

cleaning **specialist**

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

Winter/Spring 2005
Issue 14

Scaling new heights

Introducing the new
Apex truckmount

The \$10 million cleaner

Microsan® is fighting back

What's in a smell?

A look at the psychology
of fragrance

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

Designed and produced by:

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Milton Keynes MK9 2AE
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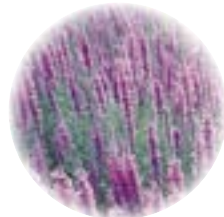
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Welcome...

HELLO again and welcome to the winter/spring 2005 issue of Prochem Europe's customer magazine – **Cleaning Specialist**. We hope you enjoy your read.

Cleaning is becoming recognised as a path that is chosen, rather than blundered down. More of us are getting trained and are being recognised for it; demand is up for higher standards, which will drive out the cowboy element and open the way for the professional.

Women

In this issue we look at the potential for women in contract management (some clear trends here from a survey of Prochem training attendance).

The MRSA debate prompted research into the application of Prochem's Microsan® solution, response to which indicated the high regard held for this 'amazing

product', as one cleaner described it. We also look at how best to work with the solution.

Stone-floor cleaning is another topic covered in this issue: funny how many building owners neglect this material – and then **you** get called in to put it right!

Plus, of course, news and views from our technical writers, distributors and contract cleaners who use Prochem products in the daily battle against grime.

The Cleaning Show is on again this spring – there's a news item on it in this issue. Come and visit the Prochem stand! As always – there's plenty new to view ...

Peter Muir, Editor

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**

Superstition?

THE eagle-eyed among you will have noticed that this is issue 14, and that the previous issue was Issue 12. Yes – we admit it: we're a superstitious lot.

But then consider that some hotels apparently avoid having a 13th floor – lifts run from 12 to 14. And some developers will skip the ill-fated 13 when numbering finished properties in a street.

Why is number 13 unlucky? The early Romans thought 13 was a sign of death and destruction. There were 13 attending the last supper of Christ (it is considered especially unlucky to have 13 people at the table during a meal) and witches were believed to meet in 'covens' of 13 members. Check to see, next time you fly if there is a row 13 in the plane. The fear of the number 13 is called triskaidekaphobia – we can't say it, but we may have it!

One step ahead



YOU have bought a truckmount cleaning machine and it's working well for you. You are ahead of the game, so how do you keep it that way?

We asked one of Prochem's first-ever truckmount customers, Paul Devall at Magic-Steam in Bishop's Stortford. "Upgrade" was the one-word answer.

"I run a Prochem machine for four to six years and then I sell it on," says Paul.

"There is very strong demand for these long-lasting machines so you get a good price. When I have sold a machine, I go straight to Chessington and buy the next generation."

Training

Paul started his business in 1992 with wife Lesley and a grant from the Prince's Trust. "We got off the ground with Prochem products and training and our first machine was a Cub XL," he recalls.

"I sold it in 1996 and purchased a Blazer Plus in a new Ducato van, which I sold together in 1999 and replaced with a new Blazer Plus in a new Transit."

Paul sold on his Blazer and 'Tranny'



Paul and wife Lesley like to upgrade their cleaning machines to keep ahead of the competition.

last year to acquire the new Blazer Plus – and another of Mr Ford's fine commercials. The rationale behind this is simple, says Paul.

"You get the best machines available without damaging the wallet too much thanks to the good residuals on second-hand units. I get a new van each time and that means that you are presenting your business at its best – shiny and new."

Presentation is as important as training and experience to Paul and Lesley.

Magic-Steam is a family affair, with

Lesley minding administration while Paul looks after customers ranging from home-owners and letting agencies to office buildings and private aircraft at Stansted Airport.

"There is more competition around since we started in cleaning," says Paul. "The way to stay ahead is to run the best you can get."

Web watch:
www.magicsteam.co.uk



Quality – matching the standards

A MAJOR revision of quality management systems at Prochem has won the company compliance with the revised ISO 9001:2000. The standard's core principal marks a greater emphasis on customer communication and satisfaction.

"This confirms that our quality management systems measure up to the revised standards and that we have a policy of continually improving their effectiveness," says Prochem MD, Alan Tilley.

To implement this policy, the company has to focus on customer need as well as statutory obligations. "Our quality systems provide a means of detecting any system shortfalls and stimulate process improvements," says Alan, adding: "we have had them in place for some years, but it's always nice to know that your company meets the latest quality management system requirements."



THE Cleaning Show is back in March. As usual, Prochem Europe is exhibiting at the show and promises visitors to Stand D6 a warm welcome.

The show takes place in halls six and seven at the NEC, Birmingham, March 1–3. “It’s an important event for rolling out our latest product introductions,” says Prochem’s national sales manager, Paul Robinson.

The show attracts over 250 exhibitors and in 2003 brought in 9,000 visitors, 68 per cent of whom were responsible for spending a total of over £2 billion on cleaning and maintenance equipment annually.

Updated versions

Prochem’s extensive range of solutions, machines and accessories will be on show, along with some new additions, notably Prochem’s first diesel-powered dual-operator truckmount, the **Apex**, along with updated versions of the highly successful **Blazer** and **Legend** units.

The new Apex delivers the performance needed for large, dual-wand commercial jobs or restoration work. Developed from Prochem’s 26 years of truckmount experience, the Apex is powered by a liquid-cooled petrol or diesel engine option paired to a smooth-running Sutorbilt Tri-Lobe blower and rugged solution pump.

“This is not only a super machine in performance terms, it also utilises a highly cost-effective fuel resource in a diesel option,



The 2003 Cleaning show was a great success, attracting huge crowds to the Prochem stand.

Show biz!

which has been designed to run in noise-sensitive areas,” says Paul. “I am expecting strong demand from new and existing truckmount users.”

Prochem’s **D500 Microsan**® multi-surface anti-microbial solution tackles the much-discussed MRSA superbug, together with many other forms of bacteria, mildew, algae, fungi and viruses, and consolidates Prochem’s strength in the growing healthcare sector. Also on show is **B107 Prespray Gold** and **B109 Fibre & Fabric Rinse** (both Woolsafe-approved) and **S789 Hi-Force Prespray** for heavily-soiled commercial carpets. A wide range of cleaning technology

includes the **Bravo** spotting machine, which is also ideal for upholstery; the super-quiet **Steempro Powerplus** twin-vacuum extractor; and an upgrade in the new **Blazer XL** truckmount.

The show is also a useful place for visitors to get help and advice. Members of the Prochem Europe sales, technical, training and service teams will be on hand during the show to answer questions on machines, chemicals, training, and cleaning problems.

Says Alan Tilley: “The Cleaning Show is the UK’s premier event for the cleaning industry and we are very pleased to be part of it again this year. See you there!”

Launch show success for Carpex

WHEN it comes to cleaning shows, there’s no carping about Carpex – it was ExCellent! Top of the ladder at last autumn’s NCCA Carpex show in London were Prochem cleaning solutions, as window cleaners visiting the show queued to find out more about starting carpet cleaning businesses. This little show at a big venue – ExCel in Docklands – revealed how careful targeting can make exhibitions work.

“It was a first time at this venue for the NCCA exhibition and also for us,” says Prochem national sales manager, Paul Robinson, who was delighted with the turnout. “It promised to be bigger and better than previous NCCA shows and it lived up to that promise.”

Prochem’s stand was particularly well attended and visitors to the two-day show were happy to queue to ask about Prochem products.

Interest was focused on the new breed of truckmounts, the **Blazer XL** and **Legend XL**, both of which are using a new simplified design for ease of operation and maintenance, while still delivering outstanding performance.

“We had a lot of enquiries from window cleaners, either about starting their own carpet cleaning business or about products for cleaning UVPC window frames,” reports Paul.

As a result, training course leaflets flew off the stand as did information on **Ultracpac Renovate**, a versatile product with a variety



The Prochem stand at Carpex.

of uses. “This is certainly a show to keep on our calendar!” says Paul.

Van-tastic move

From Basildon to Benfleet in just four weeks – that’s how long it took Essex distributor Vanitorials to move to its new larger showroom and warehouse facility. And it’s all a far cry from the company’s origins.

VANITORIALS has gone from being one man with a van, to employing 11 people, running three delivery vehicles and seeing average growth rates of over 33 per cent in sales turnover per year.



“This move was a mountain in its own right,” confirms Bill Clark, whose son Dave owns and runs the business. “But it only took us four weeks from the time we collected the keys to rip out, extend and refurbish an old factory into a modern warehouse and purpose-built showroom and office complex.

“We closed business at our old premises one Friday and were open the following Monday in the new.” The site’s official opening was attended by local MP Bob Spink and the local newspaper featured the company on its innovation and growth business page.

“We have been complimented by our customers on the continuity we have maintained in our service plus the much greater range of products on display,” Bill reports. Meanwhile, Vanitorials has incorporated training facilities into the new 5,500 sq ft building on Manor Trading Estate.

“We expect to be open for training in the new year and a Prochem training day is already organised for February,” says Bill.

The company has always offered free

expert advice and the training forms a natural progression of this service. It recently attained the Investors in People award and has an ongoing programme of training its own staff in its products and general business skills.

Business

A long-standing Prochem distributor, Vanitorials was formed by Dave Clark in January 1992. “My mum and dad helped get the business off the ground and we started using our garage and a spare van to get about and sell from,” says Dave.

“The idea behind the company was to offer a new, easy method for customers to purchase cleaning and hygiene products, namely a mobile janitorials showroom.”

Since that day the company has steadily grown, acquiring a trade counter and extra storage facilities to accommodate a growing range of products amounting to over 2,000 stock lines today. And it remains a family business: Dave’s wife Jane is company secretary, while mum and dad look after

accounts and marketing respectively.

The company has a dedicated carpet cleaning display area with expertise available from staff trained by Prochem.

“Prochem products always go well,” says Dave. “Everyone asks for Crystal Green and we are seeing a lot more Odour Fresh being sold. It’s been revitalised recently and there has been a very good response to that. Solvall Spotter is another perennial good seller.”

Vanitorials also provides carpet cleaning machines and has a machine repair workshop, with a trained technician to service and maintain customers’ equipment. “Prochem machines sell themselves. The Steempro 2000 is very popular, particularly the twin-vac version.”

Business is driven by a telesales team who check in with and ‘refresh’ existing customers, as well as generate fresh opportunities. “The result has been excellent customer retention and sound new business development,” says Bill.

“We are shipping to customers within the M25 using our vans, but have recently expanded to courier goods to some large customers nationwide,” adds Dave. “The future looks good.”

Web watch:
www.vanitorials.co.uk



AB minds the grass

WHEN AB Cleaning Equipment was asked to tender to clean one of the Netherlands’ most prestigious stadiums, it did not reckon on the extent of the job.

“Reception areas, lounges and stands we expected,” says company MD, Aleid Berends. “Then we got asked to clean the pitch!” Fortunately AB had the resources to handle cleaning an artificial grass pitch as well as the stands and 8,000 sq m of carpet inside the building and it won the three-year contract to clean the prestigious Gelredome Stadium in Arnhem. “We are using three Prochem Performer truckmounts to clean at the stadium and they are doing

a great job,” says Aleid. Built specially for the premier league team Vitesse SC in 1997, the Gelredome is home also to a wide range of events, including rock concerts, performance vehicle challenges and charity events like Dance4AIDS.

AB Cleaning Equipment was appointed as Prochem’s exclusive distributor in the Netherlands in 2001. The company, located at new premises in Heteren, near Arnhem, is no stranger to Prochem. “Being a contract cleaning business as well as a distributor, we have been using Prochem products for the past 14 years and recognise their value,” says Aleid.



AB Cleaning Equipment works on the prestigious job.

Web watch:
www.abce.nl



Changes at A&M

EXPANSION at A&M Cleaning Supplies continues apace, with work completed on the company's new machine repair workshop at Watford.

The latest move in facilities development at this major Prochem distributor meets an ongoing need in the north London area and the home counties region for prompt, reliable machine repair services. It has also led to workshop services becoming an integral part of A&M's business.

"Repair and maintenance services has grown in line with increased machine sales. It became essential to enhance our workshop facilities and our efficiency in repairs has increased further as a result," says sales manager John Cox, who reports that customers are "delighted with the service".

He adds: "We understand the needs of the small cleaning companies in particular. Each day without a machine has a huge impact on business – our service aim is to keep downtime to a minimum."

A&M services and repairs a wide range of carpet and floor cleaning machines and provides free loan machines to customers who have purchased a 'commercial' carpet cleaning machine while repairs are carried out at the new Watford workshop.

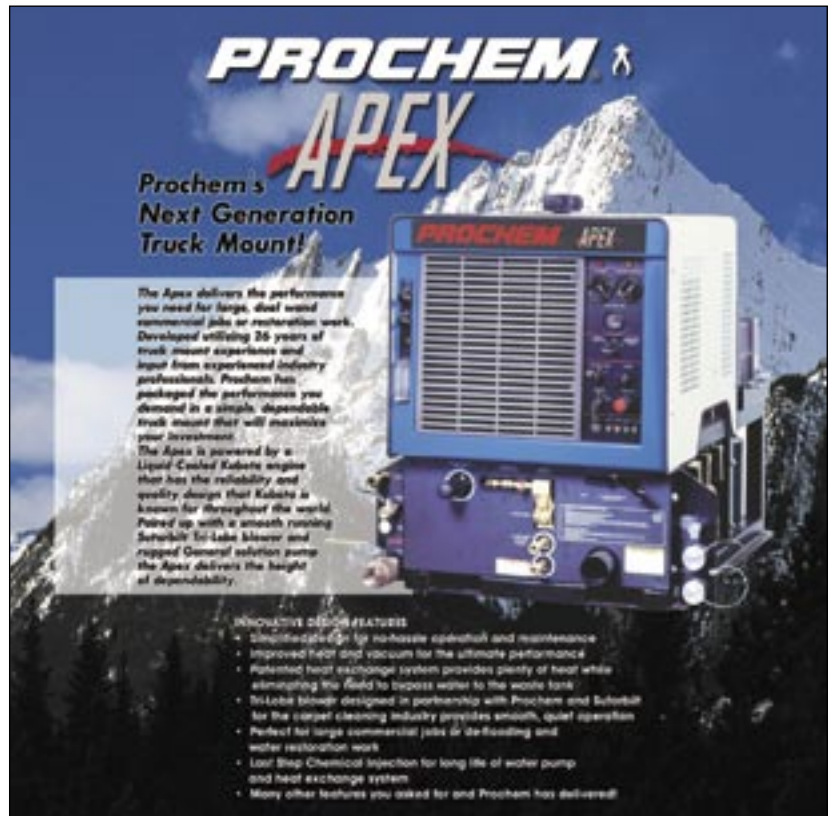
Meanwhile, A&M strengthened its technical and engineering services team with the appointment of Graham Banks as service manager. An engineer for more than 35 years, Graham comes with 16 years' experience of the sale, service and repair of carpet and floor cleaning machinery.

"A&M has been an important customer for me in my previous role," says Graham. "I'm proud to join a group of people so dedicated to customer service."



A&M's Graham Banks.

Powerful choice



THEY got to the top with Everest – now Prochem scales another 'summit' in truckmount technology.

A major introduction to the Prochem Europe truckmount extraction cleaning range is launched this year in the Apex, featuring a 'low-noise' diesel engine option and upgraded solution pump.

The Apex, a dual-wand unit, comes with the levels of design and build quality expected from the premier supplier of truckmounted cleaning technology.

Heat exchange

It is similar to Prochem's Everest unit in performance and utilises the same frame, water tank, patented heat exchange technology, Gardner Tri-Lobe blower and 80-gallon waste tank. The main difference lies

in the machine's choice of power and pump components, says Prochem service manager, John Taylor.

"The Apex utilises a choice of Kubota 31HP petrol or diesel engines," he says.

"The diesel is a low-noise unit and brings the cost economies associated with the use of this type of fuel. Both engines are updated versions of units used in previous Prochem Bruin truckmount designs.

John says: "The Apex comes with standard Emperor solution pumps. This is a very reliable and tested pump which can run for up to five hours dry without damage."

The Apex petrol model is priced at £15,995 plus VAT, including fitting and operator training. The Apex diesel model is expected to be available at a slightly higher price. The model gets its official launch at March's Cleaning Show at Birmingham's NEC, but will be available from January 2005.

more ^ Catering for demand

ADAM Jankowski is a man who likes a challenge. Clearly, it wasn't enough just to have the contract to clean hundreds of Costa Coffee outlets nationwide, as reported in summer 2002's *Cleaning Specialist*.

The Costa Coffee contract has since tripled, while his Amersham-based company, Valetex, continued with a major cleaning programme for the Pizza Hut chain.

Adam stays lean and fit, despite the attractions of pizzas and specialist coffees. A former London IT consultant, he established Valetex in 1993, and built the business quickly, his natural enthusiasm firing up new business while Prochem Europe equipment (in the shape of Steemeasy 400 portable extractors) did the work.

Business began to grow in real terms when Adam traded up to a top-of-the-range Prochem Performer Catalytic truckmounted machine. It was a major investment, which, together with a new long-wheel-base Ford Transit equipped with satellite management and tracking system, meant a £50,000 bill for Adam.

Low-maintenance

"The Performer is the jewel in the crown of our machine range," Adam reflects. "It's a dual-operator, powerful, high-performance, low-maintenance unit, delivering constant hot cleaning solution, and it can also be used for steam pressure washing and de-flooding. In short, it's perfect for this kind of work."

Traditionally, Pizza Huts were cleaned at night. "Then we realised that the machines are so powerful, we could go in first thing in the morning and clean, and the carpet would be dry in time for opening at lunchtime," says Adam.

He pitched the solution to Pizza Hut managers who liked the idea.

"The Performer has been used on these jobs because it has a four-cylinder liquid-cooled engine and is very quiet-running

– probably the quietest available," says Adam. Valetex is getting a sound reputation for fast-turnaround high street leisure cleaning. Truckmounts eat up work and so are ideal for volume business of this kind.

Says Adam: "You get a lot of food spillage in restaurants frequented by families. Hot-water extraction cleaning is really the only way of removing this level of soiling.

"In some instances, we have had to pressure-blast carpets around ice cream dispensing areas and then suck back up the residue. This only can be feasibly achieved using a powerful unit like a truckmount.

Demanding work

Valetex has been project-managing and cleaning 520 Pizza Huts outlets in the south of England. "That meant that outlet managers were provided with a schedule by us and we turned up on the appointed day."

It's demanding work. So much so that Valetex purchased another truckmount to help handle added workload from its Pizza Hut business. "At first we weren't sure about taking on another truckmount," says Adam.

"But Pizza Hut was taking the Transit out five days a week, night and day, leaving little, if any, capacity for other work."

Adam went back to Prochem Europe for his next truckmount. "I bought a Legend from Prochem because it's a great machine and I know the people there – I know I can rely on them," he says.

The arrival of the Legend eased the bottleneck of business development at Valetex and saw a doubling of turnover during 2003/4. "We were able to start working contracts at times to suit all our customers and not around times to suit just one," says Adam.

Portable

Meanwhile, Valetex has more than doubled its business with Costa Coffee since 2002. It also has invested in a Prochem Steempro Powerplus 2000 portable extractor for cleaning smaller outlets sited in shopping precincts.

Valetex sources Prochem chemicals, including presprays, stain removers and



Valetex carpet cleaning demonstration at Amersham carnival.



Pizza Hut has boosted business.

detergents, to provide a full systems solution to all cleaning needs. Adam thinks highly of Prochem's products and service standards.

"Prochem comes up with the goods and its product development programme is second to none. Its solutions get better and better and the service is excellent."

Training remains an essential component in Valetex's success strategy," says Adam, also an NCCA director.

2005 sees the company targeting the residential market further with an advertising and direct-mail campaign.

"I want to see us take on far more domestic cleaning business," says Adam. "I see substantial opportunity at the top end of the market, where quality is king and takes precedence over price. We have some of the finest properties in the country on our very doorstep.

"This, together with the steady development of our commercial market, will be the focus for Valetex this year."

Web watch:
www.valetex.co.uk



Brisk business in

right-on Brighton



BRIGHTON has long been regarded as a pretty funky place to live. Now recent research reveals the revamped seaside town to be the best place in Britain to be single.

Simon Fish, at Apollo Cleaning, is glad to agree. "Our domestic customer base reflects this," he says. "It includes a lot of single people, mostly well-educated and quite demanding, affluent, with little time to spare and appreciative of the time they have at home, and therefore houseproud. That's good business to have."

And it's business Apollo enjoys as one of the larger contract cleaning businesses in the area. There is a brisk marketplace to be found in both domestic and commercial sectors. Apollo covers the whole of the Sussex region, going further afield for some commercial clients, which account for around 35 per cent of its business.

Training course

Simon formed the company in 1992 after attending a two-day carpet cleaning course at Prochem. "If there's one single thing that I've learnt it is that the basics taught on day one of Prochem's training course stand as true today as they did 12 years ago," says Simon.

"Proper identification of fibres and carpet construction, followed by the correct chemical products and methods, have carried us through as a business. "If some of the operators on a few jobs

we've been asked to follow over the years have had the same basic knowledge as us, we would have fewer customers today!"

Apollo believes strongly in training and the company is recognised as an Investor In People (IIP). All technicians have attended all of the different Prochem training courses for carpet, upholstery, hard floor and sales.

"That way we can enjoy complete faith in each other's ability to know how to do the job and so be sure that every job is completed to the same standard," explains Simon. "Also, as members of the NCCA and Proclean, we feel we have associated ourselves with the very best in the business in terms of the fellow professionals we can recommend to enquirers we get from outside the region. We consider the bigger enquiries, though!"

Apollo's favoured tool is the truckmount (they are surprisingly rare in Brighton) and the company uses three from the Prochem range; the oldest now has over 5,000 hours on the clock and it's still 'roasting the portables', according to its owner!

"We got a Trailblazer first, then a Cub XL and we now have a Blazer XL, too," says Simon. "We only use Prochem chemicals and favour certain lines like Fibre & Fabric Rinse."

In addition to restaurants, blocks of flats and schools, commercial customers include the famous Palace Pier, Brighton.

"It was a bit hairy driving down the pier itself on a hot summer's day through the throng of bikini-clad girls," says Simon (poor lad!)

"It was tough just



reaching the bars to be cleaned, but when we got there the truckmounts tore through the spillages of food and drink with ease. We wouldn't know where to start with a portable on that type of job."

One of Apollo's largest clients is ferry operator Hoverspeed.

Upholstery

"At regular intervals, it's our job to get on board the ship when she docks at Newhaven and clean every square metre of carpet, as well as the upholstery," Simon says.

"After several Channel crossings in all types of weather, it's not hard to imagine how big a challenge that can be! The truckmounted cleaning system makes light work of even the heaviest of weather."

What lies ahead for this coastal cleaning business? "Exploit our existing market further and explore further afield," is the quick reply. The truckmounts should do it!



Web watch:
www.apollo-cleaning.co.uk



New image for

Bye bye, Mrs Mop! Women may be taking on more senior roles in cleaning than ever before.



cleaners

CLEANING has been largely a male preserve. In his book 'Crisis in Cleaning – time for a clean start!', author Scott Young says: "Between 80 and 90 per cent of cleaners are women. However, I would like to bet that 95 per cent of their bosses are men."

But is this changing? The signs are that it is, at the independent professional end of

the market. Research into attendance figures at Prochem training over the past decade reveals that over twice as many women now attend courses, representing over 16 per cent of overall attendance compared to six per cent in 1994.

Lydia Banbury is the newest member of the training team at Prochem Europe – she was also a professional cleaner with her own business. "We have noticed an increase in women attending training at Chessington and at our regional courses. Last year saw the highest attendance at courses by women and what's interesting is that they are not necessarily doing the cleaning themselves.

"These women are the new entrepreneurs of cleaning. Many are taking on marketing and selling roles in small businesses, where they work alongside partners or other male/female staff who undertake the actual cleaning."

Interact

"A competitive advantage for women in this industry is that more frequently you are dealing with the lady of the house. An additional benefit in selling cleaning is that women interact differently with other women than they do with men.

"Another benefit for women cleaners is an eye for detail in the home. We know of a brother and sister team running a cleaning business who are Prochem trained. She surveys and quotes

on jobs and he undertakes the majority of the cleaning. It works very well."

Another business, run by a mother and daughter, is also doing well. In addition to domestic cleaning, they now offer carpet and upholstery cleaning, having attended Prochem courses.

Lydia acknowledges that women have greater security concerns to face than men. "You need to be aware of your personal safety when you are entering a property to clean. Make sure that someone knows where you are at all times.

Ramp

"The weight of some of the cleaning equipment can be an issue for women as well. I have a vehicle ramp which aids in the loading and unloading of equipment."

Lydia came into cleaning following a career in banking, after the birth of her daughter. "I wanted to do something different and more physical than sitting behind a desk. I attended Prochem training courses and found the trainers were enthusiastic and the courses were both well-presented and informative. When I heard the team was expanding I wanted to be a part of it!"

She welcomes the prospect of having more women managing cleaning as well as supplying it. "Women can play a far more potent role in this business than they are at present," she says.

"Most specifiers of cleaning are women. Having more women in the sales and marketing side of cleaning can therefore only be good for businesses."



Shows like 'How clean is your house?' have raised the profile of women in cleaning.

Psychology of f

How important is smell to our lives? In fact, scents guide and influence our every moment. Cleaning Specialist looks into why this is important to cleaning ...

F RAGRANCE plays an important role in Prochem products and the company works closely with major fragrance suppliers to develop cleaning effectiveness complemented by an appropriate, characteristic fragrance using premium raw materials.

In line with Prochem's policy of continuous development and improvement, 2004 saw new fragrances in the chemicals range.

For example, **B125 Clensan** now has a pleasant, sweet herbal-lemon odour.

The lemon & lime in **C264 Protect** has been increased in strength to give it a sharper, fresher, citrus aroma.

A222 Odour Neutraliser Gel provides continuous action against a wide range of airborne odour problems with its distinctive new floral bouquet.

D500 Microsan[®] has also seen a subtle change to its fragrance, intended to give a more floral citrus note to this already highly effective anti-microbial cleaning concentrate.

And for a rich, fruity, orange citrus scent, go no further than Prochem's Woolsafe-approved **B109 Fibre & Fabric Rinse**. Delightful!



C264 Protect
lemon & lime.

But why keep developing these scents? Simply because the aroma that greets you when you push the door open is the aroma that remains imprinted on the memory for ever. According to experts, a scent has the ability to enhance our mood, invigorate us or calm us.

A product's fragrance influences consumer choice. In fact, one third of consumers smell products at the shelf before they make a decision.

We seldom notice our breathing, but we inhale and exhale thousands of times each day. The odour-detecting sense organ of the nose is known as the olfactory organ and, unlike the other senses, its gateway to the brain is direct.

The odour molecules are located in the emotional centre of the brain where we store memories; it also controls our likes and dislikes, as well as anxiety, depression, joy, pleasure, anger. This is why our sense of smell is such a powerful trigger for nostalgia – all based on nothing more than a whiff of an odour in the air.

Emotional

An experiment into memories triggered by smell, sight and hearing suggests that memories recalled by odours were more emotional and evocative than those recalled visually.

Neurologist Alan R. Hirsch, director of the Smell and Taste Foundation in Chicago, discovered in his scientific studies that the smell of lemon sharpens concentration.

In offices that were cleaned with lemon essence, the secretaries made 54 per cent fewer errors than usual. Why? Citrus notes decrease the level of the stress hormone cortisol.

According to Dr Hirsch, smells are capable of influencing our behaviour.

For example, inhaling lavender scent leads to a more relaxed state. The scent of jasmine, on the other hand, induces a more alert state. Jasmine can therefore be used to help us wake up in the morning and



Sweet herbal-lemon B125 Clensan.

lavender to help us fall asleep at night or to calm jittery nerves.

Hirsch suggested that different forms of anxiety can be treated with a variety of odours, such as apple, spice or nutmeg. The odour of green apple or cucumber sometimes relieves the anxiety that accompanies claustrophobia.

Fear or anxiety about a situation leads to generalised frustration. The odours appear to act on emotional states and help to regulate frustration.

A pleasant odour can trigger association with a more pleasant time, perhaps even a childhood memory. Once we know which fragrances make us feel this way, we can use them often to blend past with present in our emotions and to trigger moods of calm, happiness and optimism.

A professor of Biological Sciences, Paul Moore, has conducted various experiments concerning the senses and how we react to different scents. A recent experiment that Moore has conducted observes how fast people adapt to odours.

The main conclusions that were drawn show that older people are less sensitive to odours than younger people. Smokers are also less sensitive.

Women are more sensitive than men; younger people adapt more slowly than others do, which means they can smell odours longer than older people can.

People connect certain smells to specific functions. This leaves fragrance

fragrance



D500 Microsan®
has a new floral
citrus note.

manufacturers with the challenge of matching the right scent to the right product. And it is important to get it right.

For instance, we associate almond with soft skin, whereas lemon is linked to degreasing. While we accept pine in floor cleaners, we reject it in fabric softeners. Some smells we find repulsive – even the expressions of one-day-old babies’ react to the odour of fish and rotten eggs – but most of our responses to smells are learned.

Associations

Smells can evoke strong emotional reactions. In surveys on reactions to odours, responses show that many of our olfactory likes and dislikes are based purely on emotional associations.

Although olfactory sensitivity generally declines with age, pleasant fragrances have been found to have positive effects on mood in all age groups.

The positive emotional effects of pleasant fragrances also affect our perceptions of other people.

In experiments, people exposed to nice fragrances tend to give higher marks out of ten to other people in photographs.

If a person is clearly outstandingly beautiful, or extremely ugly, fragrance does not affect our judgement. But it seems that if the person is just ‘average’, a nice niff will tip the balance of our evaluation in his or her favour!

Unpleasant smells can also affect our perceptions and evaluations. In one study, the presence of an unpleasant odour led the same people not only to give lower marks to photographed individuals, but also to judge

paintings as ‘less professional’!

There are some fragrances which appear to be universally perceived as ‘pleasant’ – such as vanilla, an increasingly popular ingredient in perfumes which has long been a standard ‘pleasant odour’ in psychological experiments.

Rosemary, peppermint and citrus oils including bergamot, lemon, lime and grapefruit are refreshing and offer an instant boost. They also encourage good circulation, aid detoxification and help to increase concentration and clarify thoughts.

Of course, we are not encountering all of these smells in our day-to-day businesses, but smell still counts for a lot.

If you want to come up smelling of roses as a cleaning professional, make sure your solutions smell as they perform for your next job!

Odour molecules are located in the emotional centre of the brain where we store memories.

Stone solutions

Stone flooring is growing in popularity. Peter Hargreaves advises on how to keep it looking good ...

ANY cleaning professional holidaying in the Mediterranean or Far East will have memories of wonderful times and the good old three 'S's' – yes, that's sun, sand and ... stone floors!

Let's look at some definitions. Stone in this context is a generic term for all types of floor material including marble, limestone, granite, slate, Yorkstone and more. In other words, natural materials: and you will find them occupying the top end of the market.

These more expensive natural and solid floor products find their way into all manner of establishments in the commercial and private sector – even including yachts and aeroplanes – and they are not restricted to floors, but find favour as work surfaces and walls, too.

At the stone floor market's entry point, we find increasingly more sophisticated agglomerate/conglomerate tiles meeting consumer needs. This is a flooring made of natural stone pieces with either a resin or Portland cement base to hold their elements together, which is finally reconstituted into tiles.

The reasons for the enduring popularity of stone are its thermal properties – warming or cooling buildings – and its aesthetic and architectural benefits. Couple this to its durability and economy, with today's advanced cutting technology.

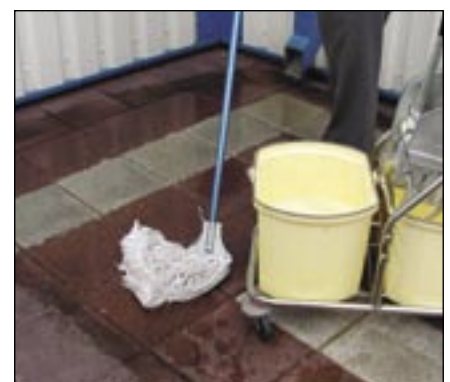
Simple rules

Maintaining or cleaning stone floors when they are new is relatively easy provided a few simple rules are followed. But first, consider the most important factor when it comes to floors and soil: BARRIER MATTING.

Without barrier matting (which should collect all the tracked-in grit, soil and moisture) damage to flooring can be swift, substantial and expensive to put right. Grit on the soles of footwear will quickly abrade the floor



(Above) Before and after cleaning with A257 'QMT' Stoneclean. (Above right) Rotary scrubbing machine in action. (Right) Rinse thoroughly and mop dry.



and can cause deep scratches and gouges.

Assuming the barrier matting is in place and the flooring is in good condition, then maintenance is easy. On a daily basis, dust mopping and damp mopping will usually be enough to keep the floor clean and looking good. Spray burnishing periodically will also give the floor an extra shine without slip.

Somewhere in its life a stone floor may require a seal, such as **Prochem's R603 Stone Seal**, to be used on porous or semiporous floors only. A seal is a product that actually gets absorbed into the stone, affording a high level of durability and effectiveness against soil and stain ingress. After this treatment the floor can again be easily maintained on a daily basis using **C502 Protreat**.

The time to apply a seal (not polish) is when the floor is worn and fails to respond to daily cleaning. The floor will require a more aggressive clean using either **D488 Powerclean** or **A257 'QMT' Stoneclean** coupled with a rotary scrubbing machine or scrubber dryer. After the floor has been cleaned, rinse well with either **C255 Prorinse** (if **D488** has been used) or in the case of **A257** just plain water.

Drastic measures

As floors wear (and especially in traffic lanes), more drastic measures have to be

taken, such as renovation. Vitrification is a process that involves putting on a liquid that hardens and leaves a nice smooth shiny surface. However, vitrification alone does not give a long-term solution to the problem and has to be repeated on a regular basis.

Marble floors are also liable to crack over a number of years and cracks become a haven for soil and germs. With today's technology, cracks can be filled using epoxy or acrylic fillers, which if used correctly can give a very acceptable finish.

Resurfacing of stone floors can be undertaken. This involves the use of a heavy-duty rotary machine and various grinding discs coupled with compounds to remove all the pitted surface damage and leave a smooth shiny surface which can be easily maintained.

When a floor is maintained correctly the satisfaction gained is always well worth the effort involved. Continued growth in this market will ensure that cleaners' investment in training and equipment will reap benefits in the future.

Prochem Europe invites you to

Free demonstrations of all the latest equipment for..

Stone cleaning and renovation



Including marble and terrazzo.
Grinding and repolishing.

Visit our showroom and demonstration area



Portable hot water extraction machines.

Wood floor sanding and sealing



PVC floor maintenance



Most types of PVC (vinyl),
rubber, linoleum and laminates.
Old polish stripping etc.

Truckmounted systems



Truckmounted high-power, pressure and
extraction cleaning systems.

Carpet cleaning solutions...



... plus
upholstery
cleaning,
fabric and
leather.

Take the opportunity to visit our showroom and demonstration area

Growing numbers of cleaning supplies distributors are taking the opportunity to bring customers in to view Prochem technology at work at the company's new showroom and demonstration suite.

This brand-new facility at Prochem's headquarters provides a further means of supporting distributors, says national sales

manager Paul Robinson. "The idea is to provide customer service and technical advice," he emphasises. "The facility is run by our training department. All distributors have to do is call and we will arrange free, personal demonstrations, plus of course handle any technical enquiries that they or their customers may have on the day."

On offer are demonstrations using Prochem

machines, including portables, truckmounts, accessories and cleaning methods using Prochem products on all types of flooring and upholstery, including the cleaning and maintenance of smooth and hard floors.

Paul adds: "There can be a lot of detail in these demos and they are proving popular, so it pays to give some notice!"

For details, call the Training Department on 020 8974 1515

Know your smooths

Paul Gardner, technical services manager at Altro, looks at the main differences between safety flooring and smooth PVC.

DESPITE appearances, safety flooring and smooth PVC flooring can appear similar; and in general most of the formulations used to make them remain the same. In essence smooth PVC is just that – smooth – usually making it easy to clean.

It has traditionally been available in a range of designs and effects. Safety flooring is PVC with aggregate added. These aggregates create a textured surface that offers excellent slip resistance and durability.

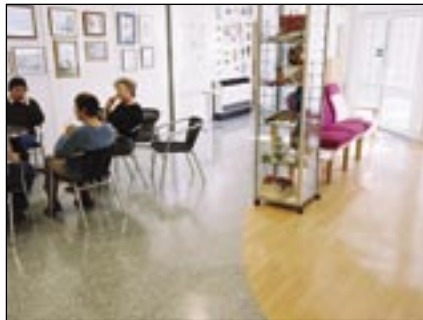
There are several different types of aggregate that can be used in safety flooring. The different types are: Quartz, Aluminium Oxide, Silicon Carbide and, in some cases, Cork.

Top surface

Most manufacturers use a mixture of these aggregates throughout the depth of their products. In Altro's Maxis range, for example, we use both Silicon Carbide and coloured Quartz on the top surface and Aluminium Oxide throughout the floor to give lifelong slip resistance.

One issue traditionally associated with safety flooring is its cleanability; the textured nature of its surface naturally lends itself to the trapping of dirt and over a period of time it can lose its 'as new' appearance. Dirt may also affect performance.

Safety flooring was originally designed for use in back-of-house areas like toilets and kitchens where slip-resistance and durability were the top priorities – with ease of cleaning relegated to third place.



However, as stricter legislation governing underfoot safety has come into force, safety flooring has made the move to more public areas and as a result specifiers have demanded that it has a more decorative appearance. As brighter, more attractive designs have been introduced, flooring companies have needed to create safety flooring that is easier to clean.

Today, modern safety flooring like Altro Maxis Suprema has advanced the product substantially compared to ten or even five years ago. New technology, like Altro Maxis EasyClean, gives the floor much better colour retention and helps cleaning staff reduce the amount of time spent maintaining the floor.

Guidelines

The desire to create safety flooring that is safe and easy to clean has led to some manufacturers coming up with compromises – namely reducing the amount of aggregate used in the floor. They are able to do this because there are no official guidelines in the UK on how much slip resistance should be offered by a safety floor.

While these floors may seem attractive because they can reduce the amount of effort needed to clean the floor, they can also present safety issues as they may not offer the high levels of slip resistance traditionally associated with slip-resistant flooring.

Smooth PVC is closely related to safety flooring; it is made using similar ingredients, but does not include aggregates. Without aggregates, smooth PVC may be easier to clean than safety flooring. However, the removal of aggregates also removes slip resistance.

There are two main types of smooth PVC flooring – homogeneous and heterogeneous.



Homogeneous smooth PVC flooring uses a similar PVC formulation throughout its thickness; this means the floor's quality remains constant, despite wear. Customers are usually prepared to pay a premium for homogeneous products as they feel that they represent better value for money since the floor maintains its looks throughout its thickness.

In contrast, heterogeneous smooth PVC uses different grades of material throughout its thickness.

A range of flooring is made in this way and manufacturers use the heterogeneous technique when making patterned PVC, for example wood effect flooring. In this case a film, on which a pattern or effect is printed, is laid on a layer of PVC. A clear, high-quality layer of PVC is then flowed or laminated over the top, allowing the pattern to remain visible throughout the thickness of the floor.

Customers are often worried about what happens once the clear layer is worn down – our answer is that with the right maintenance regime, modern PVC will last for a very long time and they need not be concerned.

For more information, contact Altro technical services on 01462 707600 or email enquiries@altro.co.uk

Web watch:
www.altro.co.uk



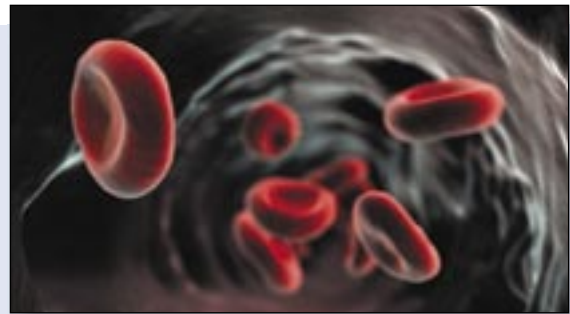
Mind your Qs and As!



Need special solutions for special problems? Prochem's Peter Hargreaves is on hand to help

Q I have always been taught to use neutral cleaners when spray-cleaning vinyl floors, but sometimes find it difficult to get the floors clean. Any suggestions?

A You are not alone with this problem and it can be easily solved. Use Prochem's **A250 Alkleen**: it's very good at cutting through the heavier soil and the pH value is 10.5, which is safe to use on vinyl floors. But be careful using it on linoleum and rubber floors. If in doubt, pre-test an area for dye migration and always rinse the floor afterwards.



Q An increasing part of our business is cleaning vinyl floors and carpets where blood spillages are a problem. Have you anything that will effectively kill virus HIV-1 (AIDS) and bacteria so that our operators are safe?

A This is a topical one, what with all the adverse coverage that hospitals are getting at the moment! **D500 Microsan**® is a product that is effective against a wide range of organisms. It is a bactericide, fungicide, algicide, mildew and viricide that can be used inside and outside.

Microsan is also a cleaner which can be used on carpets, upholstery and hard floors. Another very effective use is in flood/restoration work where an environment has been affected by sewage contamination.

For a list of organisms that Microsan is effective against, please ask our technical department for a copy of the biocidal products data sheet (TDS BPD), or download it from our website: www.prochem.co.uk



Q Does Prochem make a disinfectant/cleaner that can be used on most hard surfaces?

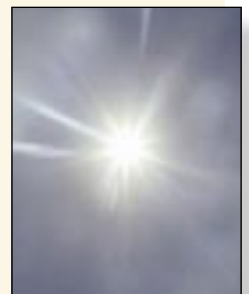
A We do indeed. **C264 Protect** is a neutral (pH 7.5) cleaner with antibacterial properties which can be used on floors, walls, sinks, toilets and drains etc. to good effect. It also has a very pleasantly fragranced deodoriser. To obtain the best results, use according to the label instructions and do not mix C264 with any other product.

Q We are often called out to clean grease deposits off kitchen floors, walls, ceramic tiles, etc. and find that the products available are a little too aggressive. Have you anything that would be effective without the hazards of degreasers?

A Try **D488 Powerclean (Industrial Cleaner)**. This can be very effective for removing heavy soiling from a variety of hard surfaces. When using to degrease surfaces, just allow a few minutes dwell time before rinsing off.

Q I like to use products that do not have optical brighteners in them. I already use **S773 Dry Blend** in my extraction machine, but have you got a prespray that will deal with heavy greasy soil?

A All of Prochem's presprays and spotters are free of optical brighteners. The most effective product in this instance is **S789 Hi-Force Prespray**, but make sure to rinse this with **B109 Fibre & Fabric Rinse** on wool and wool-mix carpets and always remember to do your dye bleed test before using any products.



Touring trainers in demand

DEMAND for Prochem training continues to grow as specifiers (at home and at work) insist on having qualified operatives on site.

That's kept the training team of Paul Robinson and Spencer Young busy as they fly up and down the motorways of Britain, with a recent stay in Manchester, where training was carried out over a three-day period at the city's Britannia House Hotel.

The courses were attended by owner operators, local councils, distributor representatives and operators from national and local cleaning companies.

Reports Spencer: "We demonstrated our latest Everest truckmount, which generated a lot of interest with delegates, as did the Bazooka chewing gum removal system, which appeals particularly to cleaners working in schools, colleges and universities.

Productive

"A combination of fire alarms and early wake-up calls meant a diet of caffeine and biscuits over the three days, but it was a highly productive course for all involved."

He and Paul next made up the training team for two days at the Ward Arms Hotel in Dudley.

"The delegates were a similar mix to those in Manchester," says Spencer. "There was again a lot of interest in the truckmount system. We demonstrated this on the carpet course, but we always highlight that it can be used for upholstery and hard floor cleaning."

The upholstery course was attended by cleaners who were either new to the



Demonstrating Prochem cleaning techniques.

industry or more experienced.

All delegates were looking to gain knowledge of both theory and practice in order to expand their business. The course is designed to explain what causes some of the potential problems with upholstery cleaning, such as dye bleed, sweating and distortion, and how best to avoid them.

As usual, everyone attending these regional training courses received a reference manual and product sample pack – plus the reassurance that at any time in the future they can call Prochem's technical support line for advice.

There is strong demand for regional courses. Their content is the same as at the Training Academy at Chessington. For further details and dates of regional courses, see our advert on page 17.



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

Upgrade your carpet cleaning machine and get a free training course



Proctor

If you want to clean carpets quickly and efficiently you need the right machine for the job.

Choice

We offer a wide range of professional carpet cleaning machines that give you excellent results everytime.



Steampro

Value

They're all priced to give you good value for money – your investment will quickly be repaid by the time you save on each job.

free training

And to ensure you get the maximum benefit from your new machine we'll give you a fully comprehensive one day carpet cleaning course free, when you buy a machine worth £1,000 or more.



Proctor 1200

Call for a copy of our catalogue and the name of your nearest Authorised Distributor, or to find out about the Prochem LeasePlan (subject to status at participating dealers only).



Everest Truck Mount

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 2005				
Course	JAN	FEB	MAR	APRIL	MAY
C2	11/12	-	8/9	26/27	-
C1	18	15	15	12	10
UI	19	-	16	13	11
HFI	26	-	23	-	18
PI	25	-	22	-	17
SI	-	16	-	-	-

15% DISCOUNT WHEN YOU BOOK AND PAY FOR ANY TWO OR MORE COURSES (excluding P1)

For more information and to make your booking, call:

020 8974 1515

All courses include lunch and operator's reference manual

Regional	Course Selector 2005	
Venue	C1	UI
South West	19th April	20th April
North	24th May	25th May
Scotland	14th September	15th September
West Midlands	11th October	12th October

The \$10m cleaner

In the wake of adverse publicity, the fight is on to better control MRSA and other 'superbugs' in Britain's hospitals and care homes.

Uptake in use of a Prochem-developed sanitiser and cleaner launched in the UK in 1999 is growing dramatically within the health sector as homes and hospitals find effective solutions to day-to-day hygiene.

D500 Microsan® is based on a \$10m research investment in the US. The result is a highly effective solution that is both EU- and US-registered against bacteria (including MRSA), viruses (including hepatitis B and HIV), fungi, algae and mildew.

Sanitiser

This punch-packer of a solution is manufactured and marketed by Prochem Europe as a stand-alone multi-surface sanitiser and cleaner that can also be used with its range of carpet cleaning machines.

The product, which also has major applications within the growing flood restoration market, complements the range of Prochem hygiene products already in use in nursing homes, hotels and other



Microsan® has revolutionised infection control in hospitals and other environments.

environments. Prochem reported an increase of 23 per cent in sales of Microsan® during 2003. "The growing priority of infection control within healthcare and related areas is prompting sales growth for cleaning chemicals specialists," says Prochem chemical product manager, Paul Reynolds.

Microsan® was launched after market research indicated a lack of registered 'multi-surface' sanitising and cleaning products for the control of bacteria including MRSA

and viruses including hepatitis B and HIV.

The Microsan® formula is currently available as a high-concentration formula in five-litre containers.

"A ready-to-use version of the product in one-litre spray bottles is due for launch early in 2005. This ready-to-use spray is not classified as hazardous (in accordance with CHIP3 regulations), therefore it is now even easier and safer to use – no dilution necessary," says Paul.

Microsan® viewpoint: the distributors

LONG-STANDING Microsan® distributor Owen Moon at CCL Supplies gets to the point. "I love that product – it's just incredible. Microsan® is adaptable, well-priced and tackles a wide range of infectious bacteria."

Founded in 1988 as a contract cleaning business, CCL Supplies is now a leading cleaning and hygiene supplies company, based in Cambridgeshire.

"I was recently asked by a nursing home with an MRSA issue whether I knew of any products that would tackle the problem. We immediately delivered Microsan® and the solution was right there inside a cleaning chemical."

Owen puts down the public debate surrounding MRSA to the use of incorrect cleaning systems. "It's that and cost-cutting," he says. "They're not doing the job and if anything making the situation worse."

Microsan® is "just a fabulous solution", says Mark Ellis, of Ellis Cleaning in Sussex. He's been a convert ever since he was called in to deal with storm damage at a local hotel where drains came back up into kitchens and toilets and flooded them to two feet in depth.

"After sucking out the sewage, we cleared out the residue and used Microsan® in one wash-through," he recalls. "Environmental health people came in and put the swabs down and found we'd cleaned every bug they tested for. The hotel was open again by the weekend."

Mark and his team of 15 cleaners are all Prochem-trained and make a point of carrying Microsan® every day.

Web watch:
www.cclsupplies.co.uk
www.elliscleaning.co.uk



The end-user

MICROSAN® is finding favour as a solution in the fight against cross-infection in the healthcare sector. Just one happy customer is 17-bed residential home operator Downing, in Byfleet, Surrey, where all staff learn about infection control via long-distance learning.

Says deputy manager Anita Shoosmith, formerly the home's house-keeper: "We started specifying it when it came out and I've always liked using it. We use Microsan® on baths after use and spray it on toilets and door handles in addition to day-to-day cleaning. We've had no breakout of MRSA or similar." Anita thinks that Microsan® should be used more frequently in hospitals in addition to alcohol gels at beds and in corridors. "Something needs to be done to raise general and personal hygiene standards," she says.

How to use D500 Microsan®

ONE of the faster-growing sellers in the Prochem chemical solutions ranges, **D500 Microsan®**, is an EC- and US-registered antimicrobial multi-surface sanitiser and cleaner which is effective against bacteria, viruses, fungi, algae and mildew.

In short, this is an ideal cleaning product

for any environment involving health awareness issues. And there are plenty of concerns surrounding these in the UK media at present.

D500 Microsan® will destroy bacteria and sanitise surfaces in places where hygiene is important. It is effective against a large

number of bacteria, including the much-publicised 'superbug' MRSA, E. coli, listeria, salmonella and legionella and viruses such as hepatitis B, HIV-1 and herpes simplex.

Any institution or place of work susceptible to these microbes will benefit from regular cleaning with Microsan®.

It can be used on food preparation surfaces, hard floors, walls, sinks, toilets and baths etc. in the home and particularly in:

- Hospitals and clinics
- Nursing homes
- Flood restoration
- Schools and pre-schools
- Hotels
- Washrooms
- Trains and buses
- Factories and canteens
- Prisons and police cells
- Public conveniences

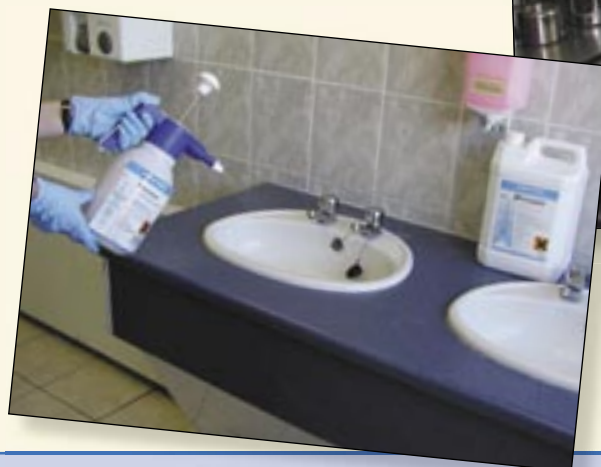
So how is it used?

1 First, dilute with hot water at a rate of 10ml to 20ml of concentrate per litre of water. This dilution rate can be increased to 30ml per litre in the case of heavy contamination. After a flood, for example, there could be several types of bacteria and viruses on a number of surfaces.

2 Next, pre-test all fabrics and carpets and any sensitive hard flooring.

3 Now apply with a sprayer to contaminated surfaces. Allow 15 minutes' contact time before rinsing with water. On carpets and fabrics, extraction-rinse with **B109 Fibre & Fabric Rinse**.

It is important to remember not to mix Microsan® with other detergents. It is a stand-alone product available in one-litre ready-to-use containers complete with trigger sprayer as well as an economy five-litre size concentrate.



Use Microsan® around the workplace and home on a variety of surfaces and floor coverings.

More information:

For a safety data sheet and a biocidal product data sheet on Microsan® (and all other Prochem chemical products) contact sales on 020 8974 1515 or visit www.prochem.co.uk



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CARPET PRESPRAYS & MAINTENANCE PRODUCTS



CARPET EXTRACTION DETERGENTS & RINSE AGENTS



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