

# cleaning **specialist**

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

Summer 2004  
Issue 12

## Happy birthday Prochem!

A nostalgic look  
back over 30 years



## Sea change

Adam Murfitt is always  
looking for a challenge

## Take the high road

Gerry and Maggie Parks  
are catering for demand  
in rural Scotland

# 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  
www.prochem.co.uk

**Editor:**

Peter Muir – PMPR Business  
Communications  
Market House, Market Square  
Winslow MK18 3AF  
Tel: 01296 715228

Email: info@pmpr.co.uk

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Milton Keynes MK9 2AE  
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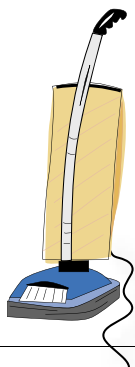
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# Your letters



**Business growth thanks to expert advice...**

Dear Prochem,  
I attended a Prochem two-day Carpet and Upholstery course around two years ago. This provided me with good basic training and knowledge and since then my business has grown steadily. Thanks to the expert advice of Peter and Spencer – who have since helped me on a number of occasions – I have secured plenty of good business.

**Colin Birdseye, Principal  
Prestige Carpet & Cleaning**

**Blazer Plus is a real advantage for Freshclean...**

Dear Prochem,  
Well, here I am one year into trading as Freshclean – my new career. The Blazer Plus has been a real 'plus' – it gives me so many advantages to offer customers and I get excellent results every time. My training at Manchester and Chessington gave me the confidence to tackle all the work thrown my way – particularly in the early months when I could hear Prochem's advice still ringing in my ears! I only use Prochem products – not the cheapest but then the best rarely is! Thanks to all the team – and for the ongoing telephone advice.

**Neil Levings, Proprietor  
Freshclean**

**Training day boosts confidence...**

Dear Prochem,  
Just a quick email thanking you for the training. Talking to the team afterwards, I saw that they had all gained a lot from the day and had boosted their own confidence in advising customers on carpet care. They were also very complimentary about the lunch provided! Please pass on my thanks to all involved.

**Tony Gubbins, Sales Manager  
Wightman & Parrish**

**Satisfied reader...**

I received your magazine Cleaning Specialist and found it very interesting reading. I look forward to receiving the next issue.

**Susan Bishop  
The Abbey School, Reading**

**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 on 01296 715228 or emailing prochem.newsdesk@pmpr.co.uk

# Horse sense

**I**T'S not every day you can call a janitorial supplier for advice on your horse's health. But then Julian Gaze is not your everyday cleaning specialist.

You can catch him on TV's 'Pet Rescue' practising the art of equine muscle release therapy. Grand National winners and top dressage horses are on his books.

Julian had been working with horses since leaving school. A former bloodstock agent at Newmarket, he entered the cleaning supplies business in 1987.

And Janitorial Direct has proved a success in the distribution of a vast range of janitorial supplies, cleaning chemicals and cleaning materials, carpet cleaning equipment, and all other associated products, including catering and bar sundries, to commercial, domestic and specialist markets.

## Customers

It employs a staff of 10 at enlarged premises in Kidderminster, housing telesales, warehousing, a showroom and administration. From here, two vans provide drop-offs to West Midlands customers ranging from householders and restaurants to hospitals and local authorities.

Launched in February 2002, the



company's website, currently showing a small percentage of its 3,000 product lines, is being expanded to take account of a growing demand for online ordering from customers all over the country.

## Strong sellers

Prochem products are strong sellers for the company, says Julian. Prochem machines go well, too. Recent sales include a Polaris 800 extractor to Kidderminster Hospital. The company also supplies Alexandra Hospital in Redditch, which shares the same domestic business manager.

Busy though he is with the day job, Julian finds time to look after horses as a hobby.

He buys foals and sells them as yearlings and had spent four years in training before qualifying to practise the Bowen Technique (as used on humans) to alleviate equine muscle strain.

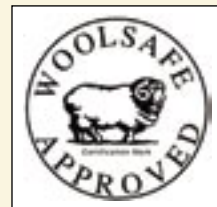
Says Julian: "I ride most evenings. Horses are a great hobby; I love them. I guess they are a good antidote to modern stress!"

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



## Woolsafe approval

THE international Woolsafe Organisation has approved Prochem cleaning solutions **B107 Prespray Gold, B109 Fibre & Fabric Rinse, S780 Fibresafe Gold and S781 Liquid Woolsafe.**



"Accreditation to the mark means that these products are safe to use on wool fibres and will continue to be," says Prochem Chemical Product Manager, Paul Reynolds.

"All approved products are subject to annual re-evaluation to ensure they continue to meet the Woolsafe requirements, or that changes introduced when products are reformulated are not detrimental to the performance of wool fibre product."

Cleaning products that meet all Woolsafe performance requirements are issued with a certificate and suppliers are entitled to display the Woolsafe mark, and one of a selection of approved phrases, on packaging, product literature and advertising material associated with the product.

**For details of Woolsafe's latest Directory of Woolsafe Accredited Professional Carpet Cleaners contact 01943 850 817.**

**Web watch:**  
[www.woolSAFE.org.uk](http://www.woolSAFE.org.uk)



# The truckmount ambassador...

MOST cleaners hanker after a truck-mounted carpet-cleaning machine. Owning one equates with success and the need to take business to that important 'next level'.

Some people go on to that level without one of these job-gobbling machines. Take David Levy at Liphook-based Ambassador Cleaning, for example. David was the original 'portable man' – or at least until three years ago.

"As a Prochem user, I was always hearing about truckmounts," he says. "But I had some doubts about whether a business with a largely domestic customer base really needed one." David's doubts focused on return on investment, but he was impressed

with truckmount performance. As chance would have it, contract cleaners Squire's of Scarborough was selling a Prochem Bruin II and David jumped at the opportunity to buy it. "The Bruin won us over to the advantages of truckmount cleaning and it made a hard economic case for the concept."

Established in 1985, Ambassador is involved largely in the local domestic market, but it undertakes commercial offices and leisure complexes such as Forest Mere health spa, a brand of the world-famous Champneys. Such has been the success of the Bruin that Ambassador recently commissioned its replacement with a Prochem Performer. This top-of-the-range

machine is now neatly housed in David's brand-new long-wheelbase Transit. The van features the Prochem decal package (the professionally designed CD-ROM is available free of charge to Prochem customers) and David is pleased with the results.

And the Bruin II? "It's gone to another cleaner who is testing out truckmount cleaning!" he says.

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



## Capper-tal investment

FIVE-litre packs of Prochem Europe chemicals will be flying off the production line thanks to a major manufacturing investment. New to the plant at Chessington is this fully automatic in-line packaging system which fills, caps and labels packs' front and back. The key benefit to company and customers is saved production time. Says Prochem MD Alan Tilley: "We need investment of this type given the strong demand for our products. This latest technology will effectively halve the overall production time for a run of 1,200 five-litre packs."

## They're Gunner be rich!

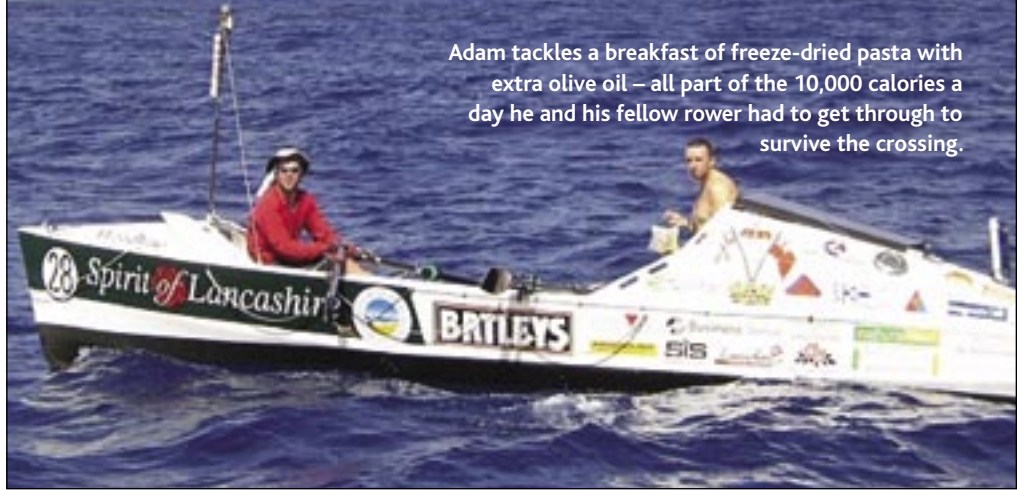


Chris and Steve shared the money.

FOOTBALL fans Chris Vieira and Steve Henry won more than £107,000 on the pools with help from their famous Arsenal namesakes.

Chris – a Prochem Europe production assistant – and Steve, both 18, won a £2 bet on football results. Chris and Steve laid their bet on forecasting whether the teams would win, lose or draw. "My mum telephoned me on the Friday evening and read out the teams," says Chris. "I told her whether the matches would be a win, loss or draw and she filled in the form."

As it turned out, he forecast 18 out of 20 results correctly, robbed only by Bristol City and Shrewsbury of winning a cool million. The pair shared the £107,187.74 prize, presented to them at Ladbrokes in Raynes Park, where the bookie's District Area Manager said that theirs was the highest amount anyone had won on a football bet. "It wasn't until the actual ticket was collected that I realised how much we'd won," says Chris, adding: "I plan to invest some of the money while still having a good time with the rest!"



Adam tackles a breakfast of freeze-dried pasta with extra olive oil – all part of the 10,000 calories a day he and his fellow rower had to get through to survive the crossing.

# Sea change

**M**OST people can recall that all-defining moment when the enormous potential of the professional cleaning market came home to them.

Not many of us, though, would be lying in the bottom of a rowing boat in the middle of a storm-racked Atlantic Ocean.

Former builder and property landlord Adam Murfitt insists that there is no connection between being in that potentially fateful position last July and launching a new cleaning business in February of this year.

"I didn't lie there thinking: 'If I get out of this, I am going to become a cleaner!'" he relates from his offices in Morecambe.

Adam, brother Matthew and sister Maria have combined forces to launch Total Cleaning to service residential, commercial and public sector customers in their home county of Lancashire.

### Niche area

So why cleaning? Adam explains: "I was employing contract cleaners to go in and clean after tenants in the letting properties I own, and I was not happy with the results. I kept paying out a lot for unsatisfactory work.

"I could see a niche for a really professional supplier in our area and decided to have a go at it myself." Adam started by researching into the market. He soon found Prochem: "Here was a company that I thought had professionalism stamped all over it," he says.

Adam put himself on to Prochem training courses. "I did one carpet cleaning course, which was excellent, and another on sales and marketing, which was also very useful."

So much so in fact that Total Cleaning has adopted all the tactics recommended

by Prochem when it comes to marketing a cleaning business.

"Landlords and letting agents are our core market at the moment," says Adam, who has his eye on fast expansion.

The company, an NCCA member, is picking up insurance work as well. In addition to his Prochem training, Adam is attending National Flood School courses as fire and flood form such an important part of insurance business. Total Cleaning has a staff of three part-timers in addition to the family working on its jobs.

### Truckmount

Prochem products score highly in the team. "We use Prochem chemicals, which we find very efficient," says Adam. "Our next move will be to upgrade from portable extraction machines to a truckmount.

"We are also able to call on the expertise of Prochem for overcoming any problems we may have with carpet cleaning or, just as important, marketing."

In fact, starting Total Cleaning is as much a challenge as rowing the Atlantic, according to Adam, whose previous experience of the sea was working on a trawler when he left school.

"It needs proper planning, teamwork and the kind of 'can do' attitude that makes anything possible," he says.

After two years' preparation and planning, Adam and partner Paul Nelson rowed the Atlantic in 59 days as part of the Challenge Business rowing race, with their support team of three. The two raised the total cost of £50,000 to cover the trip from the Canary Islands to Port St Charles in Barbados.

Now Adam seems to have been bitten by the adventure bug. "I am planning to walk to the North Pole in three or four years' time!" he says.

# Making more of your money

**C**ASHFLOW control is essential to sustaining the development of your business, so it's as well to know your options when it comes to buying the tools of any trade.

There are three main routes to go down in the cleaning sector: purchase, lease and lease purchase.

Buying outright with your own capital or via a loan or overdraft means that you have an asset whose cost, in some instances, you can write off in the cost in the first year of purchase. The flip side, though, is that you have used up cash, perhaps at a time when you are short of ready funds.

Leasing equipment keeps cash and bank facilities free for working capital and short-term funding needs.

## Inflation

VAT can be reclaimed if you are VAT registered and lease payments are fixed for the full duration of the term, avoiding the effects of inflation and making cash flow forecasting and budgeting simpler.

With a lease, you can upgrade at any time to suit your requirements should they change, and ownership can be obtained, should it be required, at the end of the lease. All the payment you make is treated as an expense and so you get full tax relief on it.

Lease UK is a new company looking after Prochem's LeasePlan financing package for customers. But boss Karen Cottrell is no stranger to the world of Polaris and Peaks: she has been organising finance for Prochem customers for over 10 years.

Her new company is a leasing brokerage, offering the Prochem customer the best rates and service. A member of the National Association of Commercial Finance Brokers, NACFB, it has over 15 finance companies to choose from.

Lease purchase is offered by Lease UK as a means of buying into Prochem Europe solutions simply and quickly. In this instance, you own the equipment at the

end of the lease period. As with outright purchase, you can claim a capital allowance from the time you start using the equipment and you will get tax relief on the interest part of the payments.

The range of Prochem equipment available to lease is extensive, from the Steempro carpet extraction units and Polaris cleaning systems through to the truck-mounted systems. Lease UK can offer finance on equipment costing from £1,000 to £1 million.

## Must have

Customers come in all shapes and sizes: Lease UK can organise finance for small cleaning companies which have grown, purchasing more equipment on finance, and are now very large.

Says Karen: "When I started dealing with Prochem, most of the finance we organised was for the smaller pieces of equipment such as the Steemeasy 400 or Polaris 800; however, we have noticed growing interest in the company's truckmount extractor systems.

"These machines have become the 'must have' in the domestic and commercial cleaning industry. Once the customers see the fantastic potential in these machines they cannot go back to their original way of cleaning."

## Tax savings

The benefit of leasing this piece of equipment is that you get it working for you without capital expenditure on your part, earning money from day one. The extra income that this system will hopefully generate will pay for the fixed monthly rentals; and the rentals are 100 per cent allowable as an expense for tax relief, often providing tax savings.

Some customers have come back to have a second truckmount on a lease, as the first system cannot cope with the extra amount of work that it has generated.

At a May 2004 interest rate of 7.8 per cent, examples here illustrate the flexibility of the Plan (note: prices are exc. VAT):

The **Steempro Powermax** portable at

£1,795 will cost only £81.02 per month over a period of two years on a deposit of £243.06. A **Polaris 800** at £2,195 at purchase would cost £99.07 for the same period; deposit here would be £297.21.

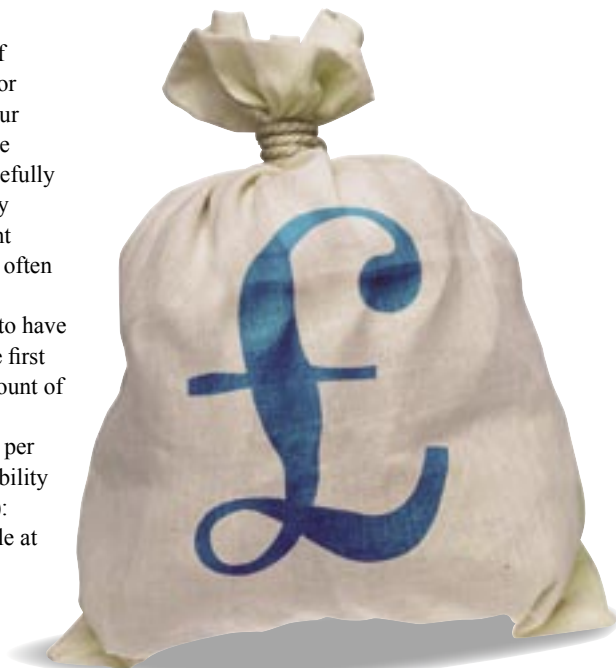
The new **Prochem Blazer XL truckmount** is £8,995 to buy outright. To have this equipment on a lease purchase basis will cost only £281.04 per month over three years with a deposit of £843.12.

A top-of-the-range **Everest HP** (list price £17,995) would be only £363.15 per month over a five-year period with a £1,089.45 deposit.

The beauty of this arrangement is that the equipment is yours today, paid from tomorrow's income. So can any business apply for financing via this route? "The facility is subject to the usual credit checks and status," says Karen. "If a company has been trading for three years with a clean credit record it is likely that it will be approved with minimum formality. Companies trading for less than three years may be eligible for finance."

The simplest solution is probably to call Karen at her office and discuss your requirements and how she can help.

**For more information or a quotation (without obligation) contact Lease UK on 01827 282345.**



# The Prochem product range: cut out for every cleaning job



Whatever the cleaning task, there's a Prochem product specially cut out for it. From our new advanced Everest truckmounts to super-quiet extraction machines and a vast range of powerful cleaning solutions, we have everything you need to get outstanding results, however tough the challenge.

Call now for a copy of our 2004 catalogue and the name of your nearest Authorised Prochem Distributor.



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)

# Silent salesman

**O**NE of Prochem's most successful 'silent salesmen' can be purchased for as little as a fiver.

The company's Carpet Cleaning Specification sheet is a step-by-step guide to how to tackle a problem carpet.

"It's one of the best-proven sales tools that cleaners can use in promoting their service when surveying a customer's property," comments Prochem founder Ron Tilley.

"We're not in the printing business but we do publish this cleaning specification, because it informs the customer of industry-approved cleaning recommendations and instils confidence in the service a professional cleaner provides."

He concludes: "Best of all, it will aid the cleaner to achieve a better or more realistic price for the service offered."

The Carpet Cleaning Specification Step-by-Step Guide is sold in packs of 25 (ref: PR4929) at £5 + VAT per pack.



The step-by-step guide is very helpful in reassuring customers.

## Prochem extends choice in 2004

MORE choice of services and new product development are to be found in the latest catalogue from Prochem Europe.

The 36-page Professional Cleaning Products catalogue has sections on Chemicals, Machines (with pages dedicated to Prochem's acclaimed Truckmount Cleaning Systems), Equipment and Accessories, and of course Training – the company is the UK's largest commercial provider of training to the cleaning sector.

As ever, innovation is a mainstay of the Prochem catalogue. Notable inclusions are new pre-sprays; wands, stair tools and sprayers. New technology also includes the Bravo portable carpet and upholstery spot-cleaning machine, three new rotary cleaning machines and the Peak and Everest truck-mounted carpet, upholstery and hard surface cleaning systems.

The 2004 Prochem catalogue also discloses the company's focus on extending customer opportunity with innovations such as the Prochem Professional Starter Pack – an ideal turnkey solution for newcomers to cleaning.

Established cleaning businesses will also be interested in details on CarpetMate®, a brand-new opportunity to break into the burgeoning DIY carpet cleaning market.



### 3M Protector

THE latest version of 3M's famous Carpet Protector is now being distributed by Prochem Europe. 3M Carpet Protector CP 94 is more concentrated than ever, with a dilution of one to eight parts water providing increased coverage of 42m<sup>2</sup> per litre of diluted solution. The Protector also features improved stain protection to protect against dry soil, water and oil-based spillages. CP 94 is available in five-litre bottles from your local authorised Prochem distributor.

**For more information contact Prochem Europe on 020 8974 1515. See back cover for special promotion in respect of 3M and Prochem brand carpet and fabric protectors.**

# New distributor showroom

A NEW, purpose-built showroom for customers of Prochem Europe distributors has opened at the company's headquarters in Chessington.

'Try Before You Buy!' is a new initiative to let end-users experiment with Prochem cleaning technology in a complementary environment with the help of people who understand it best: Prochem and its distributors.

Says Prochem Training Manager, Spencer Young: "The showroom is designed to help Prochem distributors, their customers and other cleaning industry personnel to overcome cleaning-related problems. Customers can be introduced to the right machine to suit them and their requirements and all of our machines and accessories can be tried out."

Demonstration areas in the 1,700 sq ft showroom are dedicated to each of three main cleaning categories covered in the Prochem ranges.

Practical demonstrations on how to tackle cleaning problems can be provided for those who do not wish to have a go themselves.



Upholstery sample cushions and even small rugs on which to make a test clean can be brought in. The new showroom is open from Monday to Friday, 8.30am to 5pm.

**Contact: 020 8974 1515.**

# Amsterdam success

**D**ULL weather didn't deter visitors from flocking to ISSA InterClean in Amsterdam.

The company enjoyed a busy and successful time, attracting enquiries from many countries including Poland, The Netherlands, Cyprus, Denmark, Finland, France, Germany, Latvia, Lithuania and Nigeria.

Interest was focused on the new enhanced fragrances of **B109 Fibre & Fabric Rinse** (orange peel), **B124 Odour Fresh** (floral air), **B117 Lemon Refresh**

(floral lemon), and **S775 Extraction Pro** (citrus refresh), according to UK National Sales Manager Paul Robinson.

"Our new Woolsafe-approved products – **B109 Fibre & Fabric Rinse** and **B107 Prespray Gold** – proved popular with visitors as they can be used for both carpets and fabrics," he adds.

The new Steempro 2000 Powerplus was on show at ISSA for the first time and was an instant winner, rewarding Prochem with on-stand orders.

## Talking point

Another 'grabber' was the **Bazooka Gum Removal System**. This patented machine lets the user stand up whilst instantly removing spot after spot of ground-in gum and sticky sweets from carpets, hard floors and concrete. "It was another big talking point, so much so that we sold the display model and took orders for more," recalls Paul.

Day one in Amsterdam saw a visit to the stand from Danny Radovanovic and his sales team from Prochem's Russian distributor, OOO RADNIK SP, in time for Danny to be awarded a plaque as Prochem Europe International Dealer of the Year 2003.

One of six Dealer Awards for Exceptional



Prochem's Spencer Young and Marcin Czolnik with visitors at the ISSA InterClean show.

Sales was presented at the show to ICP (London), while Prochem Europe's Independent Distributor of the Year was Barton Electrical (UK) Ltd – for the third year running!

"A very good show for Prochem and good to see so many customers from the UK and overseas making a point of visiting our stand," sums up Prochem Europe MD Alan Tilley. "This has reaffirmed our commitment to take the Prochem brand even more concertedly into Europe."



Marcin Czolnik (left) and OOO RADNIK SP's Danny Radovanovic look on as Ludmila Usachova Anatolevna receives their International Dealer award from Alan Tilley.



# Bonus for DIY carpet cleaning

PROCHEM Europe has broken into the DIY carpet cleaning market with an entirely new sales concept.

CarpetMate® offers cleaning contractors, janitorial suppliers and flooring and fabric retailers a new income stream in the burgeoning DIY sector with complete turnkey cleaning packages for hiring out.

Target users are consumers and small businesses such as shops, restaurants, pubs, hotels, guest houses, leisure centres, golf clubs, nursing homes and offices. The service was launched nationally in April after 12-month regional trials and research.

"There is clear demand for DIY cleaning for these user sectors," explains Prochem Managing Director Alan Tilley.

"Most carpets are still cleaned via the 'do-it-yourself' method. But the market is being hampered by the use of under-powered 'shampoo' machines, ineffectual chemicals and a lack of best practice by the applicator. This often results in overwetting, shrinkage and colour-bleed, which inevitably puts people off."

The CarpetMate solution taps into Prochem's 30-year-plus standing in the professional cleaning products market with two package offers – Domestic and Commercial. Both are wholly inclusive of machinery, accessories, chemicals, 12 months on-site maintenance and concept operator manual, and come with a free one-day Prochem carpet cleaning training course voucher and branded artwork for local advertising and stationery.

"This is the perfect offer whether you are skilled or not at cleaning," says Alan.

"You can start running a rental business with CarpetMate alongside an existing activity and build up a hire machine fleet as the business grows. There are no ongoing royalties to pay and there is added income to be had in sales of deodorisers and stain removers."

CarpetMate machines can also be serviced at participating Prochem distributors, where hire cleaning and products and accessories are also available.

The CarpetMate concept is being

extended to cover upholstery cleaning; Prochem is to make training and special products available to customers looking to expand into this sector also.

**Full details in the 2004 Prochem catalogue.**

**One of the new CarpetMate® machines.**



# Bazooka removes gum so easily



**Now even more affordable – new lower price**

**A tough new weapon in the war against carpet soiling... and yet so easy to use!**

No more grovelling on the floor scraping at ground-in gum, sticky sweets or adhesive. Instead you can zap it whilst standing up, easily and effectively. Mains powered with holder for clip-on Bazooka Spot Remover aerosol holder. *Arm your self now!*

**Call for a copy of our catalogue and the name of your nearest Authorised Prochem Distributor.**

**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

anniversary celebration

# Happy birthday Prochem

**H**APPY birthday, Prochem. This year, the company celebrates 30 years of trading – most of them spent, happily, at the 'top of the tree' in the UK cleaning providers market.

Prochem Europe (as the company is now known) has grown into one of Britain's foremost providers of specialist cleaning technology and solutions as well as being the largest commercial provider of training to the cleaning industry.

"The company grew on the back of training," said founder Ron Tilley. "I had been training the industry since the sixties when I was with Servicemaster, but I didn't reckon on how strong a part it would play in my own company."

## Training

When he started with Servicemaster in 1959, the carpet cleaning industry barely existed.

"Crystallisation was the new technology. There was no such thing as a soil extractor. We used to use a wet pick-up to get at all the dirty slurry! There was no training to be found."

In the early 1960s, Ron set to putting matters

right and his courses on carpet, upholstery and floor cleaning soon got off the ground. "We held evening training courses at the old Victory Club near Marble Arch in London on behalf of the BICSc and they were very well received."

These courses were benefiting cleaners by empowering them to do their jobs better and enjoy a better living, and were also highly formative in developing a presentation technique for Ron.

By the time he launched Professional Chemical & Equipment Company Ltd in 1974, he was able to go straight at the market with solid experience of the issues that really mattered to the people who bought cleaning machines and chemicals.

"We used hotels like the Kensington Hilton. The turnout would be around 15 people. No one was doing what we did. The early one-day courses were basic carpet and upholstery fabric cleaning. Floor cleaning came later – I was on my own and didn't want to take on too much."

The company comprised Ron, a secretary and a retired engineer from Servicemaster.



A Prochem Model 150 truckmount outside the Kingston premises in 1980.

Ron said: "I bought some machines, so then I had to sell them! The training added value to what we sold. I was selling what I knew and I had more knowledge than most at that time. I was getting people from the CCA on those training courses, including most of the past presidents. It became quite a club."

During the 1970s, the company grew incrementally with its training courses. "People bought products from our distributors, who would recommend our training courses because they knew about them. We were training distributors free of charge.

## Technical Help Line

"We started our Technical Help Line and cleaners would call for advice, then attend a course. Carpet manufacturers started coming to us for training advice. It just grew and grew."

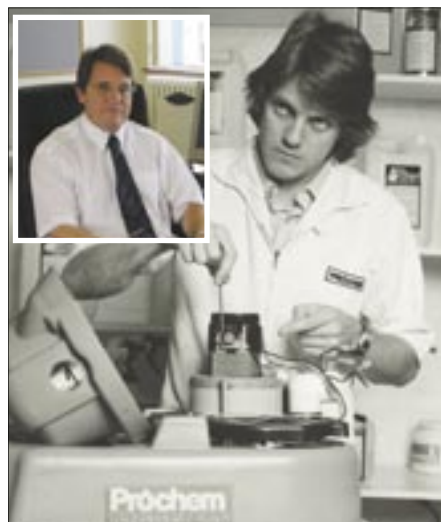
By 1980, Prochem had outgrown its shared premises. Ron invested in 23,000 sq ft of refurbished premises at Kingston. Space was dedicated to training and a chemical manufacturing facility – set up by Ron's son Alan, who had joined the business in 1977.

"My intention was to expand on training, because the more people who came in for it, the more were there to buy our products," said Ron.

With the arrival of the 1990s, Prochem expanded into regional training courses. In the mid-nineties came a move to the former Yamaha headquarters at nearby Chessington, with over



Bob Wills in 1974 and now as Prochem's Chemical Production Manager.



Alan Tilley in 1980 and now as Prochem's Managing Director.



Prochem's stand at the 1982 Birmingham Cleaning Show.



Ron Tilley in 1980 at the early training facility in Kingston and (inset) in 2004.



50,000 sq ft of space – 60 per cent dedicated to a 'state of the art' chemical manufacturing area with laboratory and warehousing.

"It was double the size," said Ron. "We opened the new training area dedicated to the demonstration of equipment and application techniques. We showed truckmounts, hard floor machines, portable extractors and accessory items and opened a new service department.

"We capitalised on what we had and made even more of training. One of the reasons why nobody else in the industry on the supply side does anything quite like this, apart from not having the training background, is not having the space to expand into. We invested and continued to invest in training."

The range of courses expanded. "The sales course started in the late seventies and was successful from the word go – it was no good being the best carpet cleaner if you

couldn't sell the fact," observed Ron. "While we've improved the reference manual over the years, adding or taking out, the core issues remain the same.

"In the sixties, I put a cleaning specification together which told consumers what they were getting for their money and what was right to use. It was a 10-point plan and it's as valid today."

Attitudes to training have changed. "People are more interested in what they do as cleaners because they can see a future in the cleaning business. Attitude is more positive and we are seeing people from all walks of life, and particularly the professions, coming into cleaning, many looking to get out of the rat race."

From one man in a hotel room to the operator of training teams with their own state-of-the-art facilities, Prochem has shown what can be achieved – 30 years on from launch.

## UK and world events in 1974

- Patricia Hearst (19) kidnapped by Symbionese Liberation Army.
- Dissident Nobel Prize-winning writer Alexander Solzhenitsyn expelled from USSR. He returned to Russia 27 May 1994.
- An attempt to kidnap Princess Anne was made by a gunman who fired six shots, then tried to drag her from her car in The Mall. He was later charged with attempted murder.
- Last Americans evacuated from Saigon as the Vietnam War reached its conclusion.
- West Germany beat Netherlands 2-1 in 10th World Cup Final, held in Munich.
- Gerald Ford was sworn in as 38th president of the United States after the resignation of Richard Nixon became effective.
- Lord Lucan disappeared following the murder of his children's nanny.
- Bombings of Birmingham pubs killed 21 people and injured 162 others, leading to the (wrongful) convictions of the Birmingham Six the following year.
- Muhammad Ali knocked out George Foreman in the eighth round of a 15-round bout in Kinshasa, Zaire (the Rumble in the Jungle) to regain his world heavyweight title.



Jon Pertwee was the Doctor and Abba won the 1974 Eurovision Contest.

## AND ON TELLY...

You could have watched ... **Fingerbobs** (one man and his finger puppets) ... **Roy Castle Beats Time** (game show) ... **Jackanory** (one for the tiny tots) ... **Nationwide** (magazine programme) ... **The Lotus Eaters** (soap) ... **The Family** (documentary) ... **Midweek** (current affairs) ... **Up Country** (rural affairs) ... **Film Night Special** (profiles) ... **Open University** (rather a lot of this on BBC 2 in those days) ... **The Old Grey Whistle Test** (huge hair, tank-top sweaters, progressive rock and 'Whispering' Bob Harris!) ... **Dad's Army** (classic comedy series) ... **Doctor Who** (time travel with Jon Pertwee about to hand over the Tardis keys to Tom Baker!).

One of Prochem Europe's largest distributors has moved into the burgeoning wood floor care market

# Absolute professionals

**A**BSOLUTE Floorcare, in Cupar, Fife, is a new division of Cleaning Systems UK. The company is dedicated to floor sanding and marble work. "We'll tackle all types of hard flooring," says MD Sandy Pearson.

He sees a clear gap in the Scottish market for a company focused on the wood floor sector. "The residential market's share of wood floor is up by fifty per cent on last year. People who would previously have specified laminate are moving upmarket to natural materials.

"There is a big move towards hard floors, especially wood. This will have to be cared for – servicing, machines, chemicals and

know-how will be required and we are here to provide it," says Sandy.

Carpet cleaning is another strand of the company's business. "We look after large and prestigious contracts," says Sandy.

Recent contracts include brewer Scottish Courage's 7,000m<sup>2</sup> HQ in Edinburgh. The company has also recently completed a week on site cleaning stone floors at St Giles' Cathedral in the city, while Holyrood Palace is next on the schedule.

## Showroom

Prochem technology appeals to this company and its customers enormously. It first became a Prochem distributor in March 1993, when Martin Davies – Prochem's late sales director – opened the company's new 4,000 sq ft purpose-built showroom, offices and service workshop section.

"Since then I think it's true to say we have consistently been one of Prochem's top UK distributors," says Sandy. "We carry a wide range of Prochem products and machines in stock – currently the best mover in our showroom is the new Steempro Powerplus with the 65-litre Solution Tank."

## Training

The machine market is going well for Sandy and his family business and the company has opened its own service and repair division to meet growing customer demand. Cleaning Systems UK now has a staff of 15 and cleans around a million square metres of carpet each year. Training is also on the agenda. "We recognise the learning needs of entrants to cleaning as well as those wishing to upgrade or refresh their skills," says Sandy.

His most popular course is a one-day 'One-to-One' on carpet and fabric care, covering: the identification of carpet and fabric types; the chemistry of cleaning; stain

removal and protection; cleaning method selection; and combination techniques.

The company offers specifically designed courses for local authorities and large office cleaning companies, on which delegates can be trained on specific aspects of carpet, fabric and floor care. Private commissions are also accepted.

Sandy has used his knowledge of cleaning to further effect by acting as a consultant to flooring manufacturers. "I get called in to advise on maintenance issues.

One of the most prominent at the moment is the claim made to the effect that a factory-applied PUR coating on vinyl mitigates against regular polishing.

## High-profile

"I think while this may satisfy specifiers for areas where appearance is not paramount, such as schools or hospitals, it is not good advice for restaurants, office receptions and other more high-profile uses. The PUR wear layer is very thin and it will wear away. One manufacturer is marketing a polymer designed to replace a worn wear layer of this kind!"

"Over the last 12 years there have been quantum leaps in the way cleaning businesses operate," Sandy reflects.

"Look at the effects on our industry of the Internet, email, mobile telephony and IT in general; truckmount cleaning; immigration and employment laws; the huge increase in manufacturers and suppliers of cleaning products; and the drop-off in domestic carpet sales in preference to hard floors.

"Things have changed dramatically and it is an absolute certainty that this trend will continue."

**Web watch:**  
[www.cleaning-systems-uk.com](http://www.cleaning-systems-uk.com)



**Holyrood Palace will receive the Cleaning Systems UK treatment.**



Cleaning Systems UK showroom.



Contract location – St Giles' Cathedral.

## Twelve issues for Issue 12

**Cleaning Systems UK's Sandy Pearson has come up with some thought-provoking topics which have made him pause for thought ...**

**1** This is the information era, where, at the simple click of a mouse, the world is literally at our fingertips. There's nothing we can't find out about and, seemingly, nothing we can't buy!

Some customers have bought some of the best cleaning machinery at amazing prices on the web. But beware! Some have been let down by the lack of support when something has gone wrong. Tales of 'fit your own pump' (which did not work) and 'send us the machine' (it cost £50 each way). Remember, the after-sales support should be better than the pre-sales input.

**2** Considering the above, how long will it be before there is a commercial equivalent of eBay? (Or does it exist already?)

**3** Why do many professional carpet cleaners find it difficult to move from the average 100m domestic job on to lucrative commercial contracts of 1,000m, 5,000m, 10,000m? Could it be that they are happy

with their lot? Indicators are that the domestic market is shrinking. Perhaps training is the key to gaining additional confidence to operate regularly in the commercial sector.

**4** Has the bubble burst in the nursing home and care sector for the professional carpet cleaner? Has the advent of easily operated machines such as the Prochem Five Star made self-clean a more convenient option?

**5** Will polyurethane reinforced factory finishes (PUR) applied to resilient floors at the point of manufacture continue to gain in popularity? With their apparently huge savings in life cycle costs over polish systems this is probable, or will the advantages of polish – eg providing a lift to the colour palette on the floor in situ – continue to attract clients looking for a prestigious finish?

**6** Whatever happened to VAX carpet cleaners?

**7** The Global Village! Our appetite for unusual carpets and fabulous floors continues. Would it be prudent to gain some background knowledge on some of the items we will be cleaning in the future?

**8** Does the phrase Facilities Management have a better ring to it than Cleaning and Maintenance? Do clients perceive them as distinctly different services?

**9** In addition to the benefits of 'no cable' truckmounts, will we see further developments in technology, ultimately leading to portable 'cordless' carpet and floor cleaning machines achieving high results?

**10** Prochem's product development over the last 12 years has been huge, undoubtedly assisting all those involved in cleaning to deliver higher standards. How does it keep ahead of the game?

**11** Are we about to see the introduction of more new Prochem products for specialised carpet and floor procedures?

**12** Has the Cowboy Carpet Cleaner ridden into the sunset? We don't seem to hear so much of him these days! Maybe the good efforts of companies and associations within the cleaning industry are raising awareness and appreciation of the many specialised skills required to deliver high quality services. Here's hoping!

# Know your carpets

The last part of our survey of the differing types and constructions of carpets on the market. **David Anderson**, of Stoddard, concludes with a look at all-important cleaning and maintenance issues, together with Prochem's **Spencer Young**.

## Other factors involved in carpet performance

CARPETS are high-quality furnishings and it is important that they are maintained properly so that they continue to retain their surface appearance during their economic lifespan.

Stoddard contract carpet qualities have an excellent response to appropriate cleaning techniques, both dry and wet. This makes them easy-care flooring products, with the potential for very satisfactory appearance retention, even in the face of very heavy foot traffic.

The use of contract carpets influences the appearance of the environment in which they are used, and aesthetic judgement and practical considerations must be combined when selecting suitable designs for specific installations.

The design and its coloration must, in practical terms, be capable of hiding soiling. Lighter colours should be reserved for rooms where low soiling rates are prevalent. Patterns can camouflage the effects of soiling and staining, by diverting attention away from the change in colour.

Remember that light shades in particular are likely to be adversely affected by soiling, while areas of similar hues may become almost uniform in colour because of it.

Carpet construction and quality are also very important factors, e.g. carpets receive continual harsh treatment and consequently the surface is crushed and the pile parted and pushed in all directions. As a general rule, the more tufts that are crammed into the pile, the closer the surface texture becomes. In turn, the greater will be the pile surface's resistance to penetration and distortion; dirt does not readily penetrate dense heavy pile, whereas more open structures tend to trap dirt and are more difficult to clean.

A dense pile construction is therefore preferable for high traffic contract locations.

## Carpet aftercare

After installation, the customer should be left adequate details of the cleaning and maintenance programme required to ensure that the carpet retains an acceptable appearance and continues to perform satisfactorily.

**Carpets must be maintained to retain their high-quality appearance.**



## Prochem's Spencer Young advises on cleaning of carpets

“The most important component in carpet cleaning is to power-vacuum using a suitable twin-motor upright vacuum cleaner. The majority of soil in most locations is dry so it is essential to remove it prior to the cleaning method,” says Spencer.

“Light attached surface soil can be removed quickly and easily with the use of a slow-speed rotary machine and a cotton bonnet or a micro-fibre pad. The product used needs to be non-residual, quick-drying and – in the case of wool – have a pH value no higher than nine.

“Heavy soil penetration will require the use of soil extraction. This method is designed to extract rinse soil that has been broken down by a suitable prespray.

“The prespray is very important in reducing the amount of water used in the extraction process. In the case of wool fibres it is recommended to use a prespray and extraction detergent with a pH lower than nine. With woven carpets, ensure the fixing is good and that the operator makes several dry vacuum passes with the wand of the extraction machine to leave the carpet as dry as possible and in that way minimise the risk of shrinkage.”

Spencer cautions: “Remember that pre-testing is essential prior to cleaning. In the case of solvents, you particularly want to make sure no problems occur with the backings of tufted and bonded carpets.”

**Further advice on carpet cleaning from Prochem on 020 8974 1515.**



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



Spencer Young reports from roads west to the Emerald Isle

# Training across the regions



IT'S hard to believe but it's been three years since Paul and I visited the Emmaus Retreat Centre in Dublin. It's as well we made the trip because a lot has happened in that time with the introduction of new products, machines and cleaning methods.

This spring's course featured two new machines: the Steempro Powermax and the Everest Truckmount. It was great to meet with previous attendees and new faces from both the owner and operator ends of the market, all of whom gave both machines a very favourable reception.

In no time, we were back over the water in the south-west of England and a new venue in Yatton. If ever there was need for evidence of demand for these courses, Yatton provided it.

Even though the course was in the Bristol area, we had delegates travelling down from Scotland and London to get on it. The course was attended by owner operators and contract cleaners who share similar cleaning problems, like shifting tea and coffee stains within sufficient time to do a decent job.


I hope we shed some light on stain removal techniques; one observation Paul made was how it is worth finding time to ensure that the customer understands what's involved in tackling these tricky stains (no mean feat in itself, we know!).

And it's perhaps timely to take this opportunity to thank everyone attending the courses. Also a big thank-you to the staff at both venues for all the hard work in making the regional courses a success for everyone.



Don't forget our technical support line on 020 8974 1515 – it is there as your back-up service.

## TRAINING Course Selector



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

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

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C1	6	1	6	2	7	
UI	7	2	-	3	-	
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SI	-	-	12	-	-	

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All courses include lunch and operator's reference manual

Regional		Course Selector 2004	
Venue	C1	UI	
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The Midlands	19th October	20th October	

Prochem Europe Ltd Oskcroft Road Cheshington Surrey KT9 1RH UK  
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 Email: sales@prochem.co.uk www.prochem-europe.com www.prochem.co.uk

# The high road



Despite the growth of the Web as a sales medium, folk in remote parts do like buying locally.

Gerry and Maggie Parks inside their shop – Inverclean Supplies – near Inverness.

**G**ERRY Parks spotted an opportunity when he opened family janitorial business Inverclean Supplies in 3,500 sq ft premises near Inverness. It's home to his cleaning business Dirtbusters.

Former NCCA President Gerry moved to Inverness in 1978, starting Dirtbusters in 1980. A better quality of life was the target for southerner Gerry, who had previously owned the largest contract cleaning company in central Kent.

With its successful shop and mail order business established by Gerry's daughter, Debbie, wife Maggie has taken up the day-to-day running of Inverclean.

## Wide range

She sells a wide range of cleaning products and technology throughout the Scottish Highlands and beyond to the beautiful and remote islands of its northernmost shores. While Maggie works back at base, Gerry gets word out about Inverclean as he travels for as long as a week at a time to the islands with his Prochem Steemeeasy extractor.

Both businesses are big fans of Prochem products. "Gerry uses Prochem exclusively for his cleaning business and we stock many Prochem lines," says Maggie, a Londoner who has lived in the area for 18 years.

"They are simply the best we can find. We have tried alternatives in the past but have always come back to Prochem. As a brand it's far and away the biggest seller here."

Customers stick to what they know and like at Inverclean and that's true of Dirtbusters – Gerry has been looking after the same castles and country houses for nearly 20 years now.

## Personal service

Personal service counts for a lot in small communities and Gerry and Maggie concentrate on providing just that. "We deal personally with all enquiries and they get our fullest attention no matter how small they may be," says Maggie.

Comments Gerry: "When we moved into supplying cleaning products, we went with what we know and trust. We are not just salespeople but part of the cleaning industry itself and so will not supply products we do not believe in."

Stock is shipped to customers via carriers; the company's own transport is used for more local runs.

Customers are an eclectic mix, ranging from window cleaners to floor cleaners to end-users and householders. "That's where Prochem solutions come in," says Maggie. "People ask for a specific solution to a stain, and we have a Prochem solution that does what it says on the bottle. Everybody goes away happy."

Word travels about a reliable supplier in a 'small' world, but promotion remains as essential as ever. Inverclean advertises and exhibits at Chamber of Commerce events for local businesses.

Maggie finds it difficult to get away from the shop to keep up to date with cleaning training, but Gerry makes up for this. "He is very highly qualified," she says. "If anyone has a question, he is usually able to answer. And if we get stuck – we call Prochem's technical team.

"That's second to none!"



Both businesses are big fans of Prochem products.





...to success

The reason Gerry and Maggie Parks moved to Scotland – the beautiful landscape of Loch Flemming (above) and Loch Broom, near Ullapool (inset).

## Africa: a new dawn

**E**MERGENT markets are being targeted by Prochem Europe as part of the broadening of its international business base. Now the company has opened up a fresh distribution channel into Africa.

If anybody understands the massive and often untapped potential of Africa for building services, it is Duraclean Specialists in Nigeria. Established in Jos, Plateau State, in 1982, it is one of the country's largest cleaning and maintenance contractors, with branches in Bauchi and Abuja. It is also no stranger to the idea of buying in the best possible equipment for the job ahead.

"We converted into a franchise of the US Duraclean International company in 1985 and began by cleaning commercial and residential premises," says general manager AbdhurRazaq Abdul-Aziz (pictured right). "Our business has since expanded

to take in fabric and hard surface cleaning, pest control and all manner of grounds maintenance."

Indeed, Duraclean Specialists has become a one-stop company for service, sales and consultation on all manner of cleaning.

### Customer demand

"Now there are around five similar franchises in the country and we are meeting a new level of customer demand for quality service with Prochem," says AbdhurRazaq.

Duraclean has commenced as a distributor of Prochem chemicals and technology with its Steempro Powermax extraction cleaner. "It means we can now offer the best there is in Nigeria," remarks AbdhurRazaq.

The company is also stocking the full range of Prochem chemicals and specialist treatments and advertising it in print, radio and even local TV media.

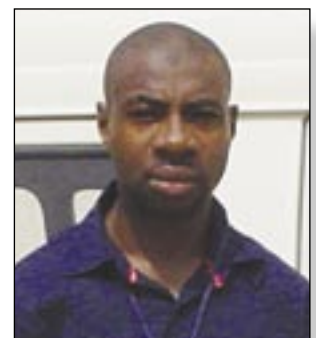
AbdhurRazaq faces new challenges in the growing demand for professional cleaning services from both commercial

(notably banking and finance) and public sector markets. "The government is certainly waking up to the need to maintain its properties," says AbdhurRazaq.

"However, we still have a problem with the number of ill-equipped cleaning companies that pick up contracts via less than fair means and then mess the jobs up."

He is pushing for the establishment of a regulatory body to represent the aims of companies such as his. "Partnering with Prochem Europe here reflects our desire to be seen to be professional in what we do. It is time for genuine operators to form an alliance to set strict standards and enforce compliance."

**Contact: Duraclean Specialists (Nig.) Ltd on 00 234 73 455107/455814.**



# Mind your Qs and As!



Prochem's Peter Hargreaves rounds up the latest solutions to your cleaning problems ...

**Q** I cleaned three carpets in a house, all of which were 80 per cent wool and 20 per cent nylon tufted. Two of them were fine and the customer was very satisfied with them, but the third one had dark grey marks/patches which appeared during/after cleaning. Why was this?

**A** On investigation, the culprit turned out to be the owner's pet dog. The carpet colour, light beige, was also the reason why the patches showed up. Heavy oily soil from the dog was compacted down at the base of the tufts on to the surface of the primary backing. These problems arose because of the nature of the soiling and lack of an inspection/survey being carried out prior to the clean taking place. The remedy is a reclean of the carpet, paying particular attention to pre-spraying the dog-soiled areas with a product such as **B107 Prespray Gold**.

**Q** I have cleaned a burgundy cotton fibre suite and it had several areas of almost white patches appearing as it dried. There was no dye bleed when it was pre-tested, so why has this happened?

**A** Your customer has since admitted that prior to you cleaning the suite, he attempted to remove some stains with several different household products. Over time, these products have loosened the dye colour from the fabric. Resoiling had hidden the changes and the result was visible only after professional cleaning. Had the correct questions been asked prior to cleaning, a possible claim on the cleaner could have been avoided. The appearance of light areas was unforeseeable by the cleaner and the customer agreed these were not caused by the cleaning process.

**Q** We stripped back a blue linoleum floor, applied a seal to it and a further two coats of emulsion polish. The floor looked fine, but now (two months later) has a patchy hazy opaque bloom in places. Why is this?

**A** The problem is an incompatibility of products used. The seal was from a different manufacturer to the polish and the polish is not adhering to the seal, allowing ingress of moisture, which is the cause of the problem. Here's the solution. Using the appropriate floor polish stripper, remove the polish – neutralise with **C255 Prorinse** and when the floor is dry, apply two coats of **R602 Proseal**, followed by two coats of **C503 Proshine**. Allow each coat to dry (30 to 60 minutes) before applying the next coat.

**Q** We have been asked to clean a worn limestone floor and are having problems removing the ground-in soil. In the past we have used **A217 Ultrapac Renovate** with great success on this type of floor, but it's not working here. Can you suggest how we could get this clean?

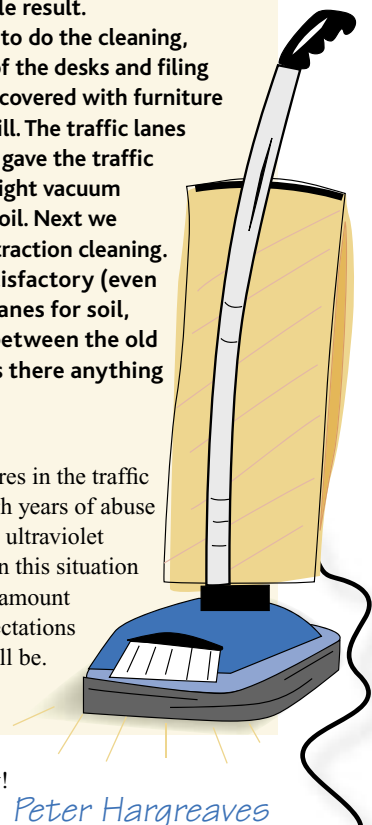
**A** Having spoken to you, I find you are using a scrubber dryer. Unfortunately, scrubber dryers, when used as intended, do not allow the solution put down any dwell time. Could I suggest that you feed the solution down from the tank of the machine, scrub it in well and then allow some dwell time before using the squeegee to pick up the slurry? Don't forget to rinse the floor afterwards with **C255 Prorinse**.

**Q** We were called in to clean an office carpet, which was about 10 years old and had been cleaned only once. When we went to survey the carpet only the walkways were visible and although they were heavily soiled we considered we would get a reasonable result.

When we arrived at the weekend to do the cleaning, the office had been cleared of most of the desks and filing cabinets. Carpet areas that had been covered with furniture were as new, with plenty of colour still. The traffic lanes were just dark grey. Unperturbed, we gave the traffic lanes a good pre-vacuum with an upright vacuum cleaner, to remove the dust and dry soil. Next we pre-sprayed and followed up with extraction cleaning.

The final result was not very satisfactory (even though when we tested the traffic lanes for soil, none was present). The difference between the old and new was as marked as before. Is there anything we can do to get an even finish?

**A** The short answer is: 'No'. The fibres in the traffic lanes have lost their colour through years of abuse and lack of vacuuming, not to mention ultraviolet light and staining of the fibre by soil. In this situation a full survey prior to cleaning is of paramount importance so that the customer's expectations are in line with what the final result will be.



That's it for now!

Peter Hargreaves

# Getting to know...

Continuing Spencer Young's look at how to get the most out of Prochem solutions ...

## E672 Leather Cleaner and E675 Leather Conditioner

### E672 Leather Cleaner

HOW do you ensure there can be no hiding place for dirt in leather upholstery? The answer lies in a double whammy of two relative newcomers to the Prochem Europe cleaning solution range (plus the 'magic touch' that is **B109 Fibre & Fabric Rinse**).

With its new spray applicator, **E672** is an upholstery cleaner

and conditioner containing speciality surfactants and neat's-foot oil. It is a mildly acidic cleaner, specially formulated to clean pigmented smooth hides (it's important to note that it is not recommended on aniline hides) and has a pleasant light lemon fragrance. Here's how to get the best out of it:

**1** First of all, test carefully for colour transfer on the upholstery.



**3** In areas of heavy soiling, it is worth while using a Tampico brush to loosen soil.



**2** Next, work the cleaner into the hide using circular motions.



**4** Now, prepare a solution of Prochem **B109 Fibre & Fabric Rinse** diluted at 50ml per litre of water. Immerse a clean cotton towel in the solution and then wring it out until damp and go over the area just cleaned to remove soil and cleaner. Now, we can move on to the best finishing treatment you can have for leather upholstery.



### E675 Leather Conditioner

PROCHEM'S neutral pH conditioner replaces natural oils removed through cleaning. It also works well in general use on smooth pigmented hides, restoring suppleness and helping protect against cracking and stains.

The key point with this non-greasy product is to use it sparingly (less is better!).

**2** Now, spread **E675** evenly to the hide using a slightly damp white towel.



**1** Firstly (as always), test for colour transfer.



**3** Leave the solution to dry for five minutes and then buff it using a clean dry white towel. Job done!



#### Useful tip:

Price this conditioner into your jobs when you quote and leave some product with your customers, instructing them to apply it to arms, headrests and cushions.

They will be delighted with the performance of their upholstery and you will have provided a brilliant service (which hopefully will reward you with more work in the future).



B129-05 Fluoroseal® Plus

B128-05 Fabric Seal



1,2



**BUY 3 AND GET 1**

**FREE**

B130-05 Aqua-Seal Fabric Protector



TM 2401 3M Carpet Protector CP 94



**Winning carpet & fabric protectors from the top of our range to keep you ahead of the competition.**

Buy 3 x 5 litres of any of the four products shown between 1st August and the 31st October 2004, and ask your dealer for a free pack of the same product, compliments of Prochem Europe!

Conditions: Offer only applies when three of the same product are purchased - mixed purchases do not qualify.

Offer only applies to products and pack sizes shown.

For your nearest participating Prochem dealer call Sales on 020 8974 1515

Associated classification as required by CHPP regulations  
1: Harmful. May cause lung damage if swallowed.  
2: Repeated exposure may cause skin dryness or cracking.



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