

cleaning specialist

Winter/Spring 2007
Issue 18

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

Everything you need for a brighter future

Sofa so good

getting to grips
with cleaning
upholstery

Check your compatibility

a guide to which Prochem
products are compatible



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catalogue

Welcome

WELCOME to the latest Cleaning Specialist and here's wishing you a good 'Spring'. That's a suitable link to our big topic in this issue: upholstery!

I say 'big' not in terms of the magnitude of the task (though sofas are getting as large as lounges these days!) but in respect of the potential of the market for carpet cleaners. It's a peculiarity that many professionals still do a great job for commercial and domestic carpet and then walk past shabby, stained seating on their way out of the door with their cheques.

These are missed opportunities: particularly for those already running cleaning machines which can be used for cleaning seating fabrics. Have a stop-and-look at the centre pages in this issue and ask yourself: "Who's my best customer? What else can I sell them? How do I do it?" You'll start to find some answers.

Elsewhere in the magazine, our technical team tackles chemical compatibility and dilution rates; we explain the difference between soap and detergent (it's a big one!); guest writer Christine Corelli looks at 'problem staff'; plus our news and views round-up from contractors and distributors...

And don't forget, if you would like your company or service featured in our magazine, just drop me an email or call.

Peter Muir, Editor

Reach for the sky: the new training leaflet (left), training venue Britannia Country House Hotel (below).



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

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Regional venues tops for training

TWO top venues for training are being booked again in 2007 by Prochem Europe after highly successful courses held during autumn last year.

The Ward Arms Hotel in Dudley, West Midlands and Britannia Country House Hotel in Manchester score highly for delegates and course organisers alike. "The staff are always friendly at the Ward Arms and we all get really well looked after," reports training consultant Peter Hargreaves.

October's trip to Manchester was the second of the year to Britannia Country House (pictured left). "We always get a

fantastic turnout at this venue," says Peter. "It's ideally situated for motorway access and for the airport, which enabled delegates to fly in from Scotland and Northern Ireland."

Latest on Prochem Europe 2007 training dates can be found on page 15 of this issue, together with a booking request form which can be completed and sent together with payment to Prochem Europe, to make your course reservation. Copies of the Training Course Information booklet can be requested on 020 8974 1515 or downloaded from www.prochem.co.uk

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Hospice helping hand

CHARITY fund-raising by Kingston Round Table has helped ensure even better cleaning practice can be carried out at Sam Beare Hospice in Weybridge, Surrey.

Formerly under threat of closure, the unit was saved by a successful bid by nearby Woking Hospice to take on the management of a Palliative Care Service for the people of the North Surrey Primary Care Trust.

A key requirement of the Hospice was a new solution to the floor care needs of the unit.

Thanks to the hard work of former Round Table chairman, Laurence Barton of Barton Electrical in West Molesey, funds were raised for a Prochem Europe **Polaris 700** upright self-contained portable extractor with upholstery tool and an 8-metre extension hose.

Delighted

Following a two-week shutdown for refurbishment, the Weybridge Hospital-based hospice is again operational. Staff are delighted with their new cleaning machine which is used to clean the 10-bed in-patient facility and family day centre.

"It is vital for the hospice to keep the carpets and chairs as clean as possible in order to provide as safe an environment as we can for our patients and their families," says spokeswoman Mary Lacey.

"This type of unit cleans carpet and upholstery more efficiently and



Hospice heaven: the Polaris 700. Inset, Laurence Barton.

hygienically than a standard unit and has the capacity to clean a far larger area than we could previously."

Says Laurence Barton: "Hospices do a tremendous amount of work with no help from Government.

"Cleaning equipment may not be very glamorous, but when it comes to maintaining the high standards of hospices, we are talking necessity, not luxury.

"This Prochem machine has proved ideal for Sam Beare Hospice and we are very glad to have been able to support the unit."

Web watch:

www.wokinghospice.co.uk



Spoilt for choice

MORE choice from an increasingly diverse offer of specialist cleaning systems is a hallmark of Prochem's 2006/7 product catalogue – now in both print and downloadable formats.

Whether you are a cleaner, janitorial supplier, contractor, building or facility manager, this 36-page glossy guide to the world of stains and solutions is invaluable.

Sections on a wide range of chemicals, portable and truck-mounted cleaning systems, equipment and accessories and training (from the UK's largest commercial provider of training to cleaners) are laid out clearly with detailed product specification data and pack/product photography.

Included among the latest product developments are machine design enhancements and latest accessories together with revised chemical pack sizes. **Further details in the Prochem Europe 2006/7 catalogue; copies available on 020 8974 1515 or email sales@prochem.co.uk**

In a further commitment to ensuring customers enjoy every opportunity to access Prochem product and service data, the catalogue can be downloaded in PDF format at www.prochem.co.uk



Hose the daddy!

ACCESSORIES that make truck mounts even easier and safer are being introduced to the Prochem Europe ranges.

The **Prochem MB2901 Hose Ramp** is a high-visibility safety ramp for use when truck mount hoses are lying in public access areas.

Vacuum and solution hoses can be placed under the ramp, which straddles a pavement or similar public walkway, removing a potential trip hazard in one simple but effective go.

"They are lightweight yet tough enough to withstand light wheeled traffic and reflect well on the professional cleaner as a service provider," says Prochem's Dan

Alexander, who anticipates ramps becoming a standard requirement in the future. "The public are much more litigious than they used to be," he says.

Another protective accessory in the 2007 Prochem truckmount range is the new **HF2701 Hose Corner Guard**.

"Hoses can snag and chafe on walls when they are running through rooms and around corners, causing inadvertent damage to wall coverings," Dan explains. "Now Prochem offers an inexpensive and very effective way of preventing this from happening."

Both products can be found on page 27 of the new Prochem catalogue.



The Everest truck mount (left). The Hose Corner Guard and Hose Ramp (below).





Bjarne Jorgensen and his Everest truck mount extractor. Inset top, Guards Cleaning Services' below Swift Cleaning Services' vans, respectively

Everest peaks

A great year for Prochem Europe's Everest truck mount extractor translates into a great response from cleaners.

A dual operator truck-mounted carpet, upholstery and hard surface cleaning system, the Everest is the result of 30 years of truck mount manufacturing experience.

It offers a host of innovative design features, including a new chemical simulator valve, console illumination for night operation, diagnostic indicators and a super-smooth Sutorbilt Tri-lobe vacuum blower.

The simplified multi-stage heat exchanger system provides constant hot cleaning solution with two-wand operation at up to 1200psi pressure on the standard model and up to 3000 psi on the Everest HP, for all types of hard surface cleaning and pressure washing.

Commercial jobs

Designed for commercial jobs or de-flooding and water restoration work, the Everest comes in two specification packages: the standard 1200 psi unit and the HP model providing up to 3000 psi for hard surface cleaning and pressure washing.

Both are powered by a liquid-cooled Nissan 49HP petrol engine with an 80-gallon waste tank, aluminium frame, dual wand capabilities, last stop chemical injection, warm water chemical tap, chemical flow simulation valve and shut-down identifier lights.

British users have been quick to come forward in praise of the mighty Everest. Bjarne Jorgensen of Isle of Wight-based Irving Contract Cleaning is just one very pleased convert.

Irving replaced its trusty Prochem Performer after four thousand hours' solid and reliable work with a brand-new Everest.

Says Bjarne: "It's a high-performing machine with a simpler design that can produce heat on demand and is even easier to operate and quiet in use.

"It's kept me so busy I have someone working with me using the machine. Business is up by seventeen per cent." Irving has won new contracts including hotels and golf clubs on the island. "We're so busy we don't take on any mainland work," says boss Bjarne.

Keith Vaughan, of contract cleaners Guards Cleaning Services in Bristol, echoes these sentiments.

"If somebody asked me what I'd recommend, it would be this machine," he tells us. "It's probably the best the company has brought out. We've completed 600 hours in four months and it's run sweetly with no faults. It's brilliant."

And the Everest is an attention-grabber. "It's not too noisy but makes enough to command attention and that generates interest," says Keith. "People now ask for me because I've got this machine."

Stuart Kerr at Swift Cleaning Services in Yateley, Hampshire, is another Everest fan. In fact, his company now runs a fleet of five Prochem truck mounts.

"I've had one for nearly a year now and I'm very impressed with it," says Stuart. Swift has some prestigious business on its books including well-known institutions such as London's legendary Ivy restaurant.

"We get a lot of work for this machine because we can clean fast and the carpets are stone dry in no time," says Stuart.

In the palm of your hand

AS if he wasn't busy enough racing around the Isle of Wight with his Prochem truck mount, professional cleaner Bjarne Jorgensen has invented a means of managing site personnel that can be held in the palm of a hand.

PDA Checklist enables site staff to record task details on a hand-held pocket PC device.

The information is retained on the device until they get back to the office, where it is docked to a PC and the information transferred to a checklist management console.

Each checklist comprises a list of tasks that should be completed for a target 'unit'.

"Users can select a site and unit and set the completion status for each task on the list," Bjarne explains. "There is also a section for recording general use notes."

"It's a very handy device for businesses' managing teams such as letting and estate agents or, of course, carpet cleaners," says Bjarne.

Further details about the PDA Checklist and how to obtain a free trial at www.pdachecklist.com

Web watch:

www.irving.uk.com
www.swiftcleaning.co.uk
www.pdachecklist.com



Steaming ahead

Fleet Van of the Year 2006 winner at last year's Motor Transport Awards, LDV is making fast work of refurbishing upholstery in ex-contract lease hire vehicles thanks to Prochem's Steempro 2000 Powermax portable extractor range.

For many years, the £140m turnover Birmingham-based company's Pilot and Convoy models have been mainstays of the motorways and back roads of Britain.

When vehicles came off contract lease hire, refurbishment prior to re-sale would include new coverings for seats. When its fabric supplier declined to continue providing the service, LDV's Used Vehicle Department turned to deep cleaning instead.

Production manager Gary French takes up the story. "We knew we could make cost savings by cleaning rather than re-covering and heard about Prochem," he says.

Prochem Europe's Steve Conway paid the van plant a visit to assess the company's needs and recommended a Steempro 2000 Powermax.

The scuff-resistant granite finish Steempro 2000 machines are the latest and most advanced in Prochem's range of portable soil extractors. Ideal high-power carpet extractors for the single operator, the



model incorporates a high-power vacuum and pump system with an internal "whisper quiet" silencer making it one of the most powerful yet quiet portable extractors in the world.

Options include single and dual three-stage vacuum motors, 70psi and 120psi pumps and a "clip-on" in-line 2.8kw heat exchanger which produces virtually instant hot cleaning solution. Each machine comes with hoses and a Glidemaster stainless steel wand.

Certainly Gary French is delighted with the results from his Steempro.

"It's going brilliantly," he tells us. "No-one could believe how powerful this machine is. It lifts out the worst kind of stains – and these can be pretty bad in vehicles that have as hard working lives as

these. Our staff enjoy using it."

Gary estimates a saving of £200 per seat cleaning compared with re-covering. The Steempro paid for itself in a day!

LDV won a major award for the already multi-award winning MAXUS range when the company collected the prized Fleet Van of the Year Award last year at the 20th Annual Motor Transport Awards ceremony in London. The event celebrates the outstanding achievements of the industry recognising innovation, outstanding service, efficiency and quality.

Web watch:
www.ldv.com



Why you should be a soap dodger

Soap? Detergent? Same thing, surely? The answer's 'No!' Judy Earl of Professional Chemicals Corp, USA, talks us through why cleaners need to know the difference....

Most of us use the terms 'soap' and 'detergent' as alternatives of the same thing. But the difference between them is very important for cleaning professionals to know and understand.

The human race has made and used soap to clean with for centuries. You can still make it out of the ingredients our distant ancestors used: fat, ashes and water. Way back, our forebears noticed that when fat fell into the ashes of a fire, the resultant substance could be used to clean with.

Subsequent generations would boil its fat with water after an animal was slaughtered. The mixture was allowed to cool when the fat would rise to the surface and solidify while any dirt or bits of skin and meat would fall to the bottom of the water layer.

The purified and solidified fat would then be skimmed off while Great Grandma set to, soaking wood ashes in water to make lye as a source of alkali which she then added to the fat. This process changes or saponifies the fatty acids in the fats.

Fats are long chains of carbon and hydrogen atoms. When a fat molecule reacts with a strong alkali, one end of the chain bonds with the alkali. The unchanged end bonds with fats as before, but the changed or saponified end is soluble in water, which basically explains why soap allows water and oil to mix and then be washed away.

Soap is great for bathing in or washing clothes with – but not so good for cleaning carpet and

upholstery. The reason in one word is 'residue'.

When we bathe or wash clothes, we can rinse away all detectable residue. But carpet is attached to the floor and you can't hose down the sofa!

Soap residues dry sticky and cause rapid re-soiling after cleaning. Modern detergents can be engineered to rinse easily and leave an absolute minimum of residue; what is left dries to a powder that does not attract soil and can be vacuumed off.

Detergents are synthetic organic cleaning agents and should not contain soaps of any kind. It's worth knowing the difference between the two.

Prochem has been making quality cleaning products for carpets and upholstery for over 37 years.

As a Prochem chemical user, you can respond to any customer who asks whether you will be using soap on the carpet that you are not.

You are in fact using mild detergents made especially for carpet treatment that do not attract dirt and will extend the life of the floor covering now that abrasive soils have been removed from it.



Olympic growth spreads via web

A RETURN to form is the mission at one of last year's Prochem Award winners, Olympic Cleaning Specialists of Maldon, Essex.

Boss Graham Taylor is quietly satisfied at the rate his business is being rebuilt over past months.

The launch of his website sees Olympic "growing and still growing" with interest in its offer being expressed from as far afield as Spain.

"From just two of us at the moment, I expect to be hiring more staff and making a move to larger premises with showrooms," he says.

Graham came from a background in retailing and TV and video rental before making the move into cleaning supplies in 1988. Wisely, he put himself on as many training courses as he could in the early days.

"I was particularly impressed with the Prochem courses," he recalls.

"I started buying machines from them. The business went well and we took on the chemicals, which proved a great way of keeping a customer on the books until he comes back for a replacement, which is usually another Prochem."

Web watch:

www.olympiccleaning.co.uk



Bigger and brighter – this year's Cleaning Show

A BIGGER, brighter stand offering more space than ever in which to view the latest in professional cleaning systems from Prochem Europe is promised for visitors to the Cleaning Show at the NEC, Birmingham this March.

"It's going to offer even more space for customers to enjoy the show and find out about the latest developments for 2007," says national sales manager Paul Robinson, who promises further product innovation news to be released nearer to the show.

In its 20th year, the Cleaning Show is an important event in the cleaning industry's calendar and is set to surpass attendance numbers from previous years, according to its organisers.

The Cleaning Show 2007 will feature an extended seminar programme with expert speakers on topics of health and safety; business development and marketing; cleaning techniques and training.

Recognising pioneering advances within the industry, The Cleaning Show Innovation

Awards will again be a feature of the event.

An exciting new feature to the show will be a specially designed catwalk for finalists to demonstrate their products during the show. An announcer will highlight the benefits of each entry during the event.

Prochem, a past award winner, will be showing on Stand H30 at the show, from 13th to 15th March, 2007.

Web watch:

www.cleaningshow.co.uk



Soft sales technique

Chairs and sofas are safe sales opportunities for professional carpet cleaners. Prochem Europe's founder Ron Tilley looks at how to succeed in the market....



Upholstery and carpet cleaning go hand in hand. If you are using a Prochem soil extraction machine such as a Steempro 2000 or a truck mount, you already have most of the equipment required to take on upholstery.

You may not always get the main suite of lounge furniture first off, but cleaning half a dozen dining chairs will increase invoice value and serve potentially as a means of getting the lounge furniture at a later date.

Gain sufficient knowledge on a Prochem upholstery cleaning course and, thereafter on every carpet job, offer to clean the soiled side of one or more upholstery cushions – for free.

Even if you don't get a follow-up job immediately, you will gain valuable experience in a fraction of the time it may otherwise take. Nothing can beat a hands-on, practical demonstration of your cleaning skills to sway the decision of the customer.

In the home, the most obvious jobs are the sofas and armchairs – fabric or leather – and upholstered dining chairs, headboards, mattresses and bed bases.

In the commercial sector, most office chairs are fabric-covered, though these are cleaned just very occasionally. In nursing homes, however, seating needs constant attention and if you are already cleaning carpeting in residential homes then you should quite easily be able to pick up upholstery work.

Pubs, restaurants, theatres and cinemas have upholstered seating which calls for regular cleaning and the transport market can be a lucrative area also.

Never attempt to clean upholstery without attending a cleaning course. You will learn how to carry out appropriate tests for dye stability, tensile strength and distortion, all of which can happen in the case of a fabric with a pile such as velvet.

You need to be able to recognise from exposure to sun and atmospheric conditions, wear and tear, and other damage such as cigarette burns, yellowing, and stains that are hidden under a layer of soil and which may reappear after cleaning.

Build a library of fabrics to help identify at first sight, which is which. Practise tests

on samples and try out different cleaning methods available.

Become familiar with upholstery retail prices and as you build up your library, label them with their retail cost – this may have a bearing on the pricing of your work. Remember that a high percentage of upholstery fabrics are wet-cleanable.

Prochem manufactures a dedicated range of upholstery cleaning products. These include:

- ★ stain removers such as **B144 Stain Pro** for drink and food spillages
- ★ pre-sprays such as **B108 Fabric Restorer** which will be effective on greasy areas caused by hair oil and body contact
- ★ specialised extraction detergents such as **B106 Fine Fabric Detergent** which is approved by the Woolsafe Organisation and **B145 Fab Clean** for colourfast fabrics.

When a low-moisture method of cleaning is preferable in order to prevent "browning" or dye bleed, upholstery can be hand cleaned with a high-foam crystallising shampoo such as **B105 Fibre Shampoo**.

By carrying out the Prochem survey check tests, you will learn to recognise fabrics such as silk and viscose rayon, which are dry-

cleanable only.

In these cases, **B140 Dri-Pro** – a blend of odourless solvents – should be used in an approved solvent extraction machine or by hand application.

Certain types of leather upholstery can be cleaned with **E672 Leather Cleaner** and conditioned with **E675 Leather Conditioner**, which replaces the leather's natural oils, restoring suppleness and providing a certain amount of protection.

Happily, most upholstery cleaning is straightforward and gives excellent results – when the correct chemicals and methods are used.

NEW Prochem Fine Fabric Detergent: for cleaning delicate fibres



delicate fibres

All new technology blend of fine fabric cleaning detergents with micro-encapsulation and anti-soil chemistry for effective extraction cleaning of delicate fibres, rugs and fabrics. Approved by the Woolsafe Organisation for use on wool and wool-rich fabrics.



PROCHEM

www.prochem.co.uk
Tel: 020 8974 1515

upholstery feature

Prior to any upholstery cleaning you are going to need to vacuum.

Remember...

- Vacuum all parts of the upholstered piece thoroughly.
- Brush out buttoned backs with a small upholstery brush.
- Use an attachment on the vacuum to clean down the sides of seats. Never put hands down the sides of cushions, particularly in public places. You could encounter discarded needles!

Moving on to the wet stage...

- Avoid placing buckets of water/solution on carpet or other surfaces – these may cause ring marks.
- Always pre-test all colours for potential dye bleed.
- Use the correct product at the correct dilution strength.
- Check zip tapes and pipings for potential dye bleed.
- After spray extraction cleaning, make several vacuum-only passes and towel off with a clean terry towel to remove excess moisture and speed up drying time.
- Introduce an air mover to speed drying.
- Pre-spray heavily soiled areas of the upholstery, agitate in with a tampico brush (it's the perfect type of upholstery cleaning brush).
- Avoid over-spray with the hand tool on to the floor by protecting it with a tarpaulin.
- Avoid over-spray with the hand tool on to wooden parts of furniture by protecting wood with a light wax polish.

Now let's move on to the drying stage...

- When you have completed all the suite cushions, stand them on the floor on a clean sheet or tarpaulin like this `/\` with rolled tissue paper between them. This will allow them to dry quickly. (Note: don't put them back on the chair/sofa until they are dry!)
- For upholstered backs, lay the chair or sofa on its back on the floor so that you are looking horizontally and not vertically. Clean the whole back in the same way that you cleaned the cushions. If you have an air mover or fan, turn it on. The furniture will dry faster.

Sofa so go

Getting stuck into sofas – a handy at-a-glance guide to upholstery cleaning aids.

Most carpet cleaners already have the basics required to tackle upholstery.

However, few actually do: which is odd, given the work is a logical extension to the services already being offered and can be both satisfying and financially rewarding.

After a day's training with Prochem, you could in effect start cleaning upholstery straight away. But, to make it work properly, start with the right tools.

First off, you need an upholstery tool. Not a carpet hand tool: there is a difference. You need a jet size of 01 or 02 rather than the 04 used

for a carpet hand tool.

Make sure the tool is made of stainless steel and the vacuum hose is flexible. A good example is Prochem's PM2502 Easy Grip Upholstery Tool.

You need brushes to agitate a pre-spray: make sure they are of natural fibres and not nylon, which has a tendency to cause pilling to delicate fabrics.

Cotton terry towels are best to absorb the spray and set the nap of the fabric. Sponges can be used for applying solutions.

Overspray could cause damage to carpet or hard floors. Catch it using tarpaulin sheets.

Need to speed up the upholstery's drying process? Probably! Get matters going with an air-mover such as Prochem's PC415 Apache.



Cushions and throws on chairs are prime candidates for needing a clean.



Look out for other fabric cleaning opportunities.

od

Upholstery – the big picture

You know about cleaning it, but did you know that...?

- The craft of upholstery evolved from that of the tent-maker who went on to make wall-hangings
- The Upholsterers' Company was granted a charter in the year AD 1626 and is one of the oldest of the City of London Guilds and Liveries Companies. Its coat of arms being a shield with three tents.
- We put cushions on chairs but it was not until the reign of Queen Elizabeth I that the stuffing of furniture began to evolve.
- The French and Italians were considered supreme at the craft of upholstery.
- Upholsterers were known as 'stuffers', who built up from a frame a piece of furniture padded with stuffing.
- Upholsterers made carpets, linoleum and art felts – even coffins!

Show the convenience of cleaning curtains in situ.

A dirty sofa can make the whole room look untidy. Demonstrate the difference it can make on one side of a cushion.

If you are cleaning upholstery, offer to clean the rugs and carpets.

Upholstery tools at-a-glance

HERE'S a useful at-a-glance guide to Prochem upholstery cleaning products. They are all featured in the latest catalogue and will help you fast-track to successful upholstery care.

The **PM2502 "Easy-grip" stainless steel upholstery tool** has a 1.8m internal solution hose, vacuum hose and external O2 spray tip.



BA3401 Pure white cotton terry towels, **CN3604 Synthetic upholstery shampoo sponge**, **ST3401 100% heavyweight drill cotton tarpaulin** are useful components in the professional cleaner's upholstery care pack.



This **PA3405 Tampico upholstery brush** is made from soft natural Mexican fibre for applying shampoo and agitating pre-sprays to upholstery fabrics.



The useful **KE3401 stiff natural fibre short bristle brush**.

The compact and powerful **PC415 Apache 1HP Air Mover** has a turbulence-free housing with dual venture inlets, 10in blower wheel, top-mounted recessed switches, non-marking, non-skid rubber feet and a screw-down carpet clamp to securely hold carpet in place for in-situ drying. Heavy duty 1hp motor with three-speed switch generates 3500cfm. It's fitted with 7.6m (25ft) power cable 230V CE. Measures 50 x 40 x 47cm (h x l x w) and weighs in at 15.3 kilos.



Staff – 'Got a problem with that...?'

Professional speaker, Christine Corelli, looks at how to handle problem employees.



It's time to do something about that problem employee. Christine Corelli advises on the best foot forward....

Having a team of quality people who come to work every day ready to serve you, your customers and each other, is vital to your success. If you have the right people in your company, they are self-motivated to deliver their best performance, work as a team player, and strive to keep a positive attitude.

But let's face it. Many companies are struggling with disgruntled employees who seem to go through the motions of their job, but lack initiative and involvement. Some have people who perform well, but create conflict, cause problems, and spread negativity throughout the company.

In today's fiercely competitive environment, no company can afford to have negative employees.

Correcting performance can be challenging. If you handle it harshly, however right you are, you can damage your relationship with the employee permanently as well as your ability to help them improve.

So while you may get the behaviour change you want, the cost may be a breakdown in your management/employee relationship.

Let's remember that criticism need not be critical. You need to correct inappropriate behaviour and at the same time protect the ego of the person involved. The following tips will help you correct performance in a positive, non-threatening manner.

1 Privacy please!
No one likes to be corrected in front of others and it makes everyone uncomfortable. Some managers direct critical comments at people while in a group setting such as a team meeting. Some are simply angry and will lash

out at them the first chance they get wherever it may be. Don't do it: arrange to see them alone and when it is not obvious to others.

2 Preface it with a positive statement first, when applicable.

When you begin a conversation with a negative statement, you immediately invite the person to put up their defences. Talk to them about what they are doing right. Then, tell them about the behaviour you want changed.

3 Strive to make the criticism impersonal.
Criticise the act, not the person. Unless the person is damaging employee morale or causing problems with customers, don't focus on a personality trait.

This requires that you report what you see, rather than what you feel, or your interpretation of events. Since you're looking for a particular behaviour change, focus the criticism there.

4 Supply a positive feedback.
A person needs to see that if performance or inappropriate behaviour is corrected, you'll take notice. "Tom, great job. It was a tough situation," will give Tom positive motivation to perform well.

5 Ask for co-operation; don't demand it.
Even if the person you need to confront is a junior, it's never wise to demand that they change their behaviour, unless of course, you have had to confront them more than twice for the same issue. "Can I rely on you to..." is a phrase that works.

6 Make it one correction per offence.
There may be many faults you want to correct but bring them all up at one time and you're less likely to get the results you would like to see overall. Pick the most important and work on that first.

7 Focus on the future over the past.
Instead of becoming angry over what has already happened or not happened, explain clearly to the individual what you expect and want to see done differently. Get agreement from the individual that the job will be done differently in the future.

8 Finish in a positive manner.
When you are finished talking with the person make sure you maintain a positive working relationship. The individual needs to be comfortable with you and hopefully, not take issues between you personally. Always end confrontation with an expression of faith and confidence in the individual. Do everything possible to preserve the individual's self-esteem and self-image.

In short, whenever you need to correct someone, leave them with the feeling that they have been helped.

Christine Corelli is a consultant, international business speaker, columnist, and author of the popular book, "Wake Up and Smell the Competition – They're Closer Than You Think". *Her articles on sales, leadership, customer service, communication skills, and managing change have been published in a multitude of magazines and trade publications worldwide.

Visit her website to review her impressive client list and sign up to become one of thousands who receive value from "Corelli's Clips®" – a complimentary E-publication of ideas and solutions to problems faced by today's businesses and business professionals.

Web watch:
www.christinespeaks.com



Check your compatibility

A guide to help you know which Prochem products in our range are compatible.

Many of our products can be used in combination with other products, for instance when you need to increase the functionality of a cleaning solution.

For example; **B124 Odour Fresh** can be added to carpet, fabric or general cleaning solutions where increased deodorisation is required, or how about adding **B845 Citra-Boost** to your pre-spray extraction detergent to boost cleaning power for tough jobs. Using recommended mixes may mean you can improve efficiency, performance and in many cases carry out two jobs at once.

Unfortunately, however, not all products can be mixed together. The reasons for this can vary depending upon the products concerned.

Some products are formulated as stand-alone chemicals, the performance of which may be affected by mixing with other solutions.

Other products are simply not stable when mixed with one another, and may separate or change appearance. Solvent products may not be miscible with water-based products. Using a 'separated' solution could result in inconsistent cleaning and possibly unpredictable results. You wouldn't want your bitumen-backed carpet to be cleaned with just water one minute, and then the next, pure solvent!

Generally it is wise not to mix anionic and cationic chemicals together, as in most instances the opposite polarities will cancel each other out and prevent the solution functioning properly. Mixing of products will also affect the relative concentrations of the solution's constituents, which may result in the cleaning solution not performing as expected.

You may also find fragrances are not compatible. Two cleaning solutions which smell pleasant on their own may react together when mixed, producing a pungent unattractive odour.

There are also Health & Safety implications with regard to mixing products not recommended together. Section 10. of our Safety Data Sheets gives information on incompatibility (materials to avoid). In most cases mixing together incompatible products will probably just result in the solution not working properly, however, in some

instances a non-recommended mix could have unknown hazards, such as causing the formation of hazardous substances or gases.

It is, therefore, always best to stick to the manufacturer's recommendations in terms of what, and how much, can be mixed together. Always check the product label before use, shaking the bottle when recommended to do so, and making sure

the solution is mixed thoroughly before use.

Following these simple rules should ensure you always achieve the perfect clean.

RESTRICTED COMPATIBILITY WITH PROCHEM PRODUCTS LISTED		
PRODUCT NAME	CODE	COMPATIBLE WITH
BROWNING PRESCRIPTION	B175	CONTRACT CARPET FOAM SHAMPOO B103 FIBRE SHAMPOO B105
CLENSAN® CONCENTRATE	B125	FIBRE & FABRIC RINSE B109 CRYSTAL GREEN S777
DRI PRO	B140	DRY CLEANING DETERGENT ADDITIVE B143 SOLVENT BASE ODOUR NEUTRALISER A223
DRY CLEANING DETERGENT ADDITIVE	B143	DRI PRO B140 SOLVENT BASE ODOUR NEUTRALISER A223
FIBRE & FABRIC RINSE	B109	CLENSAN® SPRAY B125 ODOUR FRESH B124 ODOUR NEUTRALISER A222
SOLVENT BASE ODOUR NEUTRALISER	A223	DRI PRO B140 DRY CLEANING DETERGENT ADDITIVE B143

FULLY COMPATIBLE WITH OTHER PROCHEM PRODUCTS	
PRODUCT NAME	CODE
BONNET-BUFF®	B110
CARPETCLEAN XL	S800
CARPETMATE® FOAM SHAMPOO	R103
CARPETMATE® GREEN CLEAN	R774
CITRA-BOOST	B845
CONTRACT CARPET DEODORISER	B224
CONTRACT CARPET FOAM SHAMPOO	B103
CONTRACT CARPET PRESPTOTTER	S708
CONTRACT EXTRACTION CLEANER	S774
CRYSTAL GREEN	S777
DOUBLE CLEAN	S776
DRY BLEND	S773
EXTRACTION PRO	S775
FAB CLEAN	B145
FABRIC RESTORER	B108
FIBRE SHAMPOO	B105
FIBREBUFF	B162
FIBRESAFE GOLD	S780
FINE FABRIC DETERGENT	B106
HEAT WAVE	S778
LEMON REFRESH	B117
LIQUID WOOLSAFE	S781
MULTI PRO	S709
ODOUR FRESH	B124
ODOUR NEUTRALISER	A222
OXIBRITE	B151
POWER BURST	S789
PRESPRAY GOLD	B107
STAIN PRO	B144
TRAFFICLEAN	S710
ULTRAPREP TLC	S888

NOT INTENDED TO BE MIXED WITH OTHER PRODUCTS	
PRODUCT NAME	CODE
AQUA-SEAL FABRIC PROTECTOR	B130
BAZOOKA SPOT REMOVER	A401
BLOOD & PROTEIN SPOT REMOVER	R144
CARPET PRESPTOTTER & STAIN REMOVER	R709
CARPETMATE® DEFOAMER	R760
CARPETMATE® FIBRE RINSE	R109
CITRUS GEL	E840
CLENSAN® SPRAY	B125
COFFEE STAIN REMOVER	B195
FABRIC SEAL	B128
FIBERDRI®	C803
FILTER-OUT	B171
FLUOROSEAL® PLUS	B129
GLUESPOT	A281
GREASE, GUM & TAR REMOVER	R123
LEATHER CLEANER	E672
LEATHER CONDITIONER	E675
LIQUID DEFOAMER	S760
MICROSAN®	D500
NEUTRAL PRO-SPOTTER	B122
NEUTRAL SPOT REMOVER	R122
POWDERED DEFOAMER	S762
PURE CLEAN	C409
RED RX	E400
RUST REMOVER	B198
SANIFRESH	A224
SHOCKAWAY	B194
SOLLVALL SPOTTER	B123
SOLVEX	A277
ULTRAPAC RENOVATE	A217
URINE NEUTRALISER	B153
URINE SPOTTER & DEODORISER	R153



Patrick Scott (centre) with Graham Jones and Dawn Nash of We Clean Carpets Limited, proud owners of a new Steempro Powermax.

Spirit of the 80s

Wham! 's topping the charts – Margaret Thatcher's running the country!

It's 1986 and as fuel-injected hatchbacks become the favoured transport for Britain's boy racers, the Airey and Scott families lay down the building blocks of one of the North's leading providers of commercial cleaning products and equipment today.

To celebrate their 20th anniversary, the Keighley-based Scott Janitorial Supplies held an Open Day attended by customers and key suppliers, including Prochem Europe.

Guests enjoyed a wide range of special offers on goods and services on show, together with a range of free seminars on carpet spot and stain removal, hand hygiene, floorcare and a guide to COSHH.

A top-class buffet lunch was enjoyed as the tension built towards the announcement of the winner of a competition for all attending on the day: a week for two at the five-star Ritz Carlton in Dubai. The lucky winner was Mrs Lynn Ramsbottom, of Consultant Services Group.

"Despite the rain we had a good turnout of quality customers," says MD Keith Airey. "Most were from local authorities, schools and hospitals and came from as far afield as Lancashire. It was a good day."

From 13,000 sq ft premises, Scott Janitorial employs a staff of 16 providing everything needed to meet the toughest of cleaning tasks and more: dusters, drinking glass, scrubbing machines, first aid kits, wellington boots, bin liners, degreasers,

torches, fire extinguishers? All are available from this busy one-stop shop via its trade counter or its own fleet of four vans.

An extensive range of commercial cleaning equipment and solutions includes technology and chemicals from the Prochem Europe range with some key successes with Polaris portable extractors.

Founding board of directors Keith, wife Annette (finance) and her brother Patrick Scott (sales), pride themselves on being a family owned and operated company and field a total of five members of their families working in the company now.

It's service that in Keith's view underpins its success. "When all's said and done, service is what sets us apart," he says. "It's paramount."

With a dedicated on-site resource, Scott Janitorial provides regular and established training courses and provides course delegates with presentations on video and CD-R, manuals, wall charts and certification.

"We take the subject as seriously as Prochem does," he says.

An ISO 9001 accredited company, Scott Janitorial is a member of the JANGRO network of Janitorial Suppliers.

"It's invaluable being a member," says Keith. "It provides us with continuity of product under a good brand and ensures we can service large national accounts with the buying strength required to compete within the industry."

Web watch:
www.scottjanitorial.co.uk



M&D ce

WIGAN cleaning supplies and contracting business M&D should have been celebrating 30 years successful trading - if it weren't for all the work!

"We're going full tilt and there's not much time for opening bottles," says Mandy Trevarton, whose husband, Mark runs this thriving company.

Founded in 1976 by Mark's parents, Alan and Gloria Trevarton, in a corner shop in Gidlow Lane, Wigan, M&D today occupies a half-acre site with a 7,500 sq feet warehouse and a fleet of six vehicles in Upholland.

This family business provides cleaning, maintenance and hygiene solutions, together with industrial cleaning machines, to a broad range of business sectors across the north west of England.

Its membership of Nationwide Hygiene Supplies brings M&D added value business, notably in retail: M&D supplies all cleaning and washroom products to the region's Halfords and TK Maxx stores.

Local authority contracts with regional councils including Wigan, Skelmersdale and Liverpool City keep the M&D team on its feet, also.

M&D carries a full range of Prochem cleaning solutions: "Prochem is a standard specification for many customers and especially where specialist solutions are required," Mandy tells us.

Accreditation to ISO 9001 in early 1992 measures M&D's commitment to quality service values. As an active member of the CHSA, it actively embraces its code of practice as a responsible supplier.

2007 sees sustained growth prospects for M&D, which has hired a customer services operative and office junior and is advertising for telesales staff.

"We are just going to continue growing on our new customer base," says Mandy.

Web watch:
www.mandd.co.uk





celebrates



M&D has built on its success over 30 years to its current half-acre site

Dilution rates

Prochem chemical product manager Paul Reynolds on how to get chemical dilution right first time...

Prochem's product range includes both concentrated products, which require dilution prior to use, and ready-to-use products (RTU) where no dilution is necessary.

Before using any chemical (or any other product for that matter), you should always read the label. At Prochem, we are continuously looking at how we can improve our products through research, development and innovation. Products sometimes change, therefore, it is wise that even regular users check the label instructions before use.

Where dilution of products is required, then the recommended dilution rate is given on the label in metric units.

Units:

Using the metric system, the dilution rates for products are given in litres (L), millilitres (ml), kilograms (kg) or grams (g).

1L is the same as 1,000ml

1kg is the same as 1,000g

Therefore, 500ml is the same as 0.5L (half a litre)

With liquids, the units will be given in litres and millilitres, while powders will be given in grams or kilograms. Usually the dilution instructions will tell you to add a certain amount of concentrate (in 'ml' or 'g') to an amount of water (in 'L'). This may also be expressed as a ratio.

Ratio:

A ratio is a unit-less way of expressing the amount of one quantity relative to another. So for a ratio of product to water of 1:4, for every 1 litre of concentrated product you would need to add 4 litres of water to make up a total of 5 litres of diluted liquid.

A common mistake is to assume that 1:4 means that 4 litres of diluted product contains 1 litre of concentrate, **this is not the case.**

The following table can be used as a quick reference guide when diluting, to establish how much chemical to add, to how much water.

To use the table, simply check the label for the dilution ratio of the product, look this ratio up in the left-hand column of the table, and then scan to your right to look up the amount of chemical product (highlighted in yellow) required for the amount of water (highlighted in blue) you are using. Powder chemical amounts are indicated in brackets.

For example, a cleaner has 10L of water and the chemical has a 1 to 25 dilution ratio. By checking the table you can see that you need to add 400ml of chemical to your 10L of water.

DILUTION RATIO	RATIO FOR 1L OF WATER		or	RATIO FOR 10L OF WATER		DILUTION RATIO
	Add			Add		
	Chemical	Water		Chemical	Water	
1 to 1	1L (1Kg)	1L		10L (10Kg)	10L	1 to 1
1 to 2	500ml (500g)	1L		5L (5Kg)	10L	1 to 2
1 to 4	250ml (250g)	1L		2.5L (2.5Kg)	10L	1 to 4
1 to 5	200ml (200g)	1L		2L (2Kg)	10L	1 to 5
1 to 8	125ml (125g)	1L		1.25L (1.25Kg)	10L	1 to 8
1 to 10	100ml (100g)	1L		1L (1Kg)	10L	1 to 10
1 to 16	63ml (63g)	1L		630ml (630g)	10L	1 to 16
1 to 20	50ml (50g)	1L		500ml (500g)	10L	1 to 20
1 to 25	40ml (40g)	1L		400ml (400g)	10L	1 to 25
1 to 33	30ml (30g)	1L		300ml (300g)	10L	1 to 33
1 to 40	25ml (25g)	1L		250ml (250g)	10L	1 to 40
1 to 50	20ml (20g)	1L		200ml (200g)	10L	1 to 50
1 to 66	15ml (15g)	1L		150ml (150g)	10L	1 to 66
1 to 100	10ml (10g)	1L		100ml (100g)	10L	1 to 100
1 to 200	5ml (5g)	1L		50ml (50g)	10L	1 to 200
1 to 333	3ml (3g)	1L		30ml (30g)	10L	1 to 333
1 to 500	2ml (2g)	1L		20ml (20g)	10L	1 to 500

To aid simplicity, some values in the above table may have been rounded up/down.

Mind your Qs and As

Some more answers to your questions on the use of upholstery cleaning products, with Peter Hargreaves....

Q I nearly always use B107 Prespray Gold on wool or wool-mix carpets and find it very good, but recently I used it on some upholstery and found it did not remove the heavy soil from the headrests and from the arms of the suite. Your comments please!!



A Dependent upon the fabric (thickness and type) of the upholstery, some soils such as hair oil can be very difficult to remove, especially if they have been allowed to build up over a long period of time. For heavy soil such as you describe, B108 Fabric Restorer would be a far more effective pre-spray to use because it contains solvents as well as detergents along with anti-re-soil agents to emulsify hair oil and grease.

Dilute the B108 according to instructions, i.e. 60ml of B108 to 1 litre of warm water. Spray on to the affected area and then agitate with a tampico brush. Allow 2–5 minutes dwell time then rinse extract with the appropriate extraction detergent. As an alternative you could add B845 Citra-Boost to B107 Prespray Gold.

Q I have heard you say on several occasions that you would always (when wet cleaning upholstery) use B109 Fibre & Fabric Rinse to finish off the clean. Could you please explain. Are you talking about 1. putting it in the extraction machine or, 2. just spraying it on to the upholstery after you have cleaned?

A In short, the answer is "Yes." To explain further, B109 can be used either way and the reasons are as follows:

1. B109 should be used through an extraction machine where the fabrics may have potential loose dyes to water, sweating/browning problems (mainly light/plain coloured fabrics) or where

heavier treatments of alkaline prespray have been used.

2. For fabrics which do not have the potential dangers listed in Answer 1, a heavier treatment of alkaline pre-spray may be rinse extracted by an alkaline extraction detergent and a light spray of B109 would neutralize any alkaline residues left. Do not overdo the spray and blot with a white Terry towel.

Q I know B105 Fibre Shampoo is used in conjunction with B151 Oxibrite and B162 Fibrebuff, but I used it on its own to "shampoo" a suite that was only lightly soiled and it worked very well. Should I have rinse extracted it out afterwards?

A NO. B105 Fibre Shampoo is great for cleaning upholstery and also quick-drying – if used correctly with a sponge the drying time is approximately 1 to 2 hours.

Fibre Shampoo can be used over the whole suite or just on the sides and backs to save over-wetting these lightly soiled areas. The benefit of this, as I said earlier, is that it is very quick drying. Fibre Shampoo can also be used on any suite that is moderately soiled. The correct application technique is to load a sponge with the foam from a solution of Fibre Shampoo, squeeze out all the liquid and work the sponge over the fabric and then towel off using a white terry towel. After a period of 16 hours, any shampoo remaining in the fabric crystallises and is removed by the customer when the suite is vacuumed.

Q As a company which cleans a lot of expensive and antique upholstery, could you suggest the best products to use.

A Some of the upholstery you clean will be 'dry-clean only', for which you should use B140 Dri Pro and B143 Dry Cleaning Detergent Additive. On wet-cleanable fabrics and rugs which have in-ground soil, the best combination of cleaning products to use would be B107 Prespray Gold, B106 Fine Fabric Detergent

and B109 Fibre & Fabric Rinse. All Woolsafe Organisation-approved.

The method of cleaning would be to:

1. Dry vacuum well first.
2. Pre-spray with B107 Prespray Gold and brush in lightly. Leave to dwell for 2 to 5 minutes. NB only pre-spray a panel of fabric at a time, not the whole chair.
3. Rinse extract out with B106 Fine Fabric Detergent.
4. To help drying, do several extraction-only strokes with the hand tool.
5. If there is any chance of dye bleed occurring, spray lightly using a trigger sprayer filled with B109 Fibre & Fabric Rinse solution.
6. Use a terry towel to wipe over the fabric and set the nap.



Q Do I have to wait for a suite I have cleaned to dry completely before applying a protector such as Fabric Seal or Aqua Seal and how do I convince my customers to have the protector applied?

A Both B128 Fabric Seal and B130 Aqua Seal can be applied immediately after cleaning. B128 Fabric Seal is solvent-based and is ideal for upholstery that can only be dry cleaned and therefore must not be used after wet cleaning unless the fabric is dry. B130 Aqua Seal is for wet cleanable fabrics ONLY.

In answer to the second part of your question of how to sell this add-on service (which can increase the profit on a job by at least 50 per cent), I would suggest that you find a piece of cotton print fabric and protect half of it only. Then you can demonstrate this by dropping water on to both halves (untreated first). By showing the customer in this way you can easily convert the demonstration into a sale.



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C1	9	6	6	17	15	12	17	-	4	9	6	4
U1	10	-	7	-	16	-	18	-	5	-	7	-
HFI	24	-	21	-	9	-	24	-	-	3	28	-

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U1	-	-	-	25	-	20	-	-	12	17	-	-

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