

# cleaning specialist

news and information from Prochem Europe for the carpet, fabric and floor care professional

Winter/Spring 2004  
Issue 11

## Double dutch

Aggie MacKenzie and Kim Woodburn are back – with help from their friends...

## Making the grade

Grade A Cleaning's toughest jobs

## Spanish story

Steve Allen tells us why he's a company man



## Welcome to your magazine

WELCOME to issue 11 of Cleaning Specialist – a magazine about Prochem, its people and products – and you!

That last element is all important to us. Without you, Cleaning Specialist is without a credible role as an entertaining news magazine. Nobody wants to read solely about a company's new product development without knowing about how it is applied and who is working it.

As always, we have both: Prochem has new products for 2004 spanning technology and chemicals lines, with yet more on the way.

We have news of expansion from distributor customers and from cleaners, specifiers, and all manner of people associated with the business. We have good news and sad news: the loss of our valued friend and colleague Martin Davies has been difficult to bear, but we have been bolstered by your kind letters of tribute. There is a tribute to Martin in this issue.

I do know that Martin would have been delighted to see Prochem's international business grow. Read about it here. There is plenty to get on with on the technical advice front, not solely in the shape of how-to-do-it articles but also in the regular round-up of your own experiences. Again, it's back to you!

In issue 12 we are going to ask you to share your views on our magazine in our first major reader survey. We carried out a small sample survey in 2002 and it was hugely encouraging in shaping how we took the magazine forward. Now, we are on to engage another gear – I hope you take part (and be a winner in a reader promotion we are running as an incentive!)

**Peter Muir, Editor, Cleaning Specialist magazine**

### Have you got news for us?

Cleaning Specialist welcomes news from readers. Make sure you keep us up to date with developments by calling Peter Muir now on **01296 715228** or email [prochem.newsdesk@pmpr.co.uk](mailto:prochem.newsdesk@pmpr.co.uk)

# What's inside



## 10-11

**Making the grade**  
Grade A Cleaning's toughest jobs



**4** **Memories of Martin**  
Cleaning Specialist pays tribute to Martin Davies

**12** **Off to the ball**  
Cinderella's Royal success

**7** **Product news**  
Hot new solutions for 2004

**14** **Know your carpets**  
The second in our three part look at manufacturing

**9** **Spanish story**  
Steve Allen tells us why he's a company man

**18** **Q's and A's**  
Answers to those post-festive spills

cleaning  
**specialist**

**Published by:**  
Prochem Europe Ltd  
Oakcroft Road  
Chessington  
Surrey KT9 1RH  
Tel: 020 8974 1515  
Fax: 020 8974 1511  
Email: [sales@prochem.co.uk](mailto:sales@prochem.co.uk)  
[www.prochem.co.uk](http://www.prochem.co.uk)  
[www.prochem-europe.com](http://www.prochem-europe.com)

**Edited by:** Peter Muir at PMPR  
Market House, Market Square  
Winslow MK18 3AF  
Tel: 01296 715228  
Email: [Info@pmpr.co.uk](mailto:Info@pmpr.co.uk)  
**Designed and produced by:**  
Headlines Corporate News Ltd  
Medina House  
318 Silbury Boulevard  
Milton Keynes MK9 2AE

© Copyright 2004 Prochem Europe Ltd. Material may not be reproduced in any form without written permission from Prochem Europe Ltd.



# A Fresh start

**F**OR Neil Levings, cleaning represents a fresh start. At 54, he'd had enough of working in the grind of marketing and sought a different career, one where he could be his own boss and have greater time flexibility.

If he thought that this new enterprise – appropriately named Fresh Clean – meant for a more leisurely day, he was wrong.

Visiting the Cleaning Show in Birmingham last year, Neil saw the new Blazer “Plus” on Prochem’s stand. “I was the first to buy one at the show and since then the work has just poured in!” he says.

## Strategic

Not bad for a complete newcomer to cleaning. He may be downsizing, but Neil has made a successful start in cleaning by being strategic and not rushing into things.

For a start, he did his research. “And it was a bit of shock,” he says. “I don’t want to appear rude but, as an outsider, the business appealed immediately because it is a vast market with relatively few people providing a professional service. I realised there were opportunities.”

## Marketing skills

Neil next looked at cleaning franchises. “They were initially attractive until I realised they were selling me marketing skills which I already had. Why pay twenty thousand quid to a franchisor as well as ten per cent of turnover for a facility I would probably regard as unnecessary in a year’s time?”

Neil decided to do his own thing: “I hired some equipment, got some orders, did some jobs, and did further market research. I had a look around portable and truckmount options and at the show, the Blazer “Plus” seemed to answer all my needs: powerful enough

and outstanding value for money. I went to Prochem’s headquarters at Chessington for a demo, saw it, and said ‘I’ll have one!’”

Neil was also won over by the support Prochem provides customers. “I needed training and lot’s of it. I’m now a fanatical believer in Prochem – it’s of the very highest calibre. There’s lots to take in but the back up is excellent and I still hear words of advice ringing in my ears as I work on jobs now. Prochem’s products and service have been exemplary – for this former marketing man, they make for a first class business partner.”

And what advice can the marketing man provide cleaners?

“*The Blazer “Plus” seemed to answer all my needs: powerful enough and outstanding value for money. I saw it and said ‘I’ll have one!’*”

“I’ve tried all the local marketing techniques in south Warwickshire,” he confides. “By far the best is solus door drop leaflets with a special offer. I did advertising as well as a leaflet drop with local press. I had the same response from five hundred solus door drops as with fifteen thousand shared newspaper leaflet drops.”

Now, Neil is working on his plan for the future of Fresh Clean. “The next big step is to get someone to take on the work I’m doing now so I can concentrate on the marketing of the business. Now the domestic side is established, I want to move into fixed contracts in hotels, conference centres and the like.

“I’d like to put on a second and third vehicle within the next two to three years – for Prochem truckmounts, naturally!”



## Aard at it

CLEANING specialist Aardvark has achieved more than simply being the first company listed in its local telephone book.

The business has moved from the back bedroom at Lisa Bond’s house to its own new trading estate premises in Ibstock.

A former office manager in a large bakery in Leicester, Lisa started the business with in October 2000 with friends and father-in-law John, an engineer.

“We were cleaning novices but we saw an opportunity in the market, plus we thought we would do something for ourselves rather than other people,” she explains.

Aardvark cleans offices, pubs, surgeries, bingo halls, and is a contractor for Everards Brewery.

Prochem was an early port of call when the Bonds came to source equipment for the business. “We trained on Prochem courses and they were tremendously useful,” says Lisa.

John is also very enthusiastic about Prochem technology. “We are using Prochem Comanches and Steempros and a Five-Star Allfloor. I’ve tried other machines but always come back to Prochem because they are better,” he says.

This early investment has paid off with a healthy business with prospects.

“We have nine employees and a weekly sales turnover of £4,000 on carpet cleaning alone, so we are very excited now by the prospect of expanding into general cleaning this year,” says Lisa.

John and the cleaning team have meanwhile found themselves undertaking more hard floor and wood floor work. “It’s a growing sector,” says John. “People leave wood and then its very hard work bringing it back.”

But then hard work seems no barrier to the growth of this animal!

Contact: Aardvark – tel 01530 262777.





OCH's new premises.

## Riding a wave

£0.75m purpose-built premises totalling over 700 sq m have been opened by Ocean Corporate Hygiene at Harris Way, Sunbury, Middlesex. The building includes warehousing, trade counter, machine workshop, 150 sq m showrooms and a soon-to-open training centre.

Ocean stocks and supplies over 2,500 product lines to a wide range of customers and is a distributor for many of the major suppliers of chemicals and equipment, including Prochem Europe.

It offers a nationwide delivery service and two-day service to the highlands of Scotland, with local deliveries free of charge. Servicing and repairs on many types of machines is also available.

The company, which employs a staff of 10, has been distributing Prochem products for over 13 years. "Business is fairly buoyant," relates boss Alan Goodwin.

"I anticipate further business gains when the training centre opens in spring 2004."

Says Alan: "We and our customers are very happy with Prochem. Their machines and chemicals are high quality products you can trust. Plus we have an excellent back-up service from them."

Ocean's move from Ashford delivers more space for product racking and administration functions and provides easier access for customers travelling via the nearby M3 and M25 motorways, says Alan.

Much of the company's business comes from local and national contract cleaning companies in addition to large corporate customers, mostly from Reading and the M4 corridor.

**Web watch:**  
www.och.co.uk



Prochem MD, Alan Tilley, reflects on a loss and celebrates a life.

# Memories of Martin

**IT IS a matter of record in the UK's cleaning business press that Prochem lost a much-valued friend and colleague in Martin Davies in July of last year.**

Martin passed away on July 25 after a long and bravely fought battle against cancer. Cleaning Specialist had just gone to press that day. This issue provides us with our own opportunity to mark our loss. It also serves to share the many tributes made to a man who did so much to raise awareness of this company and its capabilities, in addition to contributing to new business gains and supporting our established customers.

## Martin's story

Martin spent his teen years in Australia, where he developed a passion for the sea and boats.

He and his wife, Marian, ran a business for seven years on the Isle of Wight, serving the boating fraternity, spending much of their free time at the helm of their sea-going vessel.

Martin's sales career started with major household names including Hoover, the Ofrex Group and Olivetti. This valuable experience was the foundation of his future success.

Appointed in 1984 as a management trainee at Prochem, his potential was quickly spotted and within months he had become the company's Sales Manager.

In January 1992, he joined the Board of Prochem as Sales Director. He became instrumental in setting up a distribution network which today numbers more than 350 suppliers of Prochem products and machines.

In 1994, Martin was diagnosed with a rare form of bone cancer, which he bravely battled against. He suffered several severe infections but always bounced back and had been free from the disease until it reoccurred in 2002.

In August 2000, Martin and Marian moved from Epsom to a beautiful apartment at Port Solent, overlooking the sea and the picturesque Portchester Castle. He was back by the sea and could once again indulge his hobby. He bought a Boston Whaler and was never more content than when he was riding the waves with his wife at his side.

He leaves his loving and devoted widow, Marian – after thirty-two years of marriage,



Martin will be greatly missed.

son Philip and daughter-in-law Jenny, who recently gave Martin and Marian their first grandchild, Emma Sydney.

## Your memories

*With thanks for your letters and emails...*

"I always found Martin to be a perfect gentleman with a wonderful sense of humour."

GK Parks, NCCA

"...missed by his many friends. Martin was always ready with a smile ..."

ST Iles, managing director, Trevor Iles Ltd

"He was such a kind and lovely man."

Michelle Marshall, editor, European Cleaning Journal

"He always had a smile and a big welcome. The world will be poorer without Martin."

Peter Collins, Fire & Flood director, NCCA

"An outstanding representative for Prochem."

Arni Svavarsson, Skufur Services, Iceland

"...vivid memories of his kindness and fortitude."

Danny Radovanovic, Radnik Holding, Russia

"He enjoyed the respect and admiration of all his colleagues within the industry."

Tom Borland, TGB Cleaning Supplies

"One of the nicest guys you could wish to meet."

Ken Wainwright

## And our own memories

"Martin was a wonderful colleague and family friend for nineteen years, and much liked by everyone he met during his years in the cleaning industry."

Alan Tilley, managing director, Prochem

"Martin always had a smile and an enthusiastic outlook, even during recent years when his mobility was impaired. He will be sadly missed by all of us at Prochem."

Ron Tilley, founder, Prochem



# Double dutch

**T**HEY'RE back! TV Cleaners, Aggie MacKenzie and Kim Woodburn have been back on the warpath to Britain's filthiest homes.

How Clean Is Your House (covered in the previous Cleaning Specialist) tackles a range of issues from handy hints, cost-cutting tips and sure-fire shortcuts. The cleaning reality show was a surprise ratings hit and is now watched by millions of TV viewers.

Which prompted us to ask: Who actually cleans the fabrics in these homes? Who are those intrepid people tackling the upholstery and what is left of the carpets? The answer: Double Dutch Services of Crowbrough.

David Holland has one of the more unusual contracts: "I've been cleaning all the houses in the series, 27 to date," he says.

"Talkback Productions got in touch with us for the first series and were so impressed with our ability to restore what hadn't been cleaned in 20 years, they retained us for the next one." David and the crew clean between one and two properties for the show every fortnight. And the worst job to date? "All of them are very grotty," David relates. "The worst was a lady who had eleven parrots flying around her sitting room. You can imagine the state of the carpet and upholstery. Luckily, she had all-nylon carpet.



**Before and after the Double Dutch treatment.**

I anticipated shifting around fifty per cent of the bird muck out of this and we actually got it all out; same with the upholstery."

David got to talk to camera about cleaning: "I didn't pass any comment on the houses or the people in them. I just passed on manufacturers' recommendations, in particular the importance of pre-vacuuming."

Double Dutch uses Prochem chemicals to tackle these horrible jobs. "The really useful ones are the stain and deodoriser solutions. We favour Stain Pro, Browning Prescription and Urine Neutraliser. They are brilliant."

In addition to its TV work, Double Dutch Services looks after commercial and domestic needs including fire and flood damage.

**Web watch:**  
[www.doubledutchservices.co.uk](http://www.doubledutchservices.co.uk)



## FC Dynamo!

THESE gentlemen mean business and kitted out like this, who can expect anything more than outright victory? Founded last September with an average player age of seven years, the team is a member of the Premier Boys' Football League (PBFL). Prochem service manager John Taylor thought the Chessington team could do with a boost – that's son Ryan pictured second from left.

John asked Prochem md Alan Tilley (another football lover) for some help. Alan came back with these splendid team sweatshirts, branded with both Prochem Europe logo and the team's own Dynamo motif. Team manager Colin McLoughlin is delighted: "The boys were presented with this new kit before a crucial game with Pearce's Palace," he said. "They paraded around the pitch showing they were a team and meant business and proved it with a fantastic twelve three victory!"

Reflecting on the team's path to date, Colin added: "It was tough going at first with learning the rules and playing together as a one but they have achieved this.

"The size of the pitch was another issue but with help from PBFL we marked it down to a smaller size and the games have become much more competitive!"

## John's all right...

IT'S never too late to try new things. Take John Pont. John's business is called John's Cleaning Services – it's a little old fashioned as names go, as is the traditional sign writing on his van.

Basingstoke-based John started as an independent cleaning contractor back in 1971. A lot of men in their mid 50's start to resist change. But not John.

You can find out more at his web site, which does a good job of telling his story and has some tips and hints for carpet care. John Pont looks to the top end of available technology when it comes to resolving his customers' needs. "Take our Performer truckmount," he says. "The most significant change in 30 years of cleaning has been the

solutions available to cleaners. The stains and spills are pretty much the same.

"With the Performer, I am able to clean carpets I couldn't have envisaged cleaning back then. In fact, many of today's machines would struggle to cope with some of the stains in the Indian and Chinese restaurants I work. I certainly would not go back to portables."

John undertakes the cleaning of carpets, upholstery, windows and offers stain protection, power washing of patios, walkways and conservatories and fire and flood emergency services.

He doesn't use anything but Prochem products. "I have a lot of time for products like Carpetclean XL, Fibre & Fabric Rinse



and Multi Pro – they are used all the time.

"I do homes, offices, hotels and restaurants – and lots of Indian and Chinese restaurants. Why? Because I can do them with a truckmount?"

So what's the secret to staying in the game after all these years? "Always be open! If someone calls me at eleven o'clock at night, I always quote."

**Web watch:**  
[www.johnscleaning.co.uk](http://www.johnscleaning.co.uk)



# Step up to a new level



The Blazer "Plus" truckmount is the ideal way to step up to a new level of cleaning. It gives you all the advantages of having a powerful machine working for you:

- Tackle the toughest of jobs
- Impress the most demanding customers

Take the first step by contacting us to discuss the benefits of owning a Prochem truckmount – and to find out more about our easy finance options.

Oakcroft Road, Chessington, Surrey KT9 1RH, UK

Tel: +44 (0)20 8974 1515 Fax: +44 (0)20 8974 1511

Email: [sales@prochem.co.uk](mailto:sales@prochem.co.uk) [www.prochem.co.uk](http://www.prochem.co.uk)

[www.prochem-europe.com](http://www.prochem-europe.com)



**PROCHEM**

EUROPE



# Reaching a peak

**P**ROCHEM may have reached the peak in engineering innovation with the next generation truck mount cleaning machine launched this year.

“We are continuing to set industry standards with every new product introduction and the new Peak truckmount cleaning machine is no exception,” says Prochem Europe md Alan Tilley, who outlines some key technical differences.

Positioned between the Legend SE and the Everest in both price and performance, the Peak utilises the same patented heat exchange system as the Everest. However, it runs a 25 HP Kohler liquid-cooled engine (the Legend SE is air-cooled) to run even longer and more reliably.

“The blowers are different, too,” says Alan. “The new machine comes with a TL406 tri-lobe blower. This is quiet and smooth and in a single wand operation will provide more than adequate vacuum to leave carpets dry.”



Alan points out that the CAT 3CP+ that drives the chemical system includes a hot seal kit to handle the higher temperature solution being pumped through the heat exchangers.

“The pump has increased flow at pressures up to 1,000 psi to provide the performance required for hard surface jobs,” he adds. “The pump is in stainless steel to help prevent corrosion caused by some chemicals.”

**Contact: Prochem Europe – tel 020 8974 1515.**



Patrick Burke (left) and Mike Clemens (right) collect their award from Martin Scott, Cleaning and Maintenance Magazine.

## Not just another cleaning company

WHEN Mike Clemens and Patrick Burke set up Burke & Clemens in 1979, it was with the determination that it would not be “just another cleaning company”.

This sentiment has repaid the two many fold, and is winning their company deserved acclaim with the 2003 Kimberly-Clark Golden Service Award for ‘Best Cleaned Premises by a Small Contract Cleaning Company’.

The award goes to the company for its service to Mondial Assistance’s HQ at Mondial House in their home town of Croydon, Surrey where Burke & Clemens employs 18 full-time and 200 part-time staff on a broad range of general cleaning contracts in both domestic and commercial sectors.

“We’ve worked hard to offer a tailor-made service to all clients. That means offering the highest level of cleaning services with fully trained, experienced staff and the very latest in cleaning equipment,” says Mike Clemens.

All cleaning staff are trained in carpet, upholstery and hard floor cleaning with Prochem. A Performer truckmount user, Burke & Clemens also sources chemicals from the company – Multi Pro and Fibre & Fabric Rinse are particularly popular.

Attention to detail sets the company apart. For example, it uses a computerised monitoring system to record the arrival and departure times of staff – “this allows us to leave messages for staff and provide replacements if required,” Mike explains.

“We are confident that our efforts are paying off,” he says. “Our customers trust us to deliver the high quality cleaning services they need, quickly and efficiently and appreciate Patrick and my personal involvement, as directors, in every contract.”

## Grease bashers

TWO potent solutions to heavily soiled commercial carpets are on the way from Prochem this spring.

High performance alkaline **S789 Hi-Force Prespray** is ideal for pre-cleaning restaurant manmade carpets and traffic lanes, indeed anywhere where a high build up of grease, oils, fats and food and protein soils are an issue.

It is best applied using a pressure sprayer and then agitated with a carpet pile brush. After a five-minute wait, it can be extracted with B109 Fibre & Fabric Rinse or Prochem extraction detergent.

Hi-Force Prespray is available from January 2004 in 4 kilo tubs.

Also new is **B107 Prespray Gold**, a high concentrate, high power prespray cleaner for wool, woolmix, stain resistant nylon and other pH sensitive wet-cleanable carpets, rugs and upholstery fabrics. Its new

advanced formula offers high cleaning power but mild pH to tackle tough oily and greasy soils prior to extraction rinsing.

It is diluted at 1 part to 32 parts water and pre-sprayed before extraction cleaning with B109 Fibre & Fabric Rinse, S781 Liquid Woolsafe or S780 Fibresafe Gold. B107 is approved by the WOOLSAFE Organisation for use on wool and wool mix fibres.



**Web watch:**  
[www.prochem.co.uk](http://www.prochem.co.uk)



**Web watch:**  
[www.burke-clemens.co.uk](http://www.burke-clemens.co.uk)





# Cupboard love...

HEARD this before? “Welcome, sir, can I interest you in some fine antique furniture and curios? No? Never mind, perhaps some spotting agent or a good home spruce-up?”

Nor had we, until we heard about Kerry Creed. Kerry runs the Cleaning Cupboard in Wigston near Leicester.

He’s also the man behind the bold idea of running an antique gallery alongside a janitorials supply outlet. But he admits he is now at something of a crossroads with the whole enterprise.

“The problem is that antiques are fun but the cleaning business has taken off and it’s tough finding the time to look after both,” he says.

Kerry came up with the idea of combining these chalk and cheese enterprises under one roof to satisfy a need to ‘take the madness out of the cleaning business’.

In 1999, he bought the shop with a

flat over. “Rather than rent out the flat, we put in a load of antiques and went into the antiques business,” he says. “It’s always been a hobby and seemed like a bit of fun.

“You wouldn’t believe it but the idea worked. It was sufficiently quirky – people liked it.”

## Antiques centre

What he had not reckoned on was the rate of expansion of the cleaning business.

“We’d been cleaning for eleven years,” he says. “In that period we’d been gradually building the business up and traded up in equipment along the way. Suddenly it all started to lift.”

Kerry and team were soon moving the antiques out of the flat and down the road to an antiques centre, while the flat was returned to its original function.

Business is being satisfied by a brand new Prochem Blazer “Plus” truckmount. “We’re very happy with it,” says Kerry, a

man who likes machines (he has vintage BMW, Suzuki and Ariel motorbikes).

Kerry and brother Jason and seven part-time cleaners work domestic and commercial contracts around the east of England and recently started cleaning stores owned by a major children’s stores group: a national contract which takes the team as far afield as Ireland.

Kerry rates Prochem products: “We started using their products about ten years ago with Extraction Pro and Multi Pro. When we went into janitorials, we became a stockist for the company.”

The Cleaning Cupboard team is trained by Prochem and attends refresher courses in order to keep abreast of latest developments in application technique. “Money well spent,” says Kerry.

At this rate, he will be able to buy the antiques centre down the road.

**Contact: The Cleaning Cupboard – tel 0116 288 4130.**

## There’s more to our chemicals than meets the eye



There’s a combination of many things that make Prochem chemicals the preferred choice of cleaners in the UK.

For a start we make our own chemicals. We have our own research laboratories to test each formulation, and only when our chemists are satisfied do we make a product available for sale.

We have thirty years expertise of developing tried and tested

formulae, but we always seek to improve them by refining formulations and enhancing production techniques.

And the ingredients are produced by internationally recognised suppliers, with no skimping on quality.

In the end it means you get peace of mind – you know your customers will be pleased with the results when you use Prochem chemicals.

**PROCHEM**

Oakcroft Road, Chessington, Surrey KT9 1RH, UK

Tel: +44 (0)20 8974 1515 Fax: +44 (0)20 8974 1511 Email: sales@prochem.co.uk www.prochem.co.uk

www.prochem-europe.com



# The company man

**A**LMOST three years ago, Steve Allen was running his own cleaning company in Watford.

He had 1500 cleaners on the books with contracts to clean carpets, curtains and upholstery in homes as well as commercial and leisure properties and daily office contracts.

"I was working eighteen hours a day, seven days a week for major names like Canon, Morgan Stanley, IBM and Rank. It got ridiculous."

## Profit

In 2001, Steve upped sticks and flew to Javea, Spain to buy a bar with his wife. "I was going to semi-retire," he says. "But, within ten months, we'd turned that business round, sold it and made a profit and two weeks later I was bored so I decided to go back to what I was doing before!"

Did he return to Watford to resurrect his stressful past? In short, no. "Don't get me wrong. I had contracts with Argos and Lloyds Bank in hand. We were cleaning the Sultan of Oman's estate. It was busy but I didn't want that again. I decided to do my own thing."

Which is why the name of Steve's new business in Javea, a popular coastal resort north of Benidorm, is the only link with his

big business past – Corporate Cleaning Services.

He has been in the cleaning business for 20 years and trained with Prochem, so this is a 'cleaning professional'.

"I use Prochem equipment," he says. Always have done ever since going on their training courses – I did most of my training with them. I buy equipment and chemicals from A&M Cleaning in Watford. They are very good."

Steve has brought over a Steameasy. "It's perfect for my work. It's lightweight, easy to use, goes into the back of the car and is easy to get up and down stairs."

Most of Steve's work is cleaning upholstery, rugs and hard floors such as fired earth, marble, and terrazzo. He has an eye on renovating dull marble floors as a specialisation. "The demand is there and there doesn't seem to be anyone getting on with it," he observes. "My catchment area is around 30 square miles and yet I am being asked to drive for an hour and a half to do a job simply because there isn't a local 'me'," he remarks.

So any tips for cleaners thinking of coming over? "I would say definitely go and



Steve and his company Corporate Cleaning, as profiled in the Round Town News.

do it – but not in Javea!," he says. "And it gets very, very hot in the summer. It is lovely being on holiday when it's hot and you are on the beach, but it's not funny when you are cleaning. And, although the cost of living is less, you can't charge as much as you did in England."

So what's missing in his life? "Well, we could do with a local Prochem distributor," he responds with a laugh.

**Web watch:**  
email: [corporatecleaning@telefonica.net](mailto:corporatecleaning@telefonica.net)



## The show goes on

BUSINESS and trade shows were a hit again for Prochem in 2003. The company continued on the exhibition trail up to autumn with three events in succession.

September saw the sales team off to meet with European sales colleagues to man the company stand at CMS, Berlin. The company was one of 266 exhibitors from 21 countries.

"This show enabled Prochem to set out its stall to the growing eastern Europe marketplaces," reports international sales consultant Marcin Czolnik (introduced in this issue on page 16).

The show featured an East-West information centre for companies wanting particular details on the imminent eastward expansion of the European Union.

"We enjoyed the show but most importantly visitors to it seemed satisfied. Around twenty four per cent visited from the new federal states and around forty eight per cent from the former west Germany.

"While most visitors came from Germany, there were also trade visitors from other EU countries and the countries of central and eastern Europe."

September also saw the NCCA Show held in Wolverhampton; "the best attended and busiest for the last four years," according to Paul Robinson, Prochem sales manager.

"It's always good to see so many familiar faces but also exciting to see new faces attending," says Paul. "Our stand attracted lots of attention, especially with the new styled scratch-resistant machines on show,



Sales discussion with potential customers at the show.

such as the powerful and whisper-quiet new 65 litre Steempro 2000 Powerplus.

"Truckmounts generated a lot of interest, and we're looking forward to next year's show which promises to be bigger and better." In October, Prochem exhibited for the first time at the BDMA Show. "Very enjoyable with lots of seminars and interesting exhibits," reports Paul.

They say people can get used to anything and that includes the 'poo detail'...

# Grade A marks for council clean-ups

**T**HERE are cleaning jobs, and then there are those kind of cleaning jobs," says Grade A Cleaning boss Eugene Bruce.

Grade A cleans up highly soiled council properties – the kind council staff won't enter. The Hertfordshire company works from the



Damage caused by a car crashing into a house.

River Thames in London up to Corby and Newmarket.

By his own admission, Eugene's team does not get the 'nice jobs'.

"We do council clean-ups in London and we have more than our fair share of almost terminally-soiled properties previously occupied by mentally unwell people," he says.

"We have fire and flood business, which can mean wading down a road flooded with dead pets and livestock to homes in over six feet of water.

## Success

"We clean up after a lot of London Underground track jumpers," Eugene adds. "I think the worst was another suicide where some poor man blew his own brains out."

Grade A also work offices and domestic properties where the load is less testing. And it is a success, with good prospects and growing further now, with a sideways move into the janitorials market.

The company has opened for business in Barnet Road, Potters Bar as Mustang Cleaning Supplies.



"My father has known Prochem for years and at a recent chance meeting with Ron Tilley, we told him all about our shop and were subsequently approved, after a site visit, as a Prochem distributor."

## Revamp

Mustang is doing well with cleaning machines such as Prochem's Steemeasy and Steempro. The shop has been revamped already with a new window display (including a Steempro) and a central area freed for product demonstrations.

So what's next?



## First Powerplus cleans

BRISTOL-BASED cleaning business ACS has one mighty happy customer for Prochem's super-quiet Steempro 2000 Powerplus extractor – rock band Pink Floyd!

When not playing the world's largest stadia, band members enjoy chilling out in the country quiet. In the case of drummer Nick Mason, that will be his stately home at Corsham, Wiltshire.

ACS's Malcolm Dark, first in the UK to buy one of these machines, declares it the best yet from the Prochem stable. "It knocks everything else on the market into a cocked hat," he states. "One of my contractors took one look at it and said he wanted one, too. We're on our third now!" According to Malcolm, his Steempro,

Nick Mason.

fitted with a heat exchanger, will enable him to run 120ft hose from a reel and get 16 inches of mercury lift.

"It puts out tremendous heat and you can leave it in the van or run it round the building," he declares. "It's as good as a small truckmount." (Here, steady on – Ed.)

Powerful and quiet – those are the main attributes of this latest member of the Steempro family. It has a 65-litre capacity solution tank and 58-litre recovery tank, housed within a highly portable unit at an affordable price.

All the features of the Steempro are here, with the added benefit of a new 100 psi solution pump with dual high-performance 3-stage vacuum motors. Upright motors and intercooler also help provide a long running life for this





**Above:** A severe carbon monoxide leak caused damage to this kitchen, and put the owner in a coma for three months. **Left:** Clean carpets after flooding. **Right:** Specialist graffiti removal.

"Looking ahead, we shall split our fire and flood business, office contract cleaning and domestic carpet cleaning operations into divisions with teams specialising in cleaning these respective areas," Eugene says.

And yes, the 'poo detail' will remain unchanged.

**Contact: Grade A – tel 01707 661621**



## Pink Floyd

machine. A year since launch, and it is clear from Prochem market research that the hotels, healthcare and domestic markets are the ones for this machine.

Hotel chains such as Holiday Inn are amongst the ACS customer base, as are the many showbiz inhabitants of the west of England. Malcolm, who works with two fellow contractors using identical vehicles and equipment, applauds the role of Prochem service manager, John Taylor, in the development of the new machine.

"I believe he had a big hand in the development of this and his work on it is just exemplary," says this fan.

Malcolm, who has been in cleaning for 33 years and is as busy as ever, has plenty of time



**The ACS team at work.**

too for his local Prochem distributor, Taunton-based Craftex.

"Bob Tallamy at Craftex is a one-off. Like Prochem, his is a family concern and they help you with everything. The best service ever," he says.

**Contact: ACS – tel 01454 773156.**

**Contact: Craftex – tel 01823 332696.**



**Thumbs up for Jangro Leicester's Eddie.**

## It's all go at Jangro

A STRONG turnout for Prochem products in this year's Jangro catalogue is paying dividends for the group – and in particular, its Leicester operation.

For Jangro Leicester managing director, Eddie Hargrave, 2003 has been a record year with Prochem. "Quite amazing," says Eddie. "We've sold more Prochem machines in 2003 than we have over the past five years.

"Our Prochem stockholding has doubled in capacity. We order weekly rather than monthly now and Prochem machines like the Steempro 2000 are just flying out of the warehouse."

Generous racking-out of Prochem at Jangro Leicester certainly helps: the company carries the most comprehensive stock of Prochem in the city and one entire wall, with 27 feet of shelving, is dedicated to the range.

A prime city centre location suits the company's contract cleaner and end user customers. Technical support helps as well. Eddie's son and sales director, Jamie, a former carpet cleaner, trained with Prochem, fields customer enquiries on a wide range of cleaning and maintenance issues.

The Jangro catalogue is also a good selling tool, according to Eddie. "Prochem has featured in it for the last three years and I've noticed that sales started to lift soon after," he says. "The range is to expand even further in the next edition, which comes out in February."

Sums up the Jangro Network committee member: "I think that Jangro nationally is more than happy with the expansion of its business with Prochem Europe."

### Web watch:

[www.jangro-leicester.co.uk](http://www.jangro-leicester.co.uk)



# Cinderella goes to the ball

**O**NE fairy-tale that has come true for cleaner Jason Machin is the growth of his own company, Cinderella.

From humble beginnings in a spare room at his home near Sheffield, she has grown into a beautiful and demanding business. She has new premises in the city's centre and a growing customer base – and this Cinderella gets to go to the ball a lot, too!

The hotel and leisure sector is Jason's target market and he hits true every time. Major names such as Ibis, Accord, Chorus, Marriott, Renaissance, Granada and De Vere are just some of the hotel groups with which Cinderella enjoys preferred supplier status.

The company services hotels spreading as far north as Glasgow and south Southampton. In addition, Cinderella has commercial office business to look after.

With three vans and a staff of seven, the company's preferred choice of tool for the job – which is 90 per cent carpet and upholstery cleaning – has Prochem stamped on it. "We have some very good and reliable machines in Prochem Galaxys, and Steempro Powerplus 2000s," says



The Cinderella team is busy cleaning at Windsor Castle – a perfect fairytale setting!

Jason. "Prochem products are reliable and effective." Assumedly he is a big Disney fan? "No, actually it took me a year to think of the name.

"We took our time with a number of options and this one came up best in recall tests. We have the trademark on the name and have stopped two companies trying to use it!" This year, Jason's target is to offer

cleaning contracts to the hotel groups rather than negotiate with individual hotels.

"We can put together some very cost-efficient deals on that basis and save all parties time and expense."

Indeed, if hotels are a 'forte' for Cinderella Cleaning Contractors, so are castles (well, this famous one at least).

**Contact: Cinderella – tel 0114 281825.**

## Select T's off...

CAMBERLEY-BASED cleaning independent, Select, has changed up a gear and is generating new commercial business on the back of its investment in a Prochem Blazer "Plus" truckmount extractor.

Boss David Walsh finds new business very much to the 'fore!' of things in leafy Surrey, with a contract

at Windlesham Golf Club.

"We are handling hard floor, carpet cleaning and some upholstery. There is kitchen and bar cleaning to do, too."

David won the business by referral. "I was recommended by one of my letting agency customers, as well as a club member who we clean for, and by the club green-keeper – we cleaned the hallway in his bungalow," says David. "No job is too small and that has paid off."

He finds that the truckmount brings in new business all on its own. "People like the look of it and feel confident that it's going to do the job you are selling, it's a bit of a work magnet.

"We do lots of work with letting

agencies and this is a good catchment area, particularly around Sunningdale where there are some very nice houses.

He adds: "We are taking on more commercial work now we have the Blazer and have just landed a 300-bedroom hotel contract, which we are very pleased with."

David advocates Prochem chemicals as well as its technology. He uses Prochem Carpetclean XL with his truckmount and has attended Prochem training courses.

This is David's third year in cleaning and he has no regrets. "I was previously a general manager with DFS Furniture," he says. "But I like doing this more!"





# Blazer “Plus” point for bmibaby

True service has paid dividends for cleaning contractor Norclean and airline customer bmibaby, the UK scheduled budget airline offshoot of BMI British Midland.

**A** FOUR-YEAR programme of research into carpet standards and performance capabilities conducted by Keith Norman of Norclean, Prochem’s Paul Robinson, and British Midland Engineering at its East Midlands Airport HQ near Derby, is saving the budget airline thousands of pounds.

Founded in January 2002, bmibaby serves 19 destinations (15 of which are international) with a fleet of B737-300 (148 seat) and B737-500 (131 seat) jet aircraft.

The airport, which services bmibaby aircraft and those operated by other carriers and private owners, has now accredited Norclean with preferred supplier status in the cleaning of carpets.

## Passengers

“It started with testing on carpets four years ago,” says Keith, who has been working on contracts at the airport with son Alan for six years.

“At that time, British Midland used to replace carpets every six months, even more regularly in the main centre aisles. This job meant removing all the passenger seats and all the double-sided tape used to secure the carpet. It was expensive and time-consuming. Now, using a Prochem Blazer “Plus” truckmount, we clean the carpet and it has a longer life. Prochem S800 Carpetclean XL was independently tested on British Midland aircraft carpet to ensure conformity with aircraft material standards and flame retardancy requirements.

“This practice keeps a carpet in situ for years instead of months, saving considerable amounts of time and money,” he adds. “In fact, a charter airliner can be back in the air a day earlier with carpet

cleaning rather than replacement.”

Airports have stringent standards and access is one of them. “It could take as long getting on airside as it does cleaning the plane,” says Keith.

East Midlands Airport is set up so that Norclean’s vehicles do not have to go airside every time they clean carpets. “We only need to go airside when a plane is on hard standing,” says Keith.

Keith and Alan are both fully-trained with Prochem for carpet and upholstery cleaning. They keep their prized Blazer “Plus” busy in offices and homes in the region, ensuring the machine is used to its capabilities. “The machine is going well and we are getting a lot of work for it.”

Norclean is also branching out into related businesses. Alan has a license to drive cherry pickers to handle work on factory building sites for factories, and the company is also certified to erect tower scaffolding to PASMA standards.

“We do try to keep abreast of all opportunities,” says Keith.

**Contact: Norclean –  
tel 01283 510096**



Norclean’s carpet research has saved bmibaby thousands of pounds.



Norclean on the pub and club circuit.

# Know your carpets

Continuing our special insight into the different types of and constructions of carpets on the market, with David Anderson of Stoddard.

**T**HERE are an enormous number of types of machine that can be used to manufacture carpets.

These determine what the appearance of the pile surface, the structure of the carpet interior and carpet backing will be. The main decision to be made is what manufacturing process to make the carpet product on.

■ **Tufted:** Approximately 70 per cent of all carpets sold in the UK are manufactured through the tufted process.

The principal is that the yarn passes through a needle, which is held on a needle bar that goes across the width of the tufting machine, the needle is inserted into a primary cloth and the yarn is caught by a looper and held while the needle is retracted.

The yarn loop can be left as an uncut loop, giving loop pile carpet, or cut to form cut pile carpet. The pile height is determined by how far the needle bar allows the needles to penetrate through the primary cloth.

A secondary backing, such as a woven polypropylene or foam, is then applied to the primary cloth. There has been a shift away from hessian secondary backing to polypropylene, and from foam to felt backing.

Tufting machines are capable of producing carpets with small-scale patterns and you can also achieve the effect of different pile heights, particularly with new machinery developments such as Full Repeat Scroll (FRS) machines.



Tufted.

■ **Colortec:** Over the last few years, Stoddard has developed its expertise and knowledge of Colortec, a state-of-the-art carpet manufacturing technology that is highly flexible, allowing individual products to be tailored to meet the critical aesthetic and performance demands of today's contract specifiers. The Colortec technology utilises a computerised control system for precision tuft placement, which gives almost all of the visual characteristics currently associated with finely woven carpets.

Bespoke designs, and creative customised design features and up to six colours, are achieved through Colortec technology. Intricate designs, corporate logos and motifs, along with the design features required for contract projects, are all possible using it.

■ **Woven Carpets:** In weaving, the backing is produced simultaneously with the pile structure being formed. The carpet then has a coating of latex applied to anchor the tufts and improve the dimensional stability and handle of the finished carpet. The two most widely used processes are:

**Axminster:** The most widely used type of Axminster loom is the Jacquard Gripper, where the jacquard mechanism controls the insertion of tufts. The introduction of electronic jacquards now means that the size of the design repeat is potentially enormous. The number of colours is normally limited to eight, but modern looms capable of weaving 12 or more colours are now available.

Also used are Spool Gripper

Wilton and Colortec.



Axminster.

Axminster looms; these have an almost unrestricted number of colours, but a restricted design repeat size.

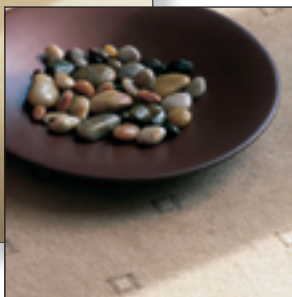
**Wilton:** The carpets manufactured by this process can be either plain or patterned and loop pile, cut pile or even cut and loop pile. The main yarn type used is velvet yarn but it is also possible to use hard twist and effect yarns.

The weaving process forms the surface yarn into loops over metal strips known as wires, which have a mechanism at one end capable of holding a blade. When the wire is withdrawn by pulling it across the loom, if it has a blade in the loops are cut and cut pile carpet is formed. If no blade is held in the mechanism, then the surface is loop pile. Alternating the wires with and without blades can produce a cut and loop pile surface.

■ **Fusion Bonded:** In this process, a measured amount of special adhesive is applied to the surface of two backing cloths and these, together with yarn, are fed into the machine. A sandwich of these materials is formed and the adhesive is cured in the heat box, which anchors the pile yarn to the two backing cloths. At the exit from the machine, a knife slits the sandwich halfway and the two surfaces are peeled apart to form two separate rolls of carpet. The finished carpet, manufactured by this process, has a superb velvet pile surface.

■ **Next issue: David ends this series with a look at other factors in carpet performance. Spencer Young comments on best cleaning practice.**

**Web watch:**  
[www.stoddardcontract.co.uk](http://www.stoddardcontract.co.uk)







Training at Caerphilly.

# Training in focus

WITH increasing focus on training and self-development by specifiers and employers, it has never been a better time to consider the best options available.

For cleaners, the Prochem training schedule merits serious study. It covers all of today's floor and fabric cleaning disciplines, providing new skills with which to optimise performance and increase business opportunities.

Each course at the company's dedicated training centre in Chessington provides face-to-face instruction with easy to follow demonstrations of cleaning techniques. Courses never number more than 28 people, ensuring that everybody gets the full attention of trainers. Regional courses are well-attended by those unable to make the trip to Chessington.

Delegates at every course receive a certificate of attendance and a copy of an invaluable reference manual.

Says Prochem training manager, Spencer Young: "I think everybody benefits from being better informed about their chosen profession. The more skilled provider is likely to dominate the market and our training is designed to improve the cleaner's skills base, to the extent of taking someone with a limited knowledge to a high level of understanding and practical ability."

This year sees the continuance of ever-popular one or two-day carpet, hard floor, upholstery cleaning courses as well as a four-in-one practical cleaning course covering all of these plus stain removal, and the company's special professional sales course.

Past delegates commenting on Prochem courses, Mike Lansdell at Country Fresh Cleaning, Weston-Super-Mare, said: "The one-day upholstery cleaning course was without doubt the best I've been on – and I've been on a few! The content was excellent and I was very impressed with the course manual."

Derrick Hopper at Valetsure, Kent commented: "If anyone out there is anticipating doing carpet cleaning and has not done a course, put it on the top of your to-do list. The confidence boost you get from it will do your self-esteem a lot of good!"



**TRAINING**  
Course Selector

**PROCHEM**  
EUROPE

**C2 Carpet Cleaning (Two Day)**  
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments, plus surveying and basic sales.

**C1 Carpet Cleaning (One Day)**  
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments.

**UI Upholstery Cleaning**  
Includes: fabric - leather - curtains - dye test - shrink test - dry cleaning and shampoo.

**HFI Hard Floor Cleaning and Maintenance**  
Includes: vinyl sheet & tile, linoleum, safety floors, wood, rubber, terrazzo - strippers - polishes - seals - maintainers.

**PI Four in One Practical Cleaning**  
Four 90-minute sessions in one day for: carpets, upholstery, floors, stain removal. All action – no theory. Ideal for new operators.  
**SPECIAL INTRODUCTORY PRICE: £60 + VAT**

**SI Professional Sales**  
How to produce instant sales and build repetitive solid business.

All courses are one day except C2 which is two days.

**Chessington Date Selector 2004**

Course	JAN	FEB	MARCH	APRIL	MAY
C2	27/28	-	16/17	-	25/26
C1	13	10	9	6	5
UI	14	-	10	-	6
HFI	21	-	31	-	19
PI	-	4	-	7	-
SI	-	11	-	-	-

15%

**DISCOUNT WHEN YOU BOOK AND PAY FOR ANY TWO OR MORE COURSES (excluding PI)**

Phone now to book and ask about special offers and other discounts.

020 8974 1515

All courses include lunch and operator's reference manual.

**Regional Course Selector 2004**

Venue	C1	UI
Rep. of Ireland	23rd March	24th March
South West	27th April	28th April
North	7th September	8th September
The Midlands	19th October	20th October

Prochem Europe Ltd Oakcroft Road Chessington Surrey KT9 1RH UK  
Tel: +44 (0) 20 8974 1515 Fax: +44 (0) 20 8974 1511  
Email: sales@prochem.co.uk www.prochem-europe.com www.prochem.co.uk

# Travellin' man

We like to think of the world as a big place when we are jetting off on holiday, and why not? It's a romantic proposition to get away from it all – sometimes the further the better!

**T**HE business world, however, is getting smaller, fuelled by the burgeoning airline industry and the role of the internet as a sales and distribution medium.

New markets in the Far East and the former Eastern bloc countries are opening fresh opportunities for established providers in the West, ushered in by entrepreneurs like Poland-based Marcin Czolnik. Marcin has been newly appointed to manage international sales for Prochem Europe as part of the company's continued campaign to spread its brand into new territories. It's a big job – but what does it really entail? Cleaning Specialist caught up with Marcin on Prochem's stand at the CMS show in Berlin.

## Marcin, how – and why – did you get into the cleaning business?

"It's a result of my interest in floor coverings, and in particular carpets. I had been working in the floor covering business since 1993, managing one of the leading distribution organisations in Poland.

"I had a chance to visit many carpet and vinyl manufacturing plants and gradually, besides carpets manufacturing and sales, I got interested in installation techniques. I always want to know more! Cleaning was simply the last piece of this puzzle."

## Tell us about your business in Poland?

"I would rather describe it as a one-man-show than a company. I'm self-employed and operate from a home office. I don't employ anyone, but I am intensively using outsourcing services for publishing, translations and so on. Otherwise, I am driving to and fro across Continental Europe and of course to the UK."

## Can you describe a typical day?

"Well, the truth is that every day is different, and that is what I like about my work the most. Please keep in mind that I travel a lot – about sixty thousand miles every year – and I spend over one hundred nights away from home. For example, here we are in Germany. I shall shortly be in Lithuania and then on to



Marcin Czolnik (left), International Sales consultant for Prochem Europe, in discussion with Alan Tilley, MD Prochem Europe. (Right) CMS business meeting.



Latvia. Then I go to the UK for two days, and return to Poland.

"While not travelling, I'm working from my home. No office hours, no need to dress up, but still a lot to do! When my wife returns from school, where she teaches German language, we drink coffee together and this is the most enjoyable moment during the working day – the privilege of self employed people!"

## How did you meet Prochem?

"It all started with an internet search. I had a good working knowledge of floor coverings but little of the cleaning industry and I was looking for the best offer in this field.

"Prochem was my choice for two reasons: it had the most comprehensive product range and boasted a user friendly and very informative web site.

"I contacted the company in 1999 and at the time talked to Martin Davies. He was open to the idea of a co-operative sales arrangement with me and appreciated what I have done on Polish market. He suggested that I could also serve other international markets. I will always be grateful for Martin's trust, support and guidance. I'm missing him a lot."

## What sells well in Poland?

"There are over 30 different products in distribution in Poland including all categories

of Prochem products.

"The best sellers are presprays (S709 Multi Pro, B107 Prespray Gold), extraction detergents such as S775 Extraction Pro and S780 Fibresafe Gold, and other products like B110 Bonnet Buff, B153 Urine Neutraliser and E840 Citrus Gel. I have noticed that a similar sales pattern is developing in other overseas markets."

## What is the economic state of the Polish cleaning market?

"It faces tremendous pressure on cleaning contractors to lower prices. This results in cutting back spending on chemicals, machines and training. On the other hand, the cleaning sector is developing rapidly, and over 45 per cent of cleaning in Poland is outsourced from cleaning contractors.

## How does the market differ from the UK market?

"Probably a subject for dissertation rather than interview! The Polish market is different in every aspect: product and technology awareness, price level, public procurement, distribution channels, training, but it is changing rapidly, and tremendous progress has been made over the past few years."



### You are also vice president of the Polish Cleaning Association – what does this involve?

“Volunteering! An organisation like this needs many volunteers to grow and develop.

“I’m responsible for a cleaning magazine published by the association, and the operation of a new legal advice office. 2003 has been a successful year for us; thanks to the alliance with ISSA Europe, we were co-organisers of the first ISSA-Interclean Central & Eastern Europe exhibition.

“The association gathers producers, distributors and service companies in cleaning sector. For everyone who is planning to start business in Poland, our association is a perfect starting point, providing knowledge of the market, the media and contacts with managers from leading companies in the industry.”

### Congratulations on being appointed International Sales Consultant for Prochem Europe Ltd. Can you tell me what this new job involves?

“Prochem Europe Ltd is such a recognised brand in UK, that most people would assume it is exactly the same in all of Europe. This is not the case yet, and that is the challenge I face and relish. Prochem has the best range of product for carpet and textile care at very

competitive price. My role is to communicate that to the international customers.”

### Tell us more about the markets you are working in.

“Prochem Europe is becoming active in many international markets and every one is different as far as customer needs and preferences, competition, purchasing power, regulations, logistics, awareness of cleaning technique, and potential. It is my role to analyse every market and present conclusions to the management of Prochem Europe.”

### Do distribution channels differ from the UK?

“In Britain, Prochem Europe serves over 300 distributors. But it’s not possible to use the same structure on the international market overall. I propose and implement distribution channels suitable for every country. Success depends on the choice of the right partners.”

### Training is fundamental to the success of Prochem in the UK. Will be it in the rest of Europe also?

“Prochem is known for one of the best training programmes offered in the UK. Training is equally or even more important



Jola Kowalski, Marek Kowalski, Alan Tilley and Marcin Czolnik, deep in discussion.

on export markets. Expertise is the most important added value offered by Prochem.”

### Tell us more about your approach to communicating to export markets

“I believe in face-to-face communication. It’s as important for the customers to know what Prochem offers, as for Prochem to know what are their needs and problems. All I have to do is listen to customers, communicate their needs to Prochem, and be the conduit for the flow of information. Meeting people, establishing lasting relationships with them is the essence of my work. I’m travelling to discover different markets and people. As a result, I have more friends and Prochem has more customers.”

## Trip to the doctor...

DOTCOM boom, dotcom bust! There is plenty of scepticism on the web’s value as a sales medium. But not at Dr Clean.

Wayne Owide runs this web site from his home office in Bushey, Hertfordshire from where he dispenses advice on cleaning, ironing, stains, carpets, curtains and some general tips of resolving legal differences relating to cleaning matters.

The site advertises a wide range of cleaning equipment and chemical solutions for purchase online from its secure shop, where items such as wedding dress and hat boxes can also be bought. Prices range from £5 to £500. “I have been running a



dry cleaning shop for 20 years and moved into carpet cleaning recently to supplement the shop,” he says. “I developed the idea of a web site to sell dry cleaning products to the trade, but found a lot of resistance.

“So,” Wayne continues, “I developed a site for the public. As it got more successful, I would then expand to sell the business. And it has!” Wayne started the 500-page site in 2001 and now gets around 16,000 visitors each month. “I have never advertised the site,” he says. “The idea is to develop a site that people want to go to and you do that by making it easy to use, friendly, and always with changing information. For example, our Hot Tip Of The Week really does change weekly!” Visitors can register their details and their number includes many carpet cleaners.

## DrClean



Prochem Europe machines and chemicals are featured prominently at Dr Clean. “Clearly you are not going to sell many heavy machines from a web site – although we have done – but the chemicals go well. Stain removal is the most popular section and items like Prochem’s Urine Neutraliser and the leather cleaning products go well. I like Prochem products.”

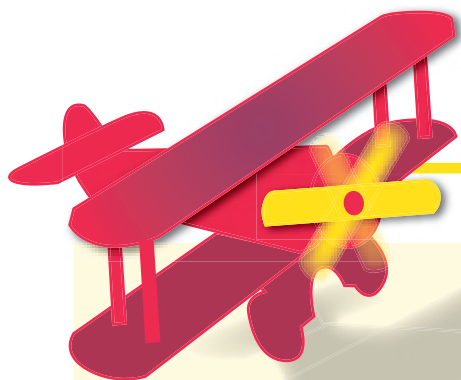
Wayne does not carry any machine stock. “I don’t want a warehouse,” he says. “We have supplied shops and particularly fashion houses and we have shipped as far afield as Senegal and America!”

Now that the retail element of the site has taken off, Wayne plans to develop the product offer further. It seems that a simple, user-friendly web site, offering plenty of advice, can make a man a living!

**Web watch:**  
[www.drclean.co.uk](http://www.drclean.co.uk)



# Mind your Qs and As!



Prochem's Peter Hargreaves advises on those post-festive spills...

**Q** My youngest child was given a model airplane kit for Christmas and he has managed to get a large amount of glue on the carpet. How can I remove it?

**A** Not such a problem. Use A281 Gluespot according to the instructions and this will dissolve the adhesive so that it can easily be removed.

**Q** Help! We spilt a large amount of gravy onto our nice white wool carpet. What could we use to get it out please? We did try lots of water with washing up liquid in it.

**A** Oh dear – the same cannot be said in this instance. I am sorry to have to tell you that the stain you now have could well be permanent. That said, you could try using our B144 Stain Pro as a pre-spray then rinse extract with B109 Fibre & Fabric Rinse. If a dye stain still persists, try using E400 Red RX, according to instructions.

**Q** What a wonderful festive season it was, but I am afraid we got a little bit too merry and spilt quite a large amount of beer and lager onto my landlord's carpet. What can we do? It is a nylon carpet.

**A** Pleased to hear you have had a great time and hopefully Prochem's products will assist you with your little problem (not the hangover though). What I would suggest is simple. To remove the residues (that's if you have not already licked the carpet dry!), use B144 Stain Pro sprayed heavily into the carpet. Agitate, and allow to dwell in the carpet for approximately five minutes, then rinse-extract out with B109 Fibre & Fabric Rinse.

Should this not remove all the beer and tannin residues, spray apply B175 Browning Prescription (diluted as per the instructions) or B195 Coffee Stain Remover, brush well and then rinse out again with B109 Fibre & Fabric Rinse.

**Q** We have had a burst pipe which leaked into the ceiling and this caused the ceiling to come down (in part), dropping plaster and black dust onto the carpet below. Can this be removed or do we have to throw the carpet away?

**A** Just what you don't need after all the celebrations. First of all remove as much dust and debris by dry vacuuming. The best products to use for this problem are A217 Ultrapac Renovate, used as a pre-spray and allowing five minutes dwell time before rinse extracting out with B109 Fibre & Fabric Rinse.

**Q** Brandy butter was tasty on Christmas pud but is proving a nightmare on carpet. What can we do about it?

**A** To remove brandy butter from the carpet, use E840 Citrus Gel, then scrape or absorb the residues out.

To clean the carpet afterwards, use B107 Prespray Gold which will remove the greasy soil from the carpet. Finally rinse extract using B109 Fibre & Fabric Rinse.

It is worth reminding all readers that B107 Prespray Gold is replacing S711 Traffic Lane Gold and B148 Fabric Prespray and is specially formulated to be used on upholstery as well. (P.S. The dilution rate is one part B107 to 32 parts water which means it is very cost effective!)



And a Happy New Year to you all!

*Peter Hargreaves*



# Getting to know...

Spencer Young looks at how to get the best out of two of the most popular products in the Prochem solutions range...

## B108 Fabric Restorer and B110 Bonnet-Buffer®

GREASE, hair oil and perspiration – perfectly natural by-products but a devil to clean sometimes. The solution has to be **B108 Fabric Restorer** (a product that does just what is says on the bottle!). This high concentrate blend of detergents and new, low-odour solvents

has been formulated to be used to pre-spray heavily soiled areas of wet-cleanable upholstery fabrics.

As with all chemicals, it pays to know how to use B108 and, as always, time spent in reconnaissance being seldom wasted.

**1** Carry out a full inspection/survey of the item to be cleaned (including a dye bleed test). Know what you are cleaning.

**2** Pre-vacuum – essential and for some reason still neglected.



**3** Put B108 into a 1.5 litre pump-up sprayer (diluted at 1 part B108 to 16 parts water).

**4** Pre-spray with B108 Fabric Restorer.

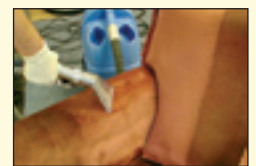


**5** Brush into the fabric and allow to dwell for two–four minutes.



**6** Rinse-Extract with B109 Fibre & Fabric Rinse.

**7** Make several vacuum-only passes with the hand tool of the extraction machine to remove as much moisture as possible.



**8** Set the nap with a terry towel. Job done!



BONNET-BUFFING is a popular solution to regular carpet maintenance. Here's how to practice it.

Use **B110 Bonnet-Buffer®**. This is a low vapour formula concentrate with anti-soil properties for effective spray cleaning of carpets in conjunction with rotary carpet bonnet pads. It is a clear liquid with a lemon and lavender fragrance that goes down well with building users.

B110 is designed to leave the carpet residue free, the soil being broken down and absorbed into a cotton pad or a micro fibre bonnet. When mixing the product, I recommend you use warm to hot water as it helps the overall cleaning result.

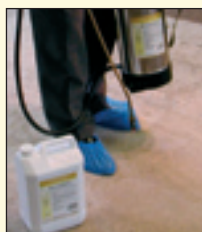
Do remember though that this method of cleaning is NOT suitable for certain types of carpet such as long pile, Berber Long Loop etc. Any doubts, check in with Prochem first.

**1** As before, carry out a full survey of the carpets to be cleaned (including a dye bleed test).

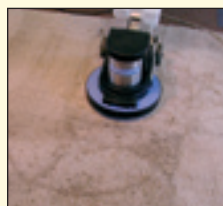
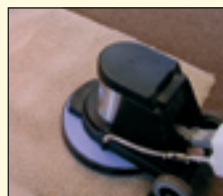
**2** Pre-vacuum.



**3** Pre-spray an area of approximately 10m<sup>2</sup> of the carpet with B110 Bonnet Buff (diluted at 1 part B110 to 16 parts water).



**4** Using a slow speed rotary machine (150 – 230 rpm) with a drive board and cotton bonnet or micro-fibre bonnet attached, skim over the carpet, picking up the light surface soil.



**5** Using a Prochem Pile Brush, reset the pile of the carpet.



When diluted, a five-litre container of B110 Bonnet-Buffer will produce sufficient solution to pre-treat 800m<sup>2</sup> of commercial carpeting (light soiling). That works out at 2p per m<sup>2</sup> for materials. Combine that with a potential to clean 250m<sup>2</sup> an hour and you are looking at an excellent cost effective way to maintain commercial locations.



# Introducing a new breed of scuff-resistant cleaners



The new granite effect scuff resistant finish on our SteemPro range means they'll always look as good as the day you bought them, enabling you to present a highly professional image to your customers.

Utilising our tried and tested whisper quiet vacuum motors, the new SteemPro range is the ideal portable for demanding professionals. Contact your nearest Authorised Prochem Distributor for further details.

Oakcroft Road, Chessington, Surrey KT9 1RH, UK  
Tel: +44 (0)20 8974 1515 Fax: +44 (0)20 8974 1511  
Email: [sales@prochem.co.uk](mailto:sales@prochem.co.uk) [www.prochem.co.uk](http://www.prochem.co.uk)  
[www.prochem-europe.com](http://www.prochem-europe.com)

**PROCHEM.**

EUROPE