools, sprayers, brushes, etc. in one easy package to get you started and this is often a more cost-effective option.) Packages also include a selection of free products and chemicals, as well as the voucher mentioned above!

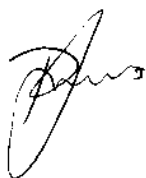
The machine listed can be substituted with another which suits your individual business plan or budget and the price will then be adjusted.

But do not consider that once you have started your business and purchased your machine (with or without products) you are out there alone. Far from it. We pride ourselves on our after-sales service, especially our cleaning technical support.

If you experience an issue or have a question relating to stain removal, carpet, fabric or hard floor cleaning, you can call our office during normal working hours (or contact us via Facebook & Twitter) and we will be more than happy to discuss and propose remedies. You can also find many Questions & Answers on our website under the Information section of the menu, where you should click on 'Cleaning Technical Help Guides'.

If you have any questions relating to how Prochem may help you get your business started, please just contact me by telephone or email and I will be more than happy to help you.

Yours sincerely,



PHIL JONES
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To receive your personal link to [Phil's web video "Starting your own carpet cleaning business"](#) please complete the enquiry form on the contact page of our website or email Phil at pjones@prochem.co.uk

