

cleaning specialist

Autumn/Winter 2007
Issue 19

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

Portable carpet cleaning machines
designed to thrive
in even the
toughest
environments

**Smoking ban
goes nationwide**
– time for the big clean

A greener clean
– meeting eco demand



Welcome

IT'S been a no-no in Scotland for some months now. Wales tackled it in April.

Now, England has called the last post for smoking in pubs, clubs, workplaces – in fact, just about anywhere public, except up a mountain.

Now the Smoking Ban is in force throughout the British Isles, in this latest issue of *Cleaning Specialist*, we look at the implications of the Ban on your business.

The consensus amongst cleaners interviewed suggests there are some clear opportunities to be had in removing the last trace of the weed from business premises, and leisure environments particularly.

The big post-smoke clean up influences regular magazine features such as Peter Hargreaves' Qs&As, and our How

To Use, featuring top Disaster Restoration stand-by, **A217 Ultrapac Renovate**.

The environment is never far from the business agenda. Paul Reynolds looks at how Prochem is satisfying customer demand for greater sustainability from suppliers.

The company's drive towards lessening its carbon footprint is evidenced in a growing number of areas. In fact, you are reading an example.

This publication consists of wood free high performance paper, manufactured in Europe from ECF bleached, 100% recyclable chemical fibres: in short, environmentally friendly.

Elsewhere in this issue, Prochem Europe's continued development in continental Europe sales territories is covered in latest show reports while sales overall are celebrated in the annual awards to top performing distributors.

And – as always – we report on you, and your achievements. It's nice to see so many of you out there, and doing so well.

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**

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Catch up on all the latest distributor news

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Peter Hargreaves tackles your cleaning questions

Booklet boost for healthcare cleaning

A mini reference guide to carpet cleaning and odour control products for use in healthcare and leisure environments has been produced by Prochem Europe to assist those industries in choosing the correct products for their sector.

The latest addition to the range of service and advice support produced by Prochem, the A5 gatefold leaflet offers solutions for buildings where hygiene and odour control are vital.

Sanitisers, neutralisers, stain removers and control solutions, pre-spotters and detergents from the extensive Prochem chemicals offer have been carefully matched to the requirements of hospitals and care homes as



well as the pubs and clubs circuit.

Solutions, including the award-winning **D500 Microsan®**, **B144 Stain Pro** and **B153 Urine Neutraliser**, are summarised throughout the booklet. Fast, powerful and portable extraction cleaning machines ideally suited to these environments are also illustrated.

Prochem has been developing its range of customer service literature to meet the needs of both cleaners and their end user customers.

Says national sales manager Paul Robinson: "Healthcare and leisure are important markets for cleaners.

"This latest booklet is a useful, easy to understand reference point to quickly identify and source a solution to any stain or odour problem encountered from very demanding environments."

Copies available by emailing: sales@prochem.co.uk or call: 020 8974 1515.

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Opportunity in East Europe

AN emerging market of enormous opportunity for cleaning professionals hosted June's ISSA InterClean show.

Prochem Europe was there to highlight its diverse offer to cleaners and distributors from throughout Central and Eastern Europe.

The company was one of over 200 cleaning industry companies exhibiting at the show in Warsaw, Poland, a country struggling to keep cleaning costs down due to worker migration to higher-income destinations in the west.

"It's a growing market with great all-round potential," says Prochem Europe's Phil Jones. He reported good attendance on the stand shared with Krakow-based distributor Profchem from cleaning businesses operating in Latvia, Germany, Russia, Norway and Croatia.

Web watch:
www.cee.issainterclean.com



Significant success

An extended chemicals offer and the launch of the world's most powerful truck mount were highlights of the Prochem stand at The Cleaning Show at Birmingham's NEC in March.

Citing the event a 'significant success', UK sales manager, Paul Robinson, added: "The show was very busy, bringing us important sales leads, new distributors and two truck mount sales straight off the stand."

Latest entrants to the chemicals ranges included high performance pre-spray **S789 Power Burst**; air filtration soil line remover **B171 Filter-Out**; multi-purpose carpet cleaning powder **C409 Pure Clean**; and Woosafe-approved **B106 Fine Fabric Detergent**, an all-new technology blend with micro-encapsulation and anti-soiling chemistry for effective extraction cleaning of delicate fibres, rugs and

fabrics. (More on new products on page 5.)

In addition to showing new products, the Prochem stand hosted a prize draw to win a **Steempro 2000 Powerflo**.

David Lee from Deep Clean Services in Chorley, Lancashire was the lucky winner – and what luck! It was his first time at the show.

"I had never been to this show before," David admits. "I buy Prochem products from M&D Cleaning Supplies so went over to the stand, popped my card in the draw, and thought nothing of it until I heard I had won. I couldn't believe it!"

Attendance surge

Cleaning Show organisers recorded a surge in attendance with 13,677 visitors attending the show and setting an all-time attendance record with a leap of over 41 per cent in visitor numbers compared to the last Cleaning Show held in March 2005.

Web watch:
www.cleaningshow.co.uk



Berlin beckons in sales push

WITH developing distribution networks in Europe, Prochem Europe consolidates its push into overseas territories with further investment in professional shows and events.

The company is exhibiting at CMS in Berlin from September 18–21 inclusive. Prochem is showing in Hall 3.2 on stand 104 and anticipates a strong reaction to its offer to continental distributors looking for total cleaning solutions packages.

"The systems approach is at the core of our offer," says Paul Robinson, Overseas Sales Manager. "A mix of technology and chemicals matched to specific environment needs means we will be taking a Blazer truckmount, a Steempro, a Fivestar, a Bazooka, a Polaris 500 and a good cross section of our chemicals lines."

Web watch:
www.cms-berlin.com



NEW Prochem Pure Clean:
the pure cure
for carpets

Multi-purpose carpet cleaning powder with new soap-free, enzyme-free and fragrance-free formula. Use in extraction, bonnet, spray cleaning and spotting for complete rinse and residue free cleaning.




PROCHEM.

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Apex – ‘best of breed’

A major, independent cleaning contractor has invested in truck mounted carpet cleaning equipment in the creation of a dedicated multi-contract carpet cleaning division.

Increasing demand from customers within the office, pub, club and leisure industries for a nationwide total cleaning solution has led Surrey-based TC Contractors to make the move. It is underpinned by significant investment in Prochem's advanced truck mounted Apex technology to complement its portable technology resources.

The Prochem truck mounts offer deep power extraction and superior efficiency making them ideally suited to pub and night club environments where there is heavy soiling over a short period of time meaning monthly carpet cleans are a minimum requirement, say TC Contractors.

"Historically, it has been a real problem for leisure sector customers to keep carpets clean on a consistent basis across all facilities. The formation of a dedicated carpet cleaning division demonstrates our commitment to fulfilling customer needs and the Apex plays a major role" says Mark Wheeler, operational director for the Multi Contract Operational Division.

Adding to its 290-strong portfolio of large format Tesco stores, including Extra and Superstore outlets, TC Contractors has been appointed to service its first Tesco Express facility – recently opened in the Pembrokeshire village of Goodwick in Fishguard.

The new contract boosts further TC Contractors' 45 years' service to Tesco and covers daily cleaning of the new Tesco Express store using 'best of breed' equipment including its new Prochem Apex diesel truck mounted machines.

Developed from Prochem's 26 years of truckmount experience, the dual-wand Apex is powered by liquid-cooled diesel (or petrol) engines paired to a smooth running Sutorbilt Tri-Lobe blower and rugged solution pump.

"Not only a superb machine in performance terms, the Apex diesel is a highly cost-effective option designed to run in noise-sensitive areas," says Prochem national sales manager Paul Robinson.



Everest's drive for peak power

What's the connection between the world's most powerful truck mounted extraction cleaning machine and the smart new coupe from Hyundai?

The answer is simply one of power. New introductions in Prochem Europe's top of the range Everest programme share a Hyundai 1600 68 HP dual overhead-cam petrol engine.

Super powerful

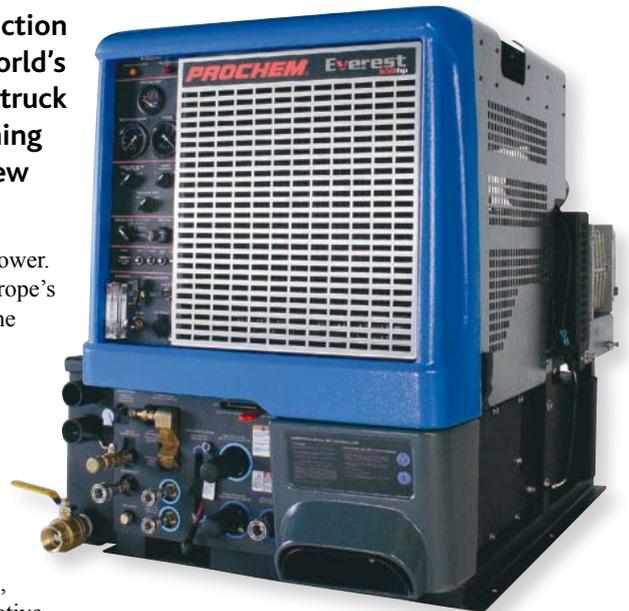
The super-powerful newcomers – the 405 and 650 – share the same performance benefits of the original Everest, powered by a 49 hp Nissan engine, as well as offering a host of innovative design features including a new chemical simulator valve, console illumination for night operation, and diagnostic indicators.

Designed for commercial jobs or de-flooding and water restoration work, the Everest is a dual operation system for carpet, upholstery and hard surface cleaning.

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

Fully adjustable

In addition to more powerful engines, new and old models differ in solution pump output: the 408 and 650 use General Emperor 5.5 gpm in place of the original 4.5 gpm. Solution pressure controls on all models are fully adjustable with magnetic clutch switch for de-flooding work. Vacuum technology output is also increased, from the original Sutorbilt T408 Tri-lobe 405 cfm to a Gardner Denver Tri-Flo 408 cfm for the



Everest 408 and a mighty Gardner Denver Tri-Flo 650 cfm for the largest model.

Additional features include a patented heat exchange system that eliminates bypass of hot water to waste tank; chemical simulator valve allowing quick setting of chemical flow; and hot water tap for mixing chemical pre-concentrate. Optional fresh water tanks and waste pump out system are also available for the range.

Warranties on machines are for one year, with two years cover on water pumps and 18 months on vacuum pumps, with the Everest 408 and 650 General Emperor pumps under warranty for five years.

Prochem Europe offers the most comprehensive range of truck mounted cleaning technology on the UK market. Operator training and a dedicated service bay are both provided at its Chessington headquarters.

For more details and a no-obligation quotation contact Daniel Alexander on tel. 020 8974 1515 or email sales@prochem.co.uk, or visit www.prochem.co.uk

Diversity in new solutions

An exclusive look for **Cleaning Specialist** readers at upcoming product launches from Prochem Europe reveals the company losing none of its capacity for diversity.

Newcomers for the company's 2008 catalogue include **S745 Procaps**, **E551 Truck Mount Descaler** and **B148 Fabric Prespray**.

A new technology spray cleaner for interim carpet maintenance with cylindrical brush machines (such as the **Prochem Fiberdri TM4**), **Procaps** is a soil-encapsulating low moisture, low residue carpet cleaner with enhanced soil resistance and soil release for interim carpet maintenance cleaning.

Powerful solution

Formulated with superior soil release agents and advanced polymer technology to lift and encapsulate soil, spots and stains, this powerful solution benefits from a rinse free

formula that dries quickly to a dry crystalline finish that is easily vacuumed away.

Procaps is safe for use on wool, wool-mix and stain-resistant carpets (subject to pre-testing) and leaves carpet clean and dry with enhanced soil resistance in approximately 20 minutes.

Hard water problem

Hard water is a perennial problem for many regions of the UK. So the new **Truck Mount Descaler**, a liquid inhibited, non-corrosive solution for the removal of hard water deposits, is good news for Prochem truck mount users looking for an easy and safe-to-handle solution for maintaining and protecting truck mount components from scale build-up.

B148 Fabric Prespray is a re-launch of a popular line in the Prochem Europe solutions system. An economical fabric prespray with buffered mild alkaline formula, which helps to release soil from wet cleanable fabric upholstery and is simply applied by hand sprayer to heavily soiled areas and then followed up with extraction cleaning.

Web watch:
www.prochem.co.uk



More on these and other newcomers to the growing Prochem cleaning product ranges at www.prochem.co.uk and in the 2008 Prochem Europe catalogue.

Major upgrade for chemical labelling

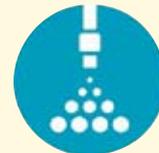
AN eye-catching upgrade of Prochem Europe chemicals labelling is to incorporate new usage icons as well as translations for the company's key international territories.

The 2006-started upgrade incorporates the company's new 'flower' image as well as colourful icons representing the main function of the product.

Gone are the previous 'ribbon' images and black line drawings of each product's application. In come ten new icons, depicting the main use of each product, printed on new labels in the unique pH related colour for each product.

In addition, some of the best selling products such as **S775 Extraction Pro** will also have rear multi-language labels with French, German, Dutch and Polish instructions for use.

The overall upgrade is expected to be complete in 2008.



Prespray, traffic lane cleaner or spray treatment



Extraction carpet cleaning



Rotary shampoo or floor maintenance



Dry compound and encapsulation



Upholstery extraction cleaning



Fabric hand cleaning



Deodoriser



Spot remover or hand spray application



Special additive



Floor seal or maintenance product

distributors

Exceptional distributors

Distributors demonstrating real growth and commitment to Prochem product sales became Distributors of the Year at award presentations up and down the country over recent months.

The winners collected the stylish, newly re-designed Prochem awards at The Cleaning Show in Birmingham, on regional cleaning courses, and at their own premises.

Independent Distributor of the Year for 2006 was Barton Electrical. Distributor Awards for Exceptional Sales in 2006 went to Prochem Scotland, Olympic Cleaning Specialists & Supplies, Hull Vac, Mercury Distribution, Apollo Electrical Appliances, Delta Cleaning Services, Cleansmart and A1 Services (Southern).

On the international circuit, the International Distributor of the Year went to Ireland's Chemical Direct while a Distributor Award for Exceptional Sales also went to Russia's Radnik OOO SP.

Congratulations to all!



To Hull and vac



THE Summer of Love was in full swing when Prochem Distributor of the Year award winner Hull Vac got underway in the north east town it's named after.

The music has changed and so has the business set up by Martin Randle's dad back then as the Hull Vacuum

Equipment Company.

"We never let the business stay still," says Martin (pictured above) when we met him to collect his Dealer of The Year award at the Prochem training course in Didsbury.

"We started with domestic equipment and gradually phased in commercial until going completely over to the latter.

"Our view was that the future lay in service-supported sales and the domestic market was going over to being a box selling business which just wasn't us. We also expanded the range enormously, ensuring that we had everything our customers could want in one place"

Hull Vac (Martin changed the company name when he took it over 10 years ago) once had three regional premises. Now the business is centralised on a 3,000 sq ft industrial site as a one-stop shop for a more streamlined, easy access approach for the customer.

Success for this 40-year old business is not just about processes. Martin acknowledges the role played by suppliers like Prochem in growing the company.

"We've been selling Prochem products for twelve years now and done very well with them throughout the north east," he tells us.

"The chemicals are excellent – never

Web watch:
www.hullvac.co.uk



had a complaint," he adds.

"The speciality products have been very successful, particularly the more powerful ones. We have increased sales of machines, notably the Polaris and Fivestar models which are popular in nursing homes, being light and easy for care staff to use in emergencies."

Hull Vac offers everything from floor polishers and carpet cleaning equipment to small and large industrial vacuums. There is also a large selection of janitorial products including: cleaning chemicals, safety signs and mopping equipment.

A staff of six is kept busy training cleaners, in addition to selling to independent cleaners and contractors, as well as major local businesses such as Smith & Nephew and many of the chemical companies that proliferate in the region.

"I think we are still here because we evolved and weren't afraid to embrace change," says Martin. "So, see you in another forty years time!"

Cor! Star!

Prochem distributor Kerstar is working hard on being better known in Northampton.

The company, which has been trading in the town for nearly 50 years, has completed a successful move to 26,000 sq ft premises on the Brackmills business estate that are purpose-designed to cater for Kerstar's growing needs.

This family business was founded in 1959 in central Northampton, where its core business is manufacturing industrial and commercial vacuum cleaners. Today, the company is run by the second generation of the Starcevic family.

Managing director Tom Starcevic says: "We are one of the few remaining manufacturing businesses in this field to remain true to traditions.

"We design, engineer, build and distribute our machines in Northampton and send them to all four corners of the globe."

Surprising

Kerstar is well regarded as an international cleaning industry brand. But recognition is slower to come by at home.

"It is surprising," laughs Tom. "We are known overseas but many people in our town still don't know who we are." He hopes the new premises will change this.

"Now we are located nearer main roads, we are drawing customers from further afield so the brand is beginning to travel further as well," he says.

The Brackmills premises replace two units in the centre of town, one of which Kerstar has kept on for warehousing.

The new site comprises manufacturing facility, showroom, offices and a service area, staffed by the company's own engineers and ready to repair any leading make of machine as well as provide technical advice.

The smart new building also houses a cash-and-carry 'supermarket', open to trade and public, selling janitorial supplies ranging from paper products to professional carpet



cleaning chemicals and machines. The trade counter is kept extremely busy by professional cleaners, contractors, and canny consumers.

Prochem carpet cleaning chemicals and extraction machines feature exclusively in the showroom offer. Tom feels the Prochem brand aspirations mirror those of Kerstar.

"Prochem has always been a high performing brand and as a result our Prochem business is consistently strong and reliable," he tells us.

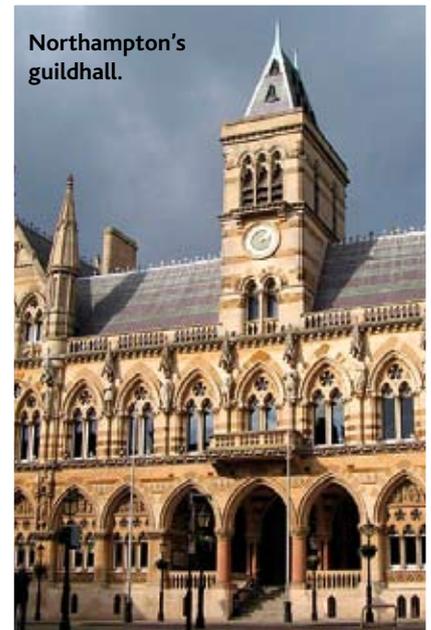
"Not being a 'stack it high – sell it cheap' kind of operation means we have always been associated with quality and so the fit with Prochem works well."

Enormous appeal

Prochem's systems approach to marketing cleaning solutions appeals enormously to Kerstar customers.

"It's not only attractive to people coming into the market for the first time," says Tom. "It's also for the seasoned professional. Because Prochem products are all tried and tested, everyone has confidence in them. It's a very good product to sell."

Tom and the team at Kerstar have plenty to keep them on the go. With the relocation



Northampton's guildhall.

resolved, Kerstar is having a fleet of new delivery vehicles, liveried with its own and Prochem logos, being delivered this August, while its web creative consultants begin work on an additional web site designed on its latest catalogue that will for the first time be e-commerce enabled.

Web watch:
www.kerstar.co.uk



Cleansmart scoops Prochem award for exceptional sales

AFTER launching just over 18 months ago, Cleansmart Ltd. have picked up a coveted Prochem distributor of the year award for exceptional sales.

Cleansmart supply a wide range of professional carpet cleaning products, with free next day delivery throughout the UK. Prochem have been an important part of Cleansmart's success to date.

"As a former professional carpet cleaner of some 7 years, I've tried just about every carpet cleaning chemical you can think of!", says Cleansmart MD Matt Flewitt, "but I always carried a good selection of Prochem products in the van – you know with Prochem you're getting a good quality product you can trust. We stock all kinds of carpet cleaning solutions here, but the Prochem chemicals always fly off the shelves".

One of Cleansmart's real strengths has been the company's website. "It's worked really well" says Matt, "Carpet cleaners can visit the website and join our free mailing list, which has become really popular.

"Newsletter subscribers then receive free marketing tips, technical articles and special offers – it's a great way to keep in touch."

Cleansmart were recently joined by Robert Olifent (pictured right), another former carpet cleaner with over 16 years' experience. You may recognise Robert's name from his days as a director of the NCCA, and as former editor of their magazine.

"I know customers like being able to call in and talk with another carpet cleaner, so we've been very lucky to appoint someone with Robert's experience and technical knowledge. Any technical advice just give Robert a call!"



Web watch:
www.cleansmartsupplies.co.uk



Skylight view of Supernova

BRITAIN'S second largest garden centre has resolved carpet extraction cleaning needs with the acquisition of a Prochem Supernova from distributor CCL Supplies in Chesterton.

Scotsdale Garden Centre operates from an impressive two-storey site at Great Shelford, south of Cambridge, where it offers an enormous choice of plants and gardening products.

Carpet may seem initially an unusual floor covering in an 'outdoor' environment. The site includes areas for retailing barbecues, aquatics, conservatories, outdoor plants, pets, gardening supplies, hard landscaping and timber, and pots and terracotta. All are clearly external in nature.

But it also has a restaurant, indoor plant areas, furniture retail departments, offices and public areas, all of which are carpeted.

The contract for general cleaning on site is handled by Stuart Russell's Somersham-based business Skylight Cleaning on a five day per week basis.

Fridays and Sundays are the busiest days of the week for Prochem chemicals-user Stuart and his team of five.

Stuart was initially unsure his customer really needed a Supernova. "In truth I was after a smaller machine," he admits, "but Scotsdale encouraged me to go for something bigger, plus the Supernova had reverse gear, which is enormously useful in retail aisles."

The **Supernova 800** and **SN1200** models have the cleaning power to tackle large open areas, yet handle like lightweights while the **SN700** model offers unrivalled portability, ease of operation and performance.

Stuart is glad he got a Supernova after all. "It's fantastic," he enthuses. "I am in the building first thing in the morning and it works quickly and powerfully through it. We have another building going up on site, but I can see that the Supernova has the capacity to handle it easily."



Saxon blazes into Basingstoke

BUYING a Prochem Blazer is paying dividends for Basingstoke cleaning specialists Saxon Cleaning Services. It's an appropriate choice of truck mount for a former-fireman but David Seymour admits the spec won him over in the end!

Saxon Cleaning Services was established in 1989 by David and wife Carol as a small window cleaning business. Since then things have certainly gone up in the world.

Steempro 400

Whilst out on his rounds, David was asked if he did carpet cleaning. Not wanting to turn away custom, David said 'yes'.

"I remember charging a ridiculously low amount of money and spent even more on machine hire and chemicals from a local hire shop, with poor results," he admits with a laugh.

Realising his mistake, David contacted Prochem Europe. After seeing the results that Prochem machinery and chemicals could achieve, David purchased a **Steempro 400** – and has never looked back.

Son, Mike has now joined the family business which, after moving to new premises in 2000, now focuses entirely on carpet and upholstery cleaning with most of its work coming from referrals and the company's web site.

Operating a Prochem Blazer Plus from a

spotless Ford Transit, Mike says: "The van is well known in our area not just because of the beast of a Blazer lurking inside but because I keep it clean. I think that it speaks volumes for us as a company and the professional service that we endeavour to provide".

With a well-established customer base of both commercial and domestic clients from Chiswick to Weymouth, Saxon thrives by incorporating old fashion customer values with up-to-date Prochem truck mounted cleaning technology.

Professional

Mike and David agree: "As a family owned and operated company, we feel that we can offer a professional and personable service to all of our customers. Our Prochem Blazer Plus certainly enables us to back this up."

Web watch:
www.saxoncleaning.co.uk



Smoking – the Big Ban

Smoking is now banned in all public indoor spaces in the UK – and cleaners could benefit.

The England smoking ban on 1st July followed similar decisions made in several parts of Europe, the USA and Scotland, Wales and Ireland.

For some, the ban is a blessing, to escape at last from the smell and smoke spoiling a good night out. For others it's a curse, taking away yet more of their freedoms.

Whatever your view, the Smoking Ban is getting cleaning professionals talking up – or down – the prospect of a business boom.

While drinking dens may see noticeable decline in bar sales, pubs and clubs turning to the kitchen could revive their fortunes by bringing in the family food trade.

But first comes the big clean: discerning diners are not eating in yellowing walled dumps with heavily stained carpets.

Big clean-up

Martin Randle at distributor Hull Vac keeps all the Prochem fire damage restoration solutions. He anticipates increased sales of smoke damage solutions.



“There is going to be a big clean-up for the next year quarter,” he says. “After that, cleaning in the pubs and clubs will become easier because there will not be the instances of damage caused by smoking. Fabrics and decorations will be a whole lot cleaner.”



He is one of many professionals who believe that the problems associated with smoking may transfer to outside the pubs. “Butts will be flung about or ground into table tops or stone floors. There may be call for cleaning up the great outdoors next!”

Basingstoke-based Saxon Cleaning Services picked up a hotel contract straight after the ban.

Selling the benefits

Norfolk cleaning specialists XtraClean have always been marketing conscious. Their latest sales flier (left) does a good job of reminding building owners of their new obligations whilst selling in the benefits of a good ‘smoking ban clean-up’.

Simon Gerrard at Gerrards in Wigan is not anticipating a visit to his Mercedes dealership on the strength of the ban.

“To tell you the truth, it hasn't really provoked that much business,” he says. “I've had one enquiry so far and a few regulars have had theirs cleaned but there's been no sign of a mad rush for a clean-up.”

Business downturn

Simon adds that publicans are not keen on spending money on cleaning in the first place. “Given that most of them see a downturn in business on the back of the smoking ban, I suppose they'll be holding their purse strings ever tighter until the dust,

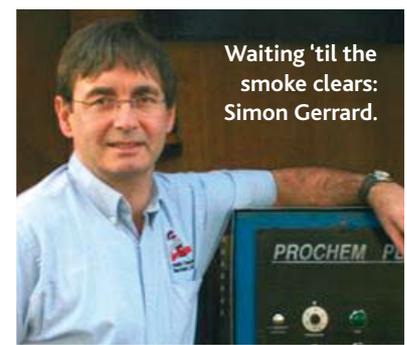
or should I say smoke, clears!”

Tom Starcevic at equipment manufacturer and distributor, Kerstar brings experience from other EU countries that have already declared public places smoke-free.

“I think the ban will have an immediate impact because a lot of pubs and clubs will swing towards major clean-ups to rid themselves of the stale tobacco smell that lingers in fabrics,” he says.

“Once the smoking stops, residual smoke and smell need to go. People will not want to be reminded of it.

“I foresee a surge in carpet and upholstery cleaning in the license trade generally and a welcome business boost for cleaners, janitorial suppliers and chemicals and equipment manufacturers over the summer months.”



Waiting 'til the smoke clears: Simon Gerrard.



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Takes Brains not to smoke

CLOSER to home, both Wales and Scotland have a head start on England in banning smoking in public interiors. What has been the cleaning experience in these countries?

Carpet cleaning specialist Andrew Griffiths of Argyle Cleaning Services was quick to act when the Smoking Ban came into effect in Wales in March of this year. Andrew, who joined the Swansea-based cleaning company in January from a local disaster restoration specialist, spotted an opportunity when the country's leisure sector went smoke-free.

"I waited a month and then went round the pubs in our immediate area and offered a free test clean using Prochem machines and chemicals," says Andrew.

The response was swift and positive. The business started to come in and local pub owner and

brewery Brains found out about Argyle and asked Andrew to get in touch.

The result is that Argyle has won the contract to clean Brains pubs throughout south Wales.

What has the ban meant for Wales' pubs and clubs business? Andrew sees a clear split in response terms. "The food pubs have weathered it," he says, "but the working man's pubs in the city centre have fared less well. One landlady I spoke to put the falling trade simply down to the fact all her customers smoked."

Andrew acknowledges that demand for a fast solution was matched by the need for an effective one. Argyle uses Prochem Europe systems and Andrew attended a one-day carpet and upholstery cleaning course held by Prochem this year.

"Fantastic products backed by training that's great because instead of cynically selling chemicals, it is all about making you a better carpet cleaner," he sums up.

Andrew sees strong potential in a post ban clean-up.



Scotland – mixed response

IN March, Scotland marked the first anniversary of the Smoking Ban. Sandy Pearson, at Cupar-based cleaning and supplies specialist Cleaning Systems UK:

"It's been a year of opportunity for some – but a less easy ride for others. One in 10 of Scotland's bingo halls has shut since the ban was introduced, with the small independent chains worst affected.

"An average 5% loss of business has been reported in the leisure sector.

"The floor coverings companies I deal with tell me there is a trend to put more carpet and vinyl into

areas they would not have before due to the impact of cigarettes being stubbed out.

"However chewing gum has grown as a problem and now removal products such as Prochem's **E840 Citrus Gel** and **G240 Chewing Gum Remover** are showing increases in trade counter sales here.

"We have supplied Prochem machines and products to companies who have specifically set up to clean and maintain licensed premises.

"The rationale behind this is that owners investing heavily in major refurbishment want to keep premises at high appearance levels by using skilled contractors rather than in-house cleaners with all their attendant management problems."

Web watch:
www.cleaning-systems-uk.com



A boon for the ban

There is a wide range of Prochem chemicals effective in removing the effects of smoke staining and odour.

One of the most popular is **A217 Ultracpac Renovate**. Ultracpac Renovate's moment has arrived because it has been formulated to remove smoke, soot, nicotine stains, grease, carbons and ingrained soils.

Used widely for heavy duty industrial cleaning of floors, walls, carpets, hard and porous surfaces as well as for fire damage restoration, it is the perfect solution to have to hand in the cleaning up of smoke and nicotine damaged surfaces.



Before and after: a nicotine-stained chair arm compared with its seat, newly cleaned with Ultracpac Renovate.

So how do you get the best out of it?

- ALWAYS pre-test all fabrics, carpets and hard surfaces, preferably on an inconspicuous area and do not use on water sensitive fabrics, unsealed wood, aluminium or other delicate surfaces.
- Apply by sprayer, sponge or a floor cleaning machine. Allow 2-5 minutes contact time for heavy soil, scrub if needed, then rinse the surface thoroughly with clean water. Spray directly onto the surface and wipe over with a clean terry towel to remove any residue of old nicotine stains.

- Dilute 10-20 ml of A217 per litre of warm water for normal soil.
- Dilute 50 ml of A217 per litre of warm water for heavy soil and restoration work.
- Mix 1 part A217 with 4 parts water for pressure washing.
- Add 50 ml of B151 Oxibrite per 5 litres of A217 pre-mixed solution for ceiling cleaning.

- Always make sure that personal protective equipment is used and cover all sensitive furnishings.
- Carpets and fabrics should be extraction rinsed with **B109 Fibre & Fabric Rinse**.
- For severe odour contamination, add **A222 Odour Neutraliser** to carpet, fabric and hard surface cleaning solutions or B109 Fibre & Fabric Rinse, for complete rinsing and odour neutralising for carpets and fabrics. A222 can also be used as a direct spray application or wiped onto surfaces, or used in a cold mist fogging unit.

1 Apply by sprayer



2 Scrub if needed



3 Extraction rinse



What else is it good for?

A217 Ultracpac Renovate is a great stand-by for removing grease, washing down paintwork, and rotary scrubbing rubber tyre tracks on floors. Take it to garages and car showroom customers and you'll have new friends!

Making tracks: Ultracpac Renovate is perfect for removing tyre tracks and nicotine stains on paintwork (inset).



For further information about other products mentioned above, please refer to the Prochem Product Catalogue or visit www.prochem.co.uk and view the relevant Products Specification & Safety Data Sheets, which are available in pdf format to download as required.

A 'Greener' clean



Paul Reynolds looks at how Prochem is satisfying customer demand for greater sustainability from suppliers...

Increasingly, we are all gaining a greater awareness of the impact we all have on our environment. Terms such as 'climate change', 'carbon footprint' and 'sustainability' have now become ingrained in our consciousness.

The world is striving to become a 'greener' place and at Prochem we are also looking at our products and how by making improvements we can reduce our impact on the environment.

Over the last couple of years, we have been increasingly busy ensuring our products comply with the latest Environmental Legislation and carrying out proactive initiatives to make our products better for the environment.

In this article I hope to address some of the environmental issues concerning cleaning chemicals and touch upon how Prochem is improving its environmental performance through more efficient resource use and recycling of waste. I also hope to give an overview of some of the environmental standards our chemical products meet and describe some of the practices Prochem are carrying out to improve our environmental performance.

Environmental legislation and increased awareness of environmental responsibility mean that most detergents used in Europe are probably now safer for the environment than ever before. That is not to say that improvements cannot be made, but that a sense of perspective needs to be maintained.

In recent years legislation has increasingly become a key driver in ensuring development

of products which are safer for the environment. Most cleaning products are covered by the European Detergent Regulations which require that surfactants used in detergents are ultimately biodegradable.

Regulations

Prochem detergents only contain surfactants which are biodegradable and fully compliant with the regulations. Biodegradability is not limited to surfactants though. Many of the other ingredients used in our products are also biodegradable and we are always looking at how we can make sure our products do not cause harm to the environment.

In line with European legislation our detergents do not contain Nonyl phenol ethoxylates. We have also worked closely with our fragrance suppliers to ensure that our products do not contain nitro-musks. Where possible, Prochem Europe also endeavours to use surfactants which aren't classified as hazardous to the environment.

Some of you may have heard of the new REACH Regulations which recently came into force. REACH aims to encourage chemical manufacturers to improve the safety of their chemicals by substituting hazardous chemicals with safer materials where possible.

Safer products

At Prochem we are always looking at how we can make our products safer both for the user and the environment, whilst still offering the cleaning performance our customers expect. This is why we always look at how we can improve the safety of our products by using safer materials, including substituting ingredients where necessary.

What else is Prochem doing to reduce its impact on the environment?

In addition to the actions already mentioned above, we are also reducing the waste we produce by recycling our paper, cardboard and plastic where possible. As part of our manufacturing process we ensure efficient use of resources such as water and raw materials, by minimising waste and where possible recycling.

The packaging we supply our products in is also of importance. The plastic bottles, jerricans and buckets, as well as the fibreboard cartons are all recyclable.

What for the future?

We are always looking at areas for improvement and that is why, by working closely with our suppliers, we are continuing to develop and improve new and existing products.

In recent years Prochem has been using more plant derived surfactants and solvents. New surfactants are being developed by chemical manufacturers that are less toxic to the environment, have greater biodegradability and still offer comparable performance.

As the next generation of greener, sustainable and renewable plant and mineral derived chemicals become available we will strive to make use of these within our applications.

A word about WEEE

(No, this is not an article about urine removal – that's for another time!)

WEEE is Waste Electrical and Electronic Equipment. The WEEE Regulations came into force last January and are new regulations to protect the environment by encouraging greater recovery and recycling of Waste Electrical and Electronic Equipment and to prevent it going to landfill.

Prochem has registered with a Compliance Scheme; for your interest, our Producer Registration Number is: WEE/AJ0044SY

Further information on WEEE will be published in a future issue of Cleaning Specialist.



Wood you believe it?

Wood effect flooring looks like wood – but is it? Recognising different flooring types is fundamental to effective and safe maintenance.

For the flooring expert, it's a day to day function built up through experience. For cleaners, it's a trickier proposition and no more so than when spotting the difference between solid wood, laminate and vinyl imitation wood.

Solid wood is a natural product and can usually be sanded down when the surface is worn or damaged.

Solid wood requires a seal to protect the wood from ingress of soil and moisture. There are many different types of seal/treatments/finishes available and these include wax, oil, solvent-based and water/acrylic-based finishes.

Laminate is a totally different material, but it can be as easily damaged by water/detergent as wood.

As a cleaner, it is important to understand how laminates are made and also laid for the following reasons:

1. To avoid problems caused by incorrect methods of cleaning.
2. To identify existing problems prior to cleaning a floor (and avoid blame for something which is not your fault).

How is laminate made?

The printed surface decorative layer is pressure bonded to a particle board (High Density Fibreboard) or Medium Density Fibreboard (MDF) which is, in turn, adhered to a bottom board which is often moisture resistant on the underside only.

The sides of the fibreboard are usually moulded to resemble the tongue and groove on solid wood. The decorative surface is coated with a protective lacquer (wear layer)

and the number and quality of coats of this wear layer will vary according to the quality of the laminate flooring. The better the quality the more coats and longer lasting the flooring will be. Once this wear layer has been damaged then it is not possible to replace or repair this worn layer.

Laminate flooring will in all probability require replacing within 5 to 15 years, compared with a solid wood floor that may last for at least 60 years.



What could go wrong with laminate floors?

Probably the most common problem is arching or undulating floor, which can have two or three causes:

1. Floor laid without expansion gaps around the perimeter or obstructions;
2. Rising damp;
3. Overwetting when cleaning.

How do you clean laminate flooring?

Dust and grit are easily removed by dust mopping or with a vacuum cleaner.

Light surface soil can be removed by using Prochem's **C254 Prodet** and the damp mopping system only.

A general-purpose neutral pH detergent concentrate, Prodet is suitable for use on floors, walls and hard surfaces.

Damp mopping

The mop used must only be lightly damp because excess moisture may penetrate through the joints and cause damage to the laminate (swelling).

In cases of very heavy soiling, do not use large amounts of water. Just repeat the damp mopping several times or spray clean the area using a rotary machine with a red or blue pad under the drive board and **A250 Alkleen**, correctly diluted as the solution in a small spray bottle.

A universal free rinsing alkaline cleaner for floors and all washable surfaces, Alkleen can be applied using a rotary or scrubber-drier floor machine, or a sprayer.

Where a customer requires a shine on a worn/dull laminate floor, it is not possible to apply emulsion polish. But – subject to common sense – it may be possible to burnish the floor using a polymerised maintainer such as **C502 Protreat**, a high-speed rotary machine and a white or tan pad.

Wide range

Protreat is a balanced neutral floor maintainer and spray cleaner for use on emulsion polished, sealed floors and stone floors. It contains a blend of detergents and polyethylene slip-resistant wax that can be used on a wide range of non-porous floor coverings.

It must however be made crystal clear that burnishing laminate floors can make them slippery.

Vinyl 'wood look-a-likes' are a lot different from vinyl products that look like wood parquet blocks or wood planks. As with all vinyl flooring, it is easy to maintain and keep looking clean. The daily clean (in most situations) is merely dust mopping and damp mopping with **C254 Prodet** or with **C502 Protreat** and then burnished with a white or tan pad.

Where soil levels are heavier, then spray clean using a blue pad. It should be noted that it may be possible to restrict spray cleaning to traffic lanes only and to damp mop less soiled areas.

Scuff marks

Periodically, where heavy soil and scuff marking are not easily removed with the above methods, scrub cleaning with a green pad will be required. Scrub cleaning will remove (where applied) up to two coats of emulsion polish, which will need to be reapplied after cleaning.

Regular cleaning should keep vinyl flooring in good condition but, subject to wear and tear, it will become necessary to remove all layers of emulsion polish with a floor polish stripper – **C501 Prostrip**, neutralise with an acid rinse – **C255 Prorinse** (this stops polish from powdering), then apply up to three coats of emulsion polish, **C503 Proshine**.

Prochem Europe manufactures and supplies a full range of quality hard floor products. To find out more visit www.prochem.co.uk



Mind your Qs and As

Peter Hargreaves tackles your latest cleaning problems...



Q I am sanding and sealing a wood floor and would like to use a product that is more friendly to the user than some of the strong smelling products on the market. Any suggestions?

A What you require is a low-odour product, such as Prochem's **R801 Woodceel**. Woodceel is a water-based polyurethane acrylic seal which will produce a hard wearing tough and resilient seal. Prior to application of R801, it is very important to remove all traces of previous seals that would prevent the Woodceel from adhering to the timber.

Q I am never sure when to use **R602 Proseal** or **C503 Proshine**. Could you please help me?

A **R602 Proseal** is a water-based seal for use on porous or semi-porous surfaces that have worn surfaces. **C503 Proshine** is a water-based metallised emulsion polish. The main differences between the two are:
 ■ **Proseal** has a semi-shine finish and will be absorbed into the flooring.



■ **Proshine** has a deep gloss shine and sits on the surface of either the **Proseal** or the flooring it is protecting.

Q In the past I have found your **Industrial Cleaner** to be an excellent product for removing heavy soiling and grease, but I cannot find it in your catalogue. Have you discontinued selling this very effective de-greaser?

A Prochem is always keeping ahead of legislation by improving products and sometimes renaming them. **D488 Industrial Cleaner** was improved and renamed as **D488 Powerclean**, so this is the product you require.

Q I have got a lot of work coming up to clean curtains in pubs and hotels, etc. and they have to be dry-cleaned with **B140 Dri Pro**. Can I add **B117 Lemon Refresh** to deodorise the curtains to get rid of the tobacco odours?

A In a word "no". What you can do is add **A223 Solvent Based Odour Neutraliser** to **B140 Dri Pro**, which will rid the curtains of those lingering tobacco odours. If the curtains are also soiled with water-based stains, try adding **B143 Dry Cleaning Detergent Additive** to the solution. This mixture will help you to get a better result. Generally speaking, you should never add a water-based product to **B140 Dri Pro**.

Q I have got a lot of flood restoration work to do and wonder which is the best sanitiser to use?



A **D500 Microsan®** is the product for flood work – it can be used on almost any surface (always check the instructions before proceeding) and is a bactericide, fungicide, mildewicide, algicide and viricide, which can be used inside and outside. It kills E.coli, MRSA, Listeria, Salmonella and Legionella, as well as Hepatitis B, HIV-1, Herpes Simplex and many more germs and viruses (see the Technical Data Sheet on our website). Due to the

many and varied types of jobs cleaners do, it is a good idea to clean equipment regularly with **D500**, so that you do not get infected with any of the bacteria or viruses that you may come into contact with when handling equipment.





Are you a carpet-only cleaner?

IMAGINE the benefits your carpet cleaning service could reap after spending a day on a Hard Floor Cleaning and Maintenance Training Course at Prochem.

Envisage the scenario: you are finishing a carpet job. The Lady of The House asks: "Could you do the slate floor in the kitchen and conservatory?" You respond: "Fraid not. I only do carpets myself."

You leave with a cheque for cleaning the carpet in the knowledge that you missed a lucrative job, which was right under your nose. No prospecting and no expensive advertising! You may already have the customer base that could provide you with many hard floor cleaning and maintenance jobs.

The popularity of hard and resilient floors has been increasing over the past few years, both in homes and in commercial premises, with the trend towards ceramic and stone floors, laminates and solid wood floors, as well as colourful vinyls and linoleums.

Interior designers and architects are also turning to granites, marbles and limestone to enhance reception areas and hotel foyers.

These floors need the expert care which you can easily acquire by attending a Prochem Hard Floor Cleaning and Maintenance Course.

Learn stripping, sealing, burnishing and polishing techniques and you will add another string to your bow and will not have to refuse the hard floor job your customer asks of you.

Prochem manufactures high quality hard floor products including stripping solutions, neutral cleaners, maintainers and acrylic polishes.

General cleaning by untrained cleaning staff, often using the wrong kind of products, leads to build-up of soil particularly around the edges of rooms, but it can even lead to damage.

Finishes gradually lose their lustre and poorly sealed floors can become porous again and accept staining too readily.

The Prochem course will teach you how to avoid and remedy these problems and bring a floor back to its very best appearance and leave it in a condition which is easy to maintain. The knowledge and expertise gained on the course will be invaluable when used, and certainly a source of extra income to you.

In just one day and with a minimum of investment, you can increase your versatility as a cleaner.

Open the door with training

An ancient Chinese proverb says: "Teachers open the door. You enter by yourself."

For over 30 years, Prochem has been committed to bringing the best possible training in carpet and upholstery cleaning to cleaners all over the United Kingdom and once again this year its trainers will be opening the door to cleaners at Birmingham and Manchester venues.

Got years of experience? 'Why come on a training course?' you may ask us.

Well, first of all ask yourself two questions: 'Are you getting the top jobs? Are you getting the top price?'

A Prochem-trained cleaner could be charging up to 40% more than his competitors. Nine times out of 10, they get the business because they have, to use London cabbie parlance, acquired 'The Knowledge'.

'Knowledge is power' is another wise old saying. It gives the acquirer that edge over competitors.

A training course provides a boost to confidence but it also serves to remind us

that there are always new things to learn.

Products are evolving and improving constantly. Carpets and fabrics are also changing. Prochem courses showcase all the best cleaning techniques and effective stain removal procedures and teach delegates how to avoid any potential cleaning disasters such as shrinkage or browning.

Courses come with a comprehensive reference manual, sample products to try out and a certificate of attendance, which could prove to be a useful addition to a sales portfolio.

Both the Birmingham venue in September and the Manchester venue in October are near motorways and airports for easy access. Regional training course content is the same as those held at Prochem's National Training Academy in Chessington.

Lunch and refreshments are provided, and there will be a truck mount demonstration for those who are interested in the next generation of cleaning equipment.

The door is open!

See the training calendar or the Prochem web site for regional dates or call 020 8974 1515 to book.

TRAINING COURSE DATES 2007/8 (CHESSINGTON AND REGIONS)

| CODE | SEPT | OCT | NOV | DEC | JAN | FEB |
|---------------|---------|--------|-------|-----|-------|-----|
| C2 | 25/26 | - | 20/21 | - | 29/30 | - |
| C1 | 4 | 9 | 6 | 4 | 8 | 5 |
| REGION | 11 (WM) | 16 (N) | - | - | - | - |
| U1 | 5 | - | 7 | - | 9 | - |
| REGION | 12 (WM) | 17 (N) | - | - | - | - |
| HF1 | - | 3 | 28 | - | 23 | - |

For details online visit: www.prochem.co.uk or to book call 020 8974 1515
Key: WM - Birmingham N - Manchester



Blazer XL - List price: £8,995
Offer price: £6,796



Legend XL - List price: £11,995
Offer price: £9,346



Peak - List price: £13,995
Offer price: £10,621



Apex - List price: £16,995
Offer price: £13,596



Everest - List price: £18,995
Offer price: £14,446

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Terms & conditions: Offer ends 28th September 2007. All prices include fitting and training, but exclude VAT. Offer available at participating dealers.