

# cleaning specialist

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

Summer / Autumn 2005  
Issue 15

## First prize

Microsan® scoops  
Industry Award



## Gunning for the gum

An easy solution to a sticky problem

## Space-saver truck mounts



# cleaning specialist

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# Welcome...

**W**ELCOME to another issue of **Cleaning Specialist.**

Glancing through it, you can see we have gone back over some former ground with the **Cleaning Show** and with Prochem's acclaimed **Microsan** solution.

We make no apologies – if you don't already know from the trade press, there has been some big news for Prochem that relates to the MRSA issue and surrounding debate. It's all here if you missed out.

Meanwhile, rugs are big business. They tend to get neglected for some reason, so it's all the more important to know about the different qualities and how to clean them (particularly the ones valued in thousands!).

Training and marketing are topics in this issue, as is a follow-up to our feature last time on stone floor cleaning with a profile on a very special solution for the job.

And of course, there's your news: you, the distributors and users of Prochem

technology and chemicals. Whether you have just started up in carpet cleaning or are the UK's biggest truck mount company, it's always good to have you with us.

Finally, here's a big THANKS to those of you who have called into the office recently to say how well this magazine has been going.

Better still, there are those who have asked that we feature their companies in our pages. We are always on the lookout for news about businesses related in some way to Prochem – so if you have got news for us, tell us!

Contact details below.

Until then, enjoy!

**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**

## Letter to the editor . . .

I RECENTLY attended the two-day carpet cleaning course at Chessington and would like to convey my thanks for what was an extremely enjoyable and informative course. Having also attended other industry courses I found Prochem's the most beneficial to me, as someone completely new to the industry.

In my view, what set the Prochem course apart was the amount of practical demonstration of techniques required and the type of products necessary.

I also found it refreshing that whilst you sell a full range of equipment and chemicals, there was no hard sell to try to persuade people to buy Prochem. I would recommend anyone else in my position to make Prochem their first port of call in their journey into and through the carpet and upholstery cleaning world.

Sincerely,

Martin Sheldon, Carpet-Genie

## Barton beats path to top award – again



THEY'VE done it again! Barton Electrical is Prochem's 'Independent Distributor Of The Year 2004'.

Boss Laurence Barton – pictured here (right) receiving his award from Prochem area sales executive Roy Pardoe – has picked the award up for the fourth year running! It is also the eighth time the company has won the Prochem award.

Meanwhile, further presentations have been made throughout the regions to distributors who have won 'Exceptional Sales Awards' for the year.

The role-call for congratulations is: Express Cleaning Supplies, Myona (Streetly), CDS Cleaning Supplies & Machine Repairs, Prochem Scotland, Vanitorials, A & M Cleaning Supplies and Prochem's 'International Dealer Of The Year', Chemical Direct of Ireland.

Well done, all!

## Fresh image

SUNFLOWERS and blue skies are the order of the day for the latest Prochem product catalogue. The 2005/06 product catalogue incorporates elements of the company's bright and sunny new corporate identity that emphasises 'fresh solutions in professional cleaning'.

A revised layout makes the catalogue simpler to use (no mean task with as large a product range as Prochem's!), with product groups colour-coded for easy referencing.

It is also brimming with new products and ideas from a company that keeps innovation at the top of its 'to do' list. Latest introductions in cleaning technology and solutions are revealed in the A4-size full-colour catalogue – you can read more on these in this issue (see page 5). As ever, the catalogue reveals the diversity of the Prochem range and the support available to users, including training courses and maintenance contracts.

For your FREE copy, call now on 020 8974 1515 or email [sales@prochem.co.uk](mailto:sales@prochem.co.uk)



## MCS Aard at it



LEICESTERSHIRE cleaning company Mystique Contract Solutions has added carpet cleaning services to its service offer with the acquisition of cleaning specialist, Aardvark.

Featured in Cleaning Specialist (Issue 11), Ibstock-based Aardvark has been an enthusiastic user of Prochem technology, with Comanches, Steempros and a Five-Star Allfloor on its books. The business cleans offices, care homes, hotel and leisure environments and has been undertaking more hard floor and wood floor work.

Formed in 2004, Mystique cleans offices and retail outlets. Says MD Tim Blacknell: "Aardvark had the one area of expertise we were lacking, so when we heard it was being sold we went for it. It's a great little company with a good reputation."

Aardvark will retain its own name and be managed by Mystique, which is also a Prochem product user. Tim expects plenty of room for expanding the business.

"We have another operative in training and another van on the way, and are expanding our hotel work and enjoying taking our company into neighbouring counties," he says.

## Berlin-bound

**B**ERLIN is the destination for the Prochem Europe international sales team this September when the city plays host again to cleaning show CMS.

Taking place from September 20–23, CMS is one of the most important dates in the 2005 exhibition calendar for the European cleaning industry.

Held every two years, the show is a

prime source of information, contacts and business opportunities. Prochem exhibited at 2003's event (see picture).

"With the EU expanding in 2004, emerging markets in Eastern Europe create new opportunities for growth-oriented companies," says Prochem Europe MD Alan Tilley.

"CMS 2005 offers a chance to expand our business within these important territories."

Prochem Europe is exhibiting in Hall 3.2 on stand 103. The stand will again feature details of distribution opportunities as well as providing a platform for the latest chemical and technology developments from the company.

**Web watch:**  
[www.cms-berlin.com](http://www.cms-berlin.com)



# Truck mount grows with Prochem

**B**RITAIN'S largest truck mount-based franchised cleaning business is sourcing its equipment from Prochem Europe.

Maidstone, Kent-based Hydro-Dynamix is the only UK franchise using truck mount technology. It provides franchisees with Blazer XL truck mounts, together with chemical solutions also from the Prochem Europe range.

"We're very much in the Prochem camp," remarks managing director James Every. "The Blazers are reliable and easy to maintain. If we have any queries, they are usually dealt with over the phone.

"Most importantly, the feedback we get from franchisees is that these are simply good machines to work with."

## 21 franchisees

Founded five years ago, the company now operates 21 franchisees in 23 UK territories. Its coverage extends from Edinburgh down to the south coast, and from Weston-super-Mare across to Cambridge.

James Every is soliciting further franchisee uptake to bolster coverage. "We provide two profit opportunities," he says. "Firstly, the business each franchisee gains within its respective exclusive territory. Secondly, the national account business we as a company generate."

Hydro-Dynamix has an impressive

customer base with ASDA, Barclays Bank, Marks & Spencer, UCI Cinemas and Thistle Hotels, amongst others, on its roster. Franchisees

often work together on special projects driven by calls into head office.

When UCI Trafford required a deep clean of its 3,200 cinema seats, the job was undertaken by 10 franchisees working together over three nights.

Hydro-Dynamix franchises cost from £15,000 plus VAT, whilst equipment costs are from £5,000. Each price point buys into a comprehensive package of opportunity for those looking to break into the truck mount cleaning business.

Training plays a prominent role in the company's pitch. "Initial training is for a six-month period, starting with ten-day in-field and in-house sessions," says James.

"Franchisees have to prove that they are going to get on and train up to the high standards we all expect of one another in the organisation."

Hydro-Dynamix has recently launched its Anti-Graffiti Solutions division. "We are the first company in the UK to offer a full anti-graffiti removal and protection service to its customers," says James. "With its ability to generate hot



water under pressure and without the need for external water or power, the truck mount is ideal to remove graffiti with our range of solutions. Importantly we can always recover any spent solutions to the waste tank, leaving a site completely clean. Another advantage with our protective coatings is that we can remove graffiti simply with the hot water supplied by the truck mount, and without the use of chemicals."

It has also extended its reach within the flood restoration market. The company has entered into an agreement with Frontline Restoration, a van-based business selling carpets to consumers at home, and Restoration Express, a renter of air movers and dehumidifiers. Frontline chose to use Hydro-Dynamix because of the exceptional ability of the truck mount to extract standing water, dramatically reducing drying times.

**Further information on Hydro-Dynamix services on 01622 664993.**

**Web watch:**  
[www.hydro-dynamix.co.uk](http://www.hydro-dynamix.co.uk)



## Identity parade

THIS year's Cleaning Show provided Prochem Europe with an ideal opportunity to show off a sunny new image on its stand.

It might have been March, but it was summer on this stand, where a backdrop of sunflowers against an azure sky warmed proceedings up nicely. Visitors could even munch on healthy

sunflower seeds while looking at new product lines on show!

"We opted for sunflowers because they are bright and bold, and, being yellow, also provide a contrast to our corporate colours," explains Prochem marketing manager Peta Tilley.

"Blue and yellow complement one another and are appropriate colours for

our subject matter," she adds. "They also signal warmth and naturalness – and that's important imagery for cleaners and end-users."

The new-look corporate identity, now being used in its advertising campaigns, will be implemented gradually throughout Prochem Europe's marketing in 2005/06.



# Prochem boosts chemical offer

**S**OPHISTICATED formulations, in both general as well as purpose-specific solutions, are the hallmark of new cleaning chemical introductions to the Prochem Europe range.



A super-strength powder detergent for use in the most powerful truck mounts, **S778 Heat Wave** performs well at high temperatures while maintaining stability and 100% clarity. Unlike with some detergents, its ingredients will not separate at high heat, thereby reducing the likelihood of residual deposits and clogged wands. Heat Wave sounds hot, looks cool: it comes as an orange powder with tropical lemon fragrance.

A multi-purpose carpet cleaning powder with new soap-free, enzyme-free and fragrance-free formula, **C409 Pure Clean** can be used for extraction, bonnet, spray-cleaning and spotting for complete rinse- and residue-free cleaning.



**B106 Fine Fabric Detergent** is an all-new technology blend of fine fabric cleaning detergents with micro-encapsulation and anti-resoil chemistry for effective extraction cleaning of delicate

fabrics. Approved by the Woollsafe Organisation for use on wool and wool-rich fabrics, it comes as a green liquid with pleasant tropical fruit fragrance.

Prochem has launched new **B171 Filter-Out** to remove air filtration soil lines along walls and doorways, near heating and air conditioning vents.



Exclusive Prochem technology defeats the particle charge attraction, allowing soils to be extracted. Filter-Out removes toner spills, carbon, soot and other charged particle soils; a green liquid is complemented by floral fragrance.



Add **B845 Citra-Boost** to your pre-spray, extraction detergent or tile-cleaning solution to boost cleaning power for tough jobs. A professional-strength solvent-based cleaning additive, it gives detergent more power to remove oily and greasy soil, asphalt track-in, food soil and many

other difficult soils on carpet, water-cleanable upholstery and ceramic tile and grout. VOC-compliant and safe for stain-resistant carpet, this potent additive is a peach-coloured liquid with citrus fragrance.

**S789 Power Burst** is a new-formula enzyme-free high-performance alkaline detergent pre-spray for pre-cleaning heavily soiled commercial carpet.



A white powder with floral fragrance, it is ideal for restaurant carpets and traffic lanes where there is a high build-up of grease and can be pre-diluted for use in Hydro-Force Sprayers.

This year sees Prochem extend further its specialist products for the growing



hire market in its *CarpetMate*® range.

**R774 CarpetMate® Greenclean** is a safe and effective formula 'all-in-one' extraction carpet cleaner for hire machines. A green liquid with floral fragrance, it contains low-foam cleaning agents and deodoriser.

A high-foam, lemon fragrance shampoo for use in carpet dry-foam shampoo cleaning machines and applicators, **R103 CarpetMate® Foam Shampoo** can also be applied by brush or sponge to carpets and wet-cleanable fabrics.

Also available, **R709 CarpetMate® Prespotter & Stain Remover** is a safe ready-to-use carpet spot cleaner with spray head for general spotting and pre-spraying before using a carpet soil extraction hire machine. A clear liquid, it has a zesty lemon fragrance.

**R109 CarpetMate® Fibre Rinse** is a rinse detergent and colour stabiliser for use in hire machines when cleaning wool and delicate fibres and fabrics. An orange liquid is complemented by fresh orange peel fragrance.

**R760 CarpetMate® Defoamer** liquid anti-foam agent is for use in hire machine recovery tanks for counteracting foam from carpet shampoo residues.

Fabric protectors new to the range are **Scotchgard™ Fabric Protector**, an aerosol fabric protector for small seats, cushions and chair arms providing light-duty protection from non-greasy water-based spillages, and new-formula **3M Carpet Protector 94** concentrated

fluorochemical polymer carpet protector.

Further details on these and other new products in the Prochem Europe product catalogue 2005/06; for copies tel. 020 8974 1515 or email [sales@prochem.co.uk](mailto:sales@prochem.co.uk)



## Cleaning Specialist.net

DID you know you can read this magazine on the Web? Next time you want to remind yourself of a handy cleaning tip or amusing anecdote you read in Cleaning Specialist but can't find your copy, just go online and visit [www.prochem.co.uk](http://www.prochem.co.uk). You will find a link on our home page to read the magazine in a downloadable format called pdf. If it's not already on your computer, you can download Acrobat Reader (a means of viewing the format) at [www.adobe.com](http://www.adobe.com) free of charge.



## MRSA initiative

PROCHEM Europe has given support to the first summit in London devised to quash the hospital superbug, MRSA.

'Keeping patients safe from infection in hospital is everybody's business' was the message of the Clean Hospitals Summit, a two-day conference, exhibition and seminar series.

A range of issues was explored at the conference affecting the safety of patients, including hospital cleaning, hand-washing, decontamination issues, the physical environment of hospitals and disinfectants.

Attended by more than 1,300 people from across the NHS and the commercial sector, the event was also attended by Health Spokespersons Andrew Lansley MP, from the Conservative Party, Paul Burstow MP, from the Liberal Democrats, and Lord Warner, Under Secretary of State for Health.

Also backing the summit were Alan Titchmarsh, Joanna Lumley and Chris Tarrant, among 51 supporting celebrities.

The first day of the event was a media frenzy, with the summit featuring on television and radio, according to Prochem area sales executive Roy Pardoe.

"TV celebs Leslie Ash and Claire Rayner are both former MRSA sufferers and were among visitors to the Prochem Europe stand," says Roy.

"I have never known an exhibition attended by Prochem which has had such media attention. This event showed that manufacturers and service providers can work together to solve the problems regarding the cleanliness of hospitals."

Prochem's Lee Pettengell reported a great amount of interest regarding Microsan®, as well as the Polaris range of machines and Prochem's odour control chemical ranges.



Prochem's Roy Pardoe – impressed with media attention at the Clean Hospitals Summit.

# Cleaning show scores again

**B**EST YET! That was the chorus of approval from the Prochem Europe stand for Europe's premier show for cleaning professionals held this March.

"It was another great show," summed up national sales manager Paul Robinson.

"Attendance from UK visitors was impressive, both in quality and quantity terms. All sectors were represented, though we noticed a higher number of visitors from local authorities and the healthcare sector than at previous Cleaning Shows."

As always, Prochem used the Cleaning Show as a platform to roll out new technology and specialist cleaning solutions. Added investment in brand R&D was complemented by a striking new stand design concept.

Prochem's stand had a new, eye-catching look to complement a sophisticated programme of product development.

The company's extensive range of solutions, machines and accessories was shown, along with additions such as its first diesel-powered dual-operator truck mount, the **Apex**, and updates of the highly-successful **Blazer** and **Legend** truck mount units.

### Rugged

Developed from Prochem's 26 years of truck mount 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



National sales manager Paul Robinson and area sales executive Lee Pettengell on the stand with the Innovation Award.

cost-effective fuel resource in a diesel option which has been designed to run in noise-sensitive areas," said Paul. "We were very pleased with the demand from new and existing truck mount users at the show."

### Super-quiet

Also on show were **B107 Prespray Gold** and **B109 Fibre & Fabric Rinse** (both Woollsafe-approved) and **S789 Power Burst** for heavily-soiled commercial carpets.

A wide range of cleaning technology on show included the **Bravo** spotting machine, which is also ideal for upholstery; the super-quiet **Steempro Powerplus** twin-vacuum extractor; and an upgrade of the new **Blazer XL** truck mount, now with the same simplified heat exchanger system as big brother, the **Everest**.

Paul said: "We recorded a higher number of sales leads achieved at the show, notably for the Apex diesel truck mount and for Microsan® – it has really proven itself this year."



Prochem's new-look stand at the Cleaning Show was used to roll out the company's new technology.



Presentation of the award by comedian Dominic Fry.

## Innovation Award for show-stopper Microsan®

ITS most successful Cleaning Show yet was all the more special for Prochem Europe when it won the coveted Innovation Award for its ready-to-use Microsan solution.

Microsan won the Chemical Innovation Award having received the most votes in the category from members of the British Institute for Cleaning Science, the Cleaning and Hygiene Suppliers Association and the Cleaning and Support Services Association.

### Winning plaudits

Prochem Europe managing director Alan Tilley says:

“From day one, Microsan has gone from strength to strength, winning plaudits from cleaners and building owners for beating off some of the toughest bacteria you can find.

“This major award vindicates our belief in this product and in the enormous investment made in its research and development.”

Microsan grabbed the attention of the cleaning profession as much as it did the headlines.

This multi-surface

anti-microbial solution tackles the much-discussed MRSA superbug, together with most other forms of bacteria, mildew, algae, fungi and viruses, and consolidates Prochem’s strength in the growing healthcare sector.

The solution is available in easy-to-use one-litre spray bottles, as well as the original five-litre concentrate, and is ideal in environments where time and human resources are precious.

Alan sums up: “Microsan is becoming a front-runner in the fight against MRSA among other bacteria and the fact it won this year’s Cleaning Show Innovation Award for chemicals reflects the regard for it held by cleaners and specifiers alike. It was a thrill and honour to receive this.”



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The TGB van at the old Wembley stadium and (inset) TGB's premises in Harrow.

## THE future may be orange for some, but not for the folk at TGB Cleaning Supplies where the horizon looks a happier shade of gold!

The Harrow, Middlesex-based Prochem distributor is about to celebrate its 50th anniversary in the business by shopping for new premises.

"We've outgrown where we are and are actively looking for a large new industrial warehouse within this trading area to accommodate the present and future development of the business," says managing director Tom Borland.

### Key factors

Two key factors are driving this expansion: the natural, organic development of a successful business, and the added impetus that membership of the Nationwide Hygiene Supplies Group is bringing.

Nationwide, which has 19 member companies and 33 depots throughout the UK and supplies a host of major businesses, has formed a new pan-European purchasing and sales alliance – INPACS GmbH and Network Services Inc – incorporating companies from the UK, Germany, France,

Italy and Spain. The combined group has a turnover in excess of €1 billion.

As operator of Nationwide's Harrow depot, TGB, which also has a sales office in Milton Keynes, now expects a substantial boost to turnover.

These opportunities arise from expressing and adhering to core values of enterprise, service and loyalty rather than good fortune.

TGB at its outset was the third largest cleaning contractor to retailers J. Sainsbury, with responsibility for 33 superstores and employing over one hundred staff, operating a fleet of 14 vehicles.

The company was also involved in daily office cleaning in the banking industry. But it sold the business in 1980.

"The company took the view that if it was going to be a serious player in the emerging janitorial supplies business, then there could be a conflict of interest with potential customers who were themselves engaged in contract cleaning," Tom explains. "We felt it would be prudent not to be competing directly with our customers."

It was a good move. This strategy and integrity of purpose proved a winning policy to the mutual benefit of all parties. Cleaners dealt in complete confidence with TGB, safe in the knowledge that their businesses would



never knowingly be compromised by any conflict of interest.

The experience gained in cleaning, and with such a prominent client base, has stood TGB in good stead over the years. "I think we find we speak the same language as our contractor customers," observes Tom.

### Wembley

A substantial and prestigious clientele includes Wembley Stadium, supplied by TGB for over 20 years.

Another reason for TGB's success is that the company has always sourced the best-quality products, with a particular emphasis on proven reliability and benefits in use, as well as offering real value for money.

"Prochem has always represented that special quality and we have forged a true working partnership which is highly valued," says Tom. "For us and our customers, Prochem is number one simply because it remains the best in carpetcare."

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





# Space-saver truck mounts

## come off subs' bench

**I**T'S a common debate. You want truck mount cleaning but you don't want your van crowded out in the process.

In a conventional 'saddletank' installation, the machine is bolted to the floor facing the side door, with water and waste tanks mounted on the other side of the vehicle over the wheel arch.

"It works well but is not particularly space-efficient," says Prochem service manager, John Taylor.

"It means cleaners opt to use long-wheelbase vehicles in order to accommodate the rest of the tools of the trade, chemicals, hoses, accessories and quite often a portable extractor."

### More compact

Now, Prochem's truck mount service division at Chessington is offering an alternative method of installing machines that is more space-efficient.

Submounts are tanks that are installed under their truck mounts. This technique makes the unit more compact in space terms but larger on the eye.

"It makes the machine look more beefy," remarks John. "When you open the side door, it looks like you've got more there! People like that."

The submount option is complemented by changes to tank construction in which polyethylene tanks mounted in a frame have replaced aluminium tanks.

"There's no fatigue nor possible corrosion with these now and they will last for years," says John.

Submount installation is available for Prochem's **Blazer XL** and **Legend XL**

truck mount systems, which are being fitted to smaller vans such as Peugeot Boxers and Vauxhall Movanos.

Dublin-based Dial-A-Clean provides contract cleaning and carpet and upholstery cleaning services throughout Ireland.

### Precious space

Owner Alf Higgins is proud of the company's geographical 'reach', provided in large part by its use of two Prochem Europe truck mounts.

The company had installed a Blazer in the year 2000, and more recently, a Blazer XL, provided by Industrial Cleaning Equipment in Dublin and this time submount-installed in its Nissan Primastar van for more precious space.

"The new systems work very well and you do gain more space with a submount installation, although I have managed to fill my van up in no time!" he admits.

Dial-A-Clean employs 30 staff and fields over 20 years' experience in office cleaning, fire and flood damage, wood floor maintenance, and of course carpet and upholstery cleaning.

Clients include hotels, restaurants, public houses, shops, offices and 40 bookmaker shops, as well as domestic business across the country.

Business is good for Dial-A-Clean as truck mounts are relatively scarce in Ireland. "When we turn up in the vans, people are just amazed," says Alf. "They do turn heads. We get through our work fast and repeat business is good."

Alf rates Prochem as a provider. "There are excellent briefing courses which all our staff attend to be kept up to date with the latest developments.

"As a result of Prochem training and our constant level of high performance, we have been accepted as a member of the National Guild of Master Craftsmen."

In Bourne End, Buckinghamshire, Chris Meyer at Thames Valley Carpet Care admits to being a 'happy chap' with his Blazer Plus which is submounted in a smart Transit.

"I've been in the carpet and



upholstery cleaning industry for 14 years and tried all sorts of systems over the years," he says. "This is just the tops."

Thames Valley Carpet Care cleans homes and commercial sites such as property agencies, offices and restaurants.

### Obscured

Says Chris: "We had a recent job cleaning carpets in a local Chinese restaurant where in some areas the colour and pattern were completely obscured by a black grease mat. Previous attempts to clean this area had met with little success.

"We resolved it by spraying with Prochem's **Power Burst**, which was then rotary-scrubbed in, left for five minutes to dwell and then extraction-cleaned with **B109 Fibre & Fabric Rinse**. This process removed the grease and soil and returned the carpet fibres to a neutral state."

County View Cleaning in Luton has a Blazer XL on a submount. Owner Dave Tew left another carpet cleaning business locally to set up on his own. His most recent Prochem purchase was a **Steempro Powerplus** – and thanks to the submount, there's room for it in the van! **Further details on submounts can be found in the latest Prochem Europe catalogue.**



### Web watch:

[www.carpetcareonline.com](http://www.carpetcareonline.com)  
[www.dial-a-clean.com](http://www.dial-a-clean.com)



# Gunning for th

*Chewing-gum is becoming Public Enemy Number one in the bid to keep Britain tidy. Cleaning Specialist looks at a popular solution to a sticky problem ...*

**CHEWING-GUM has become one of the most offensive non-recoverable items of litter in public places and now presents one of the UK's biggest public cleansing problems.**

Schools suffer a range of property-related cleansing problems. As lots of young people chew gum, there is often a high level of waste in playgrounds and on pavements.

Hospitals generate significant vehicle and pedestrian traffic and this results in high levels of waste, litter and, of course, chewing-gum pollution. It is likely that more people are chewing gum in hospitals as no-smoking bans take effect.

UK gum sales alone are worth an

estimated £258m a year. The cost to maintain public and private facilities free of discarded chewing-gum is £150m. Currently, the annual clean-up cost across London is estimated at around £4m, with half of that spent removing gum from London Underground trains and stations.

## Gum summit

The first national 'gum summit', held in London earlier this year, called for a penny-a-packet tax on gum.

It discussed fears that proposed changes to litter laws being debated in the House of Commons could lead to the reclassification of gum as litter and increase the burden on councils to deal with it.

The Liberal Democrats also called for chewing-gum packaging to display anti-litter messages and for the development of a biodegradable gum, though chewing-gum

manufacturer Wrigley's investment of £5m so far on research into this solution has had no success.

Gum pollution ('gumfitti') has created the need for solvents and gum-removal devices.

Prochem's answer to the problem is the patented **Prochem Bazooka**, a chewing-gum removal machine that is not only highly effective but easier on the cleaner as it lets you do the job standing up.

With the Bazooka, cleaners can instantly remove spot after spot of ground-in gum, sticky sweets and adhesive from carpets, hard floors and concrete.

It should be used in conjunction with Prochem's specially formulated **A401 Bazooka Spot Remover Aerosol**, a clear, citrus-based solvent. Note that this should not be used on carpet or tiles with bitumen or heavy latex backings.

## Casestudy

# Getting rid of gum

"THE next biggest problem after getting cleaners in a relatively affluent area is getting rid of gum," remarks Michael Dix in the caretaker department at Heathfield Community College, near Eastbourne, East Sussex.

The college provides co-educational comprehensive education for people aged 11 to 18 from a large area of East Sussex. In addition to classrooms, admin areas and the usual facilities of a large school, it also has a large sports hall and performing arts centre.

"We have a massive problem with chewing-gum," says Michael. "Cord carpet

is fitted in classrooms and gum gets into the fabric grooves. By the end of the day, we will have around a hundred pieces stuck into the carpet."

For years, Heathfield has used a steamer on deep pile entry carpets and barrier mats. However, this system was not meeting the cord carpet gum problem.

"I heard about the Bazooka via the county cleaning service, who suggested we trial a machine. So we did, reported back, and the bursar said get it!" recalls Michael.

The college took delivery of its Bazooka from distributor Wightman & Parrish and is delighted with the system.

## Did you know..?

- People have chewed gum since the Stone Age. Black lumps of prehistoric tar with human tooth impressions have been found in Northern Europe dating from 7000BC (Middle Stone Age) to 2000BC (Bronze Age).
- The Greeks chewed resin from the mastic tree while the North American Indians chewed spruce gum. Yuck!
- The first manufacturing patent for chewing-gum was issued in 1869 for a natural gum, chicle, derived from the sapodilla tree, which is indigenous to Central America.
- Chewing-gum sold today is a mixture of natural and synthetic gums and resins, with added colour and flavour, sweetened with corn syrup and sugar. Yum!
- In Singapore, you can get a \$1,000 fine for chewing-gum in a public place.

# e gum!



## How does the Bazooka work?



TO operate, insert the Bazooka aerosol into the plastic can holder and connect to the unit. Perforate hard and compacted gum deposits first with a fork or the Prochem Perforator



Block to allow penetration of the solvent.

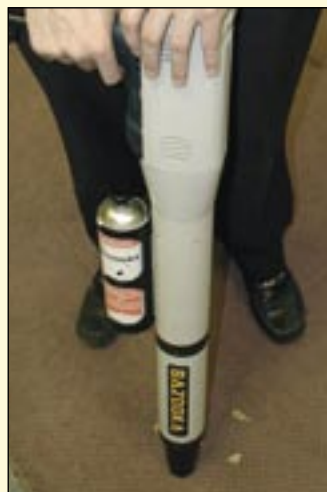


Hold the machine just above the gum and press the aerosol dispenser to apply the solvent to the surface of the gum from the red outlet tube.

Allow two to five minutes for the solvent to penetrate and soften the gum. Failure to allow this dwell time may result in excessive use of solvent, damage to carpets or ineffective results.

Position the Bazooka's brush unit directly over the softened gum. Apply power and pressure for one or two seconds only.

Inspect the gum, then repeat the action until the gum is completely dispersed. Take care not to apply the brush action continuously for more than one or two seconds and always ensure that the gum is lubricated with solvent to avoid damage to carpet fibres.



Finally, apply a carpet pre-spotter such as **S709 Multi Pro** to the area of dispersed gum in order to emulsify the gum and solvent residues.

The carpet should be tested first for fibre and dye reaction in an inconspicuous area prior to the use of any product.

The area treated should then be rinsed and blotted or extraction cleaned to remove all traces of residue.



There are three types of brush heads depending on the surfaces to be treated. The

standard Blue Spot is ideal for use on carpets, linoleum and tiles. The professional brush – Brown Spot – is for use on hard-wearing carpets and heavy tiles such as quarry tiles. The concrete brush or Green Spot is ideal for use on concrete, stone slabs, patios, etc.

Bazooka sales are growing year on year as specifiers in both commercial and public sector markets, according to Prochem's Paul Robinson.

"There is increasing uptake in its use with the recognition that gum is a problem that's not going to just go away," he says.

"Short of legislating against gum, like threatening high fines for polluting with it, effective and fast removal systems like the Bazooka are the solution to the gum litter."

**The Bazooka is just as effective on concrete**



# What's in a name...?

We don't very often quote from Shakespeare in *Cleaning Specialist*, but it's a good question when you are starting up your own cleaning company: what shall I call my service and does the name really matter? Arguably, if you do an excellent cleaning job, aided by the best products and machines on the market, your customer will remember you whatever the name. Rightly so. But everybody needs a form of recognisable identity – in other words, a name – and the marketing experts will tell you that you should think carefully about yours right from the word go. Customers will deduce a lot from your business name and first impressions count.

**Y**our aim is to be noticeable, memorable – and unique!

Most cleaners use their own names or initials when starting out: so we get Smith Cleaning Services or SCS or JS Cleaning Services (that's John Smith). Am I grabbing your attention? Well, maybe not (apologies to all the John Smiths out there). An alternative is to highlight your locality and attract local custom by mentioning the name of your town in your name. In the Yellow Pages people will generally go for the business located nearest to them on the assumption that they will pay less, travelling costs being lower. It's a valid way to attract the new customer.

Be careful to keep your business strategy in mind: how is your business going to develop? You may regret calling yourself "Dial a Duster" if you start to add carpet and upholstery cleaning to your services.

Cleaning companies are also very keen to convey the notion of cleanliness in their name, so anything that is Bright (Brite!) Sparkling, Squeaky Clean or Simply Spotless stay high in the popularity stakes, as do catch phrases with the word "clean" in them: Clean Up Your Act, Come Clean and Clean Sweep. Similarly other cleaning companies are keen to convey the notion of speedy work and opt for such names as Kwik Klean, Pop-in Maids, Wash & Go... or a job well done: Dunright, Done & Dusted, Maid to Perfection.

As with all things, fashions come and go: one such fashion was that of identifying the company with a title such as Mr Gleam, Mrs Duster or Colonel Grimebuster! This kind of name obviously has everything going for it: it is easy to remember and conveys the nature of the service offered by the company. But there can be just so many Mr Gleams out there and soon the uniqueness will tarnish.

Which brings us to the question of protecting your name once you have found it. Starting off at a £200 fee to cover one class of goods or service (and renewable every ten

years) it could be worth paying to register your name as a trademark and protect your exclusive right to use it.

## What is a trademark?

A trademark is any sign which can distinguish the goods and services of one trader from those of another. A sign includes, for example, words, logos, pictures or a combination of all of these.

Basically, a trademark is a badge of origin, used so that customers can recognise the product or service of a particular trader.

### To be registerable, your trademark must be:

- distinctive for the goods or services for which you are applying to register it,
- not deceptive, or contrary to law or morality,
- not similar or identical to any earlier marks for the same or similar goods or services.

You can obtain more very valuable information about trademarks from the UK Patent Office on [www.patent.gov.uk/tm](http://www.patent.gov.uk/tm)

When you first start up in the cleaning business you may be content to work as a sole trader, but you should always keep in mind what the future might hold. You may eventually want to become a limited company. Before you choose a name, apply to set up a company, or do anything to change an existing name, it is a good idea to search the index at Companies House to see if there are already any companies with names similar to the one you want. If in doubt, call 0870 333 3636 or search the WebCheck company index. Here's the website: [www.companies-house.gov.uk](http://www.companies-house.gov.uk)

Certain words are deemed 'sensitive' and several regulations concerning names can affect your choice.

You can find a list of these words on the aforementioned website and it really is worth checking. The last thing you want to do at the initial set-up stage of your new business is to spend a lot of money on promoting your new name only to find that you are not allowed to use it.

You may also want to set up a website for

your business at a later stage; so imagine your disappointment to find that somebody else owns the domain name that you have chosen and all your advertising is possibly directing people to their website! You can buy a domain name immediately and set up your website at a later stage.

## Enjoyable and creative

Choosing a name for your business can be an enjoyable and creative process, but do be warned of the pitfalls: is it entirely appropriate to include your own name? Will the name date easily? Cleany Boppers is fun and catchy but will probably mean nothing to the younger generation. Is the name easy to say? I came across a company called To Boldly Go! Consider the ease of use when answering the telephone (Good Morning, To Boldly Go! How can I help you?)!

Finally, a good piece of advice is to discuss your new name with your friends and family; get their opinion and conduct a sort of survey to see what their immediate reaction is to it and what image it conjures up in their minds. There might just be something you've missed. Did the shoe shop who called itself "We R Soles" really contemplate all the possible interpretations of its name?!

## Catchy

So, for a good choice of name it needs to be short and catchy, (All Things Bright and Beautiful would seem slightly uncomfortable to use on an everyday basis for example); possibly witty, with a reference to your activity – Maid Brigade, Dirtbusters are good examples; and easy to remember – indeed one that may well become a household name in the very near future!

**Please note: all the names mentioned here really are being used by cleaning companies. So I am afraid you may have to think again if any of them appealed to you! But hopefully you will have been inspired to find the perfect name to reflect the perfect cleaning job and to help market your cleaning service.**

## NOAH Enterprise, Luton

WHEN its Furniture Link project was born in 1996 to provide second-hand furniture and work experience opportunities, the 'Luton Day Centre for the Homeless' was no longer simply that.

It was much more, and so the charity became NOAH Enterprise – New Opportunities and Horizons.

Last year the East of England Development Authority confirmed a grant of £331,000, enabling NOAH to develop its social enterprise in furniture and white goods recycling.

By restoring donated furniture and refurbishing cookers, washing machines and fridges/freezers, NOAH is providing quality household goods to the public at a fraction of High Street prices.

It also provides work experience and

training to 40 unemployed people each year at its warehouse and shop.

Business is brisk and the main reason why is simple: NOAH has a Prochem Steempro Powermax.

Business manager, Paul Robson, explains: "We bring in ten to 15 suites a week. In the past, we were using a scrubbing brush to restore them. When we won our grant, one of the first things we agreed was to improve the turnaround rate."

Paul and his team visited the Vacuum Warehouse in Luton. He recalls: "They recommended Prochem and we had a machine round for a demonstration. We were just knocked out and ordered one."



"Now, using the Steempro, one person can clean five to seven suites in a day, compared to the week it would have taken two to three people previously."

"Next, we can clean homes in which we are rehousing people in."

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



## TCS, Ossett

OSSETT-based Tim Cooper came into cleaning 17 years ago when a local carpet cleaning contractor spotted him building a BMX bike track!

"I was unemployed and he saw I could turn a hand to anything, so he offered me a job," says Tim.

After nine years of cleaning for his benefactor, Tim struck out solo. After operating as Tim Cooper Services, his business evolved into today's Total Cleaning Solutions. He had his van sign-written recently and business has been going well since with this new identity and with the help of a Prochem Steempro Powermax and Prochem chemicals.

"I bought the machine from Wakefield Floorcare, which gives very good service," he says. "A year on, and I've no complaints."

Tim cleans domestic carpets and upholstery in the main.

He rates Prochem technology and solutions. "Prochem has given me plenty of good advice, both on the carpet and upholstery cleaning courses I've attended and in after-sales," he says.

Tim is always after good-quality customers – "I don't want to join the 'bodged work built on price' brigade!" he laughs. "I want more business but I don't want to expand by chasing around other people's mistakes."

**Web watch:**  
[www.totalcleaningsolutions.net](http://www.totalcleaningsolutions.net)



## Carpet Magic, Scarborough

CARPET cleaner, Simon Baxter, is celebrating 20 years in the business by setting up his own business with partner Theresa Taylor.



Carpet Magic may be a start-up but experience counts and Simon makes sure everyone knows. "It says it right there on the van," he observes. "

All Simon needs is Prochem technology – and he is more than pleased with his new Legend XL truck mount cleaning system. "I was the first UK customer for this model," he says proudly. "I can't fault it. Look after it and it will look after you. I carry out routine and simple maintenance each day and stick to the servicing schedule."

## Sparkle, Cumbria

MEET Wayne and Julie Hilton, from Sparkle in Whitehaven, Cumbria.

They both come from the cleaning business, married in 2003, set up their own business, and are having a great time.

Sparkle provides cleaning services for carpets, upholstery and windows.

Wayne and Julie work together,

with 80 per cent of their business coming in from referrals as well as some healthy customer returns.

How's it done? "We stick to the methods and materials in the Prochem training courses and consequently get the best results," says Julie.

The two attended a Prochem regional carpet and upholstery cleaning course in Didsbury and followed that with a hard floor course at Prochem's Training Centre in Chessington.

Says Julie: "We attended a Business Link course and spent months on research and planning before producing a business plan to take to The Prince's Trust and NatWest Bank, who provided us with funding to get started."

Result? A successful and happy business – with a sparkle!



# All about rugs

Practical and profitable for the trade, popular with the consumer: rugs are big business. Cleaning Specialist looks at the options ...

**A**RUG is one of the most practical and profitable commodities in the floorcovering industry.

Consumers buy rugs for many reasons – to add warmth and colour to wood or vinyl floors, to brighten up an old carpet or simply on impulse because a bright colour or unusual design has caught their eye. If displayed properly, rugs will almost sell themselves. Profit margins can be high, delivery costs virtually non-existent and wear problems negligible. Almost every furnishing need is catered for by machine-made products in wool, synthetic or vegetable yarns, dyed sheepskins, and handknotted, tufted and flat woven goods in wool and silk.

Rug sizes range from 1ft squares to extremely large carpets. However the most popular sizes remain 5x3ft, 6x4ft, 8x5ft, 9x6ft and 12x9ft. The market is highly conscious of furnishing trends so design portfolios and colour palettes are constantly updated.

## Machine-made

Britain used to have a thriving rug industry but this was decimated by the introduction of cheap broadlooms and the influx of synthetic rugs from Europe. Now most rugs sold in the UK come from Belgium or the Netherlands. Machine-made rugs are either Wilton woven or tufted, with a small number in Brussels weave.

Modern Wilton production can include as many as 36 shades in one design. This is particularly advantageous when the classical Persian or William Morris styles are being woven. Intricate designs can be faithfully reproduced and the mellow appearance of antique rugs can be replicated.

Both production methods use acrylic, nylon (polyamide), polypropylene or wool yarns or blends. Some yarns are heat-set to prevent the tufts splaying out, and may be treated to be anti-static, fire retardant or stain resistant. The type and weight of the yarn or the density of the pile determine quality and price.

## Oriental rugs

Once a consumer has bought one Oriental rug a second purchase is almost bound to

follow. The fascination of owning a rug which has taken a weaver in a faraway country months to make rarely palls.

Handmade Oriental rugs were brought to Britain centuries ago, but until recently remained a luxury product. In the late 1980s the market exploded when huge volumes of cheap rugs were imported from China. For a while the mass market became very erratic, with quality decreasing as prices plummeted, but the current trading climate is very different. The emphasis is on better-quality goods at affordable but sensible prices.

Only two examples of ancient weaving exist. One, a 2,400-year-old Turkish knotted rug, was found in 1949 preserved in ice in southern Siberia. The other, a fragment dated at 4,000BC, was discovered just a few years ago in China.

Rugs are made in a broad swathe of countries from Turkey and Egypt in the west through Armenia, Azerbaijan, Dagestan, Iran, Afghanistan, Pakistan, northern India, Nepal and Tibet to eastern China.

## Types

Handmade rugs fall into three broad categories – flatweaves, handknotted and handtufted. Kilims are perhaps the best-known flatweaves, and are made in Afghanistan, China, Iran and Turkey. The coloured weft yarn is woven in and out of the warps. Indian dhurries are made in the same way, although the majority are now produced mechanically with overprinted designs. In Soumak weaving, the weft yarn is carried forward over four warp threads and then backwards under two in a slanting effect.

Handtufted rugs are mostly made in China and India. There is a small UK production but this is mostly for bespoke designs. Canvas bearing a design is stretched over a vertical frame. A handheld powered tufting gun shoots yarn into the canvas filling in a block of colour with continuous loops. These are cut to form the pile which may then be carved to emphasise the pattern. The average number of tufts or shots per foot width is 70, but the better qualities have 80.

The styles range from plain colours, through traditional Indian, Chinese and Persian styles to modern geometrics in bright or pastel colours. Handknotted rugs are all made on

wood or steel looms. Village and workshop looms are upright, while nomadic looms are used horizontally and are collapsible.

## Dyes

The advantage of chemical dyes is that the exact shade can be produced and will not fade. Vegetable-dyed yarns will change colour over the years and, as dye lots made from plants and insects vary in shade, it is possible to have several variations of the same colour in one rug.

## Glossary

**Axminster:** short pieces of yarn are inserted to form a 'U' tuft as the backing is woven

**Brussels weave:** a loop pile is formed by a continuous yarn

**Cut or velvet pile:** the loops formed during manufacture are cut across the top to leave 'U' shaped tufts in the carpet

**Cut/loop pile:** combination of cut and loop pile resulting in different pile heights forming a patterned or textured effect

**Gauge or pitch:** expresses the density of tufted, ie 1/8th gauge is eight pile ends per one inch width. Other gauges include 1/10th, 1/4th, 5/16th, 5/32nd and 5/64th

**Loop pile:** loops formed on the surface using continuous threads of yarn in the manufacturing process

**Shot or pitch:** expresses the density of Wilton weaving, ie 8-shot is eight tufts per inch width

**Tufted:** rows of needles insert yarns into a primary backing. A hook catches the loop as the needle retracts. This action determines the height of the continuous loops on the surface

**Wilton:** the backing is woven at the same time as a continuous weft yarn forms loops on the surface

**Wilton face-to-face:** costs are reduced by weaving two rugs simultaneously with the yarn passing from one to the other. The rugs are separated by slicing through the 'sandwich' of yarn between the two.

*Extracted from an article and reprinted with kind permission of Haywood/Kick Start Publishing Ltd*



# The art of rug cleaning

**R**UGS tend to be neglected by homeowners when it comes to cleaning. Perhaps it's because, unlike carpet, many rugs can be taken to the door and given a quick shake. Either way, here's how you can help . . .

It's worth knowing that most rugs are made with wool or wool-rich pile. These include many Oriental, Persian and Turkish rugs, as well as Chinese and Indian – although the latter can be made from fine animal hair (usually goat).

As a rule, rugs should be hand-cleaned. Start by vacuuming thoroughly both sides and then pre-treat with one of Prochem's spray-on traffic lane cleaners, such as **B107 Prespray Gold**. Don't forget to lightly agitate the pre-spray down into the pile to loosen any greasy soils.



Fibres can be identified by doing a burn test.

Next, using a wet soil extraction machine and hand tool, rinse-extract with **B109 Fibre & Fabric Rinse** in the tank. This acidic rinse agent is approved by the "Woolsafe" organisation and gives a better 'hand and feel' after the rug has dried.

**B124 Odour Fresh** can be added to the cleaning solution as wet wool rugs may have a strong animal odour.

Rugs can all be cleaned this way subject to the usual tests: the fibre should be identified and the stability of the dyes should be tested, especially if the rug is woven with many different colours (in which case all the colours should, of course, be tested). The rug should be cleaned in small sections at a time, working across the width.

## Burn test

Fibres can be identified using the burn test. To carry out the burn test, take a small sample of the fibre out of the rug from the back or edge.

Hold the fibre to a flame and then examine the ash and smell the smoke. If the material is wool, the ash should be dark and crusty, and the smell should be like burning hair. If the sample is real silk, it should ball to a hard bead which can be crushed to ash between the fingers, and the smell should be of burning hair but not so distinct as wool.

It is important to do this test because if the rug proves to be real silk you should only clean with a dry cleaning

solvent such as **B140 Dri Pro**. If you do not possess an approved solvent extraction machine, you can pre-spray the solvent to the carpet, work it into the pile and wipe off with terry towels. Alternatively, on large rugs, use the rotary machine and Prochem's Soil-Absorb Bonnet to absorb the loosened soil.

After cleaning, the pile should be carefully reset. Always lay the pile in one direction. If the pile is not re-set the result may look patchy and the customer will not be satisfied that the rug is clean since patchy shadows look like dirty areas.

## Neutralise

Rugs often have white cotton fringes. To clean these, pre-spray and hand scrub with **S709 Multi Pro** diluted at 250ml per litre of water. Then extract rinse with **B109 Fibre & Fabric Rinse** to neutralise.

Finally, remember to advise your customer to allow the rug to dry thoroughly after cleaning. This is especially important if they intend to roll it up for storage. Equally, a damp rug should never be replaced on carpet as dye may transfer to the carpet during the drying process. For this reason it is often more practical to take a rug away for cleaning to a place where it can dry safely on a flat surface – but check your insurance cover if you intend to do this!

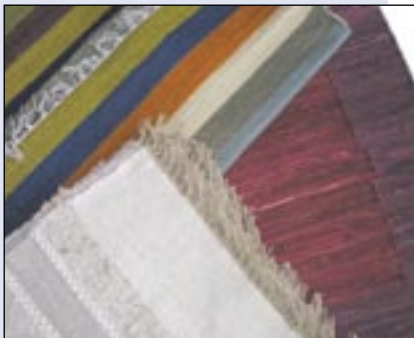
Rug cleaning is good business for carpet cleaners working in the domestic market, as it is an excellent 'add-on'. Too many tend to steer clear of rugs thinking that they are problematic. But follow these recommendations and you should obtain excellent results.

# Mind your Qs and As!

Back with more special solutions to your cleaning problems, Peter Hargreaves is on hand to help ...

**Q** What's the best product to use to brighten white cotton fringes on rugs?

**A** **B151 Oxibrite**, which should be mixed according to instructions with **B162 Fibrebuff** and **B105 Fibre Shampoo**. The method of application is to work up a good rich foam by immersing a sponge into the solution and squeezing it. Then use a Tampico brush (loaded with the foam) to work the foam into the fringes. Allow it to dry completely and re-apply a second time if needed. This mixture can also be used to remove browning or watermarks on white or cream carpets. The application on larger areas can be made using either a sprayer or rotary machine. While we are on the subject, Oxibrite can also be added to ready-to-use extraction detergents to act as a brightener on pastel or light-coloured carpets. Don't forget that this is subject to the dye stability test being carried out prior to application, and the mixed solution used within 30 minutes.



**Q** Looking through your catalogue I see that you have two sanitisers, **B125 Clensan®** and **A224 Sanifresh**. My question is can **A224** be used in the same way as **B125**?

**A** The short answer is, no, **A224 Sanifresh** cannot be used in the same way. The explanation is that **B125 Clensan®** crystallises on drying and can be safely left in the carpet without leaving a sticky residue behind. In fact, it is a benefit because it reactivates on contact with moisture. **A224 Sanifresh** must always be rinsed out of carpets and off hard surfaces. Sanifresh is an economical and effective sanitiser that can be used much more generally to sanitise hard surfaces and has multiple applications such as in washroom equipment/toilet areas and floors, as well as gym equipment, etc.



**Q** Working at a client's house last week, I found an oil mark on the carpet and the only 'solvent' I had in my kit was **A401 Bazooka Spot Remover**. I used this on the oil and it worked well in removing the spot. My questions are: will it harm the carpet, and did you know it will remove oil?

**A** **A401 Bazooka Spot Remover** (normally used in a **Bazooka Gun** for removal of chewing gum), can be used to remove oil-based spots from carpets, fabrics and hard surfaces provided that it is rinsed well afterwards. Do note that on bitumen-backed carpet tiles and carpets with heavily-latexed backings you should check that the bitumen does not get softened and bleed into the pile of the tile. Carpets with latex backings in particular must (after the use of **A401**) be rinse-extracted well to remove all product residue.



**Q** I have heard that you will no longer be making **S789 Hi Force Prespray**. Why have you discontinued this product?

**A** While **Hi Force Prespray** was a good and effective product, we are constantly updating our formulations and, due to recent laboratory research, have formulated a new product called **S789 Power Burst** which has effectively made the old **Hi Force Prespray** redundant. **S789 Power Burst** is more effective on grease, oils, fatty food and protein soils. Use it on restaurant and pub carpets as a general prespray. Don't forget that the pH value is pH11 and on certain carpets it is advisable to use **B109 Fibre & Fabric Rinse** in the extraction machine to remove any sticky residues that will be broken down by the **Power Burst**.





# Training – power up!

IF knowledge is power as the saying goes, where better to get some on cleaning than from the UK's largest commercial provider of training for professional cleaners?

Prochem Europe is hosting a series of training courses this year at its dedicated facility in Chessington. Courses cover carpet, hard floor and upholstery cleaning. If sales techniques need a sharpen-up, there is a course on sales and marketing, as well. You can check details and dates of these courses on the ad opposite.

Not everybody can get to south-east England at the drop of a hat and Prochem has been busy training in the regions. Two particularly successful regional courses have been completed in Bristol and Manchester this year.

Says national sales manager, Paul Robinson: "We had a good mix of people ranging from start-ups to established carpet cleaning businesses at both events, with a larger turnout of local authority and prison service personnel at Manchester."

## distributor focus

# Vicol moves on business growth

GROWING business, thriving on quality service backed by Prochem know-how, has helped Letchworth distributor Vicol move into new 3,000 sq ft premises in Protea Way.

Moving premises can be a tricky business but it was not quite so painful for Vicol. "We just crossed the road," says director Melanie Alderton. "We needed more space so we took two industrial units on this business park instead of the previous one."

What has helped grow the business? "Being in a good catchment area with relatively few competitors and with the support of suppliers behind you – and of course providing a great service!" says Melanie.

Melanie left the hotel and catering business to set up Vicol with dad Colin Brown in 1994. It is very much a family business: her husband John joined as a director and mum works part-time in the new premises.

Vicol's buildings accommodate offices, trade counter, warehouse and a service area occupied by two engineers. The company is a full warranty distributor for Prochem.

Fivestar portables sell well in their area to commercial carpet cleaners and public sector customers alike. "They are good machines and, being lightweight, they are popular with women!" says Melanie.


Prochem chemicals sell well, too. "The most popular are Crystal Green detergent, Clensan sanitiser and Odour Fresh deodoriser," says Melanie. "We have a lot of care homes in the area."

Prochem Spot Remover Kits go well with members of the public who visit. "They are usually in with a specific stain issue to resolve," says Melanie.

Vicol has been stocking Prochem for just over 10 years. "Prochem products have a good name. Their products are easy to use and they provide excellent back-up and technical advice," says Melanie. "It's nice to know they are there for you."



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




- 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.
- U1 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.
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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**
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All courses are one day except C2 which is two days.

Course	Date Selector 2005				
	JULY	SEPT	OCT	NOV	DEC
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C1	5	6	4	1	6
U1	6	7	-	2	-
HFI	13	28	-	23	-
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All courses include lunch and operator's reference manual

Regional	Course Selector 2005	
	Venue	Course
West Midlands	C1	U1
	11th October	12th October

# Prochem cleaning to the fore!



**P**REPARATIONS for July's British Open Golf Championship at St Andrews have been keeping Cleaning Systems UK even busier than usual.

The Cupar-based company has been commissioned to carry out further cleaning and maintenance works to carpets, fabrics and floors at the world-famous five-star Old Course Hotel. The company is a champion of Prochem brand cleaning systems.

The Open has been held over the 'Old Course'. The hotel, alongside the course, is home to the Road Hole Grill Restaurant, which overlooks the infamous 17th hole.

### 'Home of golf'

St Andrews is considered to be the 'home of golf' and is where all the game's rules and regulations are carefully monitored. It features six links courses with a seventh in development.

Cleaning Systems UK's Sandy Pearson observes: "They're nuts about golf in this part of the world!"

As part of a multi-million pound refurbishment project, Cleaning Systems UK has carried out carpet cleaning works, upholstery deep cleans, wood sanding and sealing and marble vitrification, and removed oriental rugs to works to be cleaned, dried and returned. "The latest part of the project involved sanding and sealing the oak floors and vitrifying the marble within the Royal Suite," says Sandy Pearson.

The company's work supports

the hotel housekeeping staff's self-clean programmes using Prochem products and procedures, most notably Extraction Pro, Stain Pro and Citrus Gel.

Executive housekeeper, Brenda Anderson, says: "All the surface finishes now look great and reflect appropriately the high quality associated with the Old Course Hotel."

Cleaning Systems UK has a staff of 15 and cleans around a million square metres of carpet each year. It offers training courses for local authorities and large office-cleaning companies, where delegates can be trained on specific aspects of carpet, fabric and floor care.

### St Andrews Bay

The company is an established provider of cleaning and maintenance to the town's other five-star hotel, the St Andrews Bay Golf Resort and Spa.

With its private golf course designed by Sam Torrance, Gene Sarazen and Bruce Devlin, this fabulous hotel, perched on the cliffs above St Andrews Bay, is also extremely popular with overseas visitors.

Around 20,000 sq metres in total, its maintenance department relies heavily on the Prochem Powermax it purchased three years ago. Bedrooms and public areas are cleaned on the Forth Bridge principle.

"We do business with both hotels," says Sandy. "It's proven to be a clear advantage to be able to supply and service machinery for those who wish to self-clean and, of course, provide the necessary back up and advice based on Prochem principles."



The Road Hole Grill Restaurant at the Old Course Hotel, which overlooks the 17th fairway of St Andrews.



Web watch:

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



# Getting to know

Cleaning Specialist investigates how to clean a wide range of stone flooring using one knockout solution ...

## A257 'QMT' Stoneclean

MANY people think stone is 'rock solid' – impossible to damage. In fact, nothing could be further from the truth.

Stone has potential weaknesses; neglect it and you have a problem, which can be expensive to put right. Properly protected and maintained, however its beauty and function can be unparalleled.

Prochem's **A257 QMT Stoneclean** is a

special acidic detergent (pH2.5) and solvent cleaner, designed to clean stone quarry tiles, ceramics, porcelain, marble, terrazzo and other stone composites. It can also be used on safety floorings in washrooms, and on masonry, chrome and aluminium (subject to pre-testing).

This is a heavy duty cleaner, which will remove built-up soil, oil and grease,

limescale, efflorescence (whitening) and cement residues. It has a pleasant minty fragrance.

Before you start, remember that some mistakes can be irreversible – so check the label instructions and always test **QMT Stoneclean** on an inconspicuous area first to see what effects, if any, your cleaning process will have.

### How to obtain the best results:

**1** Dilute one part QMT Stoneclean to 10 parts water for general cleaning. Here the product is applied with a rotary machine equipped with a scrubbing brush, but it can also be applied by mop, sponge or brush. **DO NOT SPRAY.**



**2** Scrub the surface well with a brush or pad and allow a short dwell time of between five and 15 minutes for the cleaning action to be fully effective.



**3** Use a wet vacuum to take up the slurry



**4** Then rinse thoroughly with plenty of clean water and mop dry.

Check out the results of cleaning stone with QMT Stoneclean.



And here's a final tip: **A257 QMT Stoneclean** can be used undiluted (and subject to testing) to remove heavy limescale. Very useful!

#### More information:

For a safety data sheet on A257 QMT Stoneclean (and all other Prochem products) contact sales on 020 8974 1515 or visit [www.prochem.co.uk](http://www.prochem.co.uk)



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