

cleaning

specialist

Issue 2 Spring-Summer 1999

news and information from **PROCHEM** for the carpet, fabric and floor care professional

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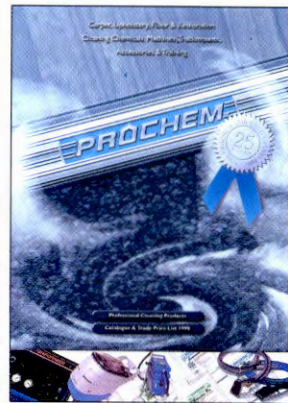
Landmark: Prochem celebrates 25 It's in the book!

SPECIALIST solutions and equipment to tackle all manner of cleaning problems feature in the latest catalogue from Prochem.

Prochem, 25 years in business this year, distinguishes itself with a comprehensive product range with yet more introduced this year, increasing the catalogue size to 48 pages from last year's 36 pages.

Clear and easy to use, the publication takes you to defined product areas covering detergents, pre-sprays, sanitisers, protectors, neutralisers, sealants and all manner of floor treatments and finishes.

These are complemented by an equally extensive programme of equipment and accessories ranging from handy portable spotter extraction units to Prochem's famous high power, truckmounted extractors (with their own tanks, power supplies etc).



Also featured are details of Prochem training courses, covering carpet, upholstery and floor cleaning held at both its headquarters in

Chessington, Surrey and at regional venues throughout the year.

Further detail on Prochem's cleaning systems and their applications can be found on its interactive web site at www.prochem.co.uk. For copies of the 1999 Prochem catalogue, call Prochem Sales on 0181 974 1515 or e-mail sales@prochem.co.uk

Go on the warpath against dirt

The Cheyenne carpet and upholstery cleaning machine from Prochem.

The Cheyenne – a native American tribe renowned for their hunting and fighting skills. Rugged, efficient and stealthily quiet. That's why we named our heavy-duty cleaning machine after them.

The powerful dual-vacuum system and optional heat exchanger make soil extraction easy, and yet it's eerily quiet in use. Its high capacity solution tank means that large jobs can be completed without constant refilling.

The Cheyenne comes complete with Glidemaster stainless steel wand and hoses, ready for immediate action on the warpath against dirt.



PROCHEM

Call today for a copy of our Catalogue and the name of your nearest Authorised Distributor.

Oakcroft Road, Chessington, Surrey KT9 1RH, England.
Tel: 0181 974 1515 Fax: 0181 974 1511

years of service to the professional cleaning industry

Bigger and better for the Millennium

PROCHEM is celebrating its 25th birthday this year – marking a quarter of a century of service to the professional cleaning market.

Trade and end user promotions – hosted by the company – are just some of the ways that Prochem is to celebrate 25 years successful trading.

Prochem managing director and founder Ron Tilley explained: "This year is going to be memorable for all of us with the Millennium as close as it is now.

"For Prochem, it is more so. 1999 is a key year that sees the company with increased market share and an ever developing product portfolio."

Monthly promotions to cleaners and specifiers include draws to win both Prochem cleaning technology as well as specialist solutions.



MEMORABLE year: Prochem's headquarters in Chessington.

Win a Spot-Pro Extractor

EVER thought how handy it would be to tackle those carpet spots and stains without having to lug out a big extraction machine to do the job?

Now you can remove irritating stains simply and quickly and FREE by winning one of ten Prochem Spot-Pro Extractors during 1999 as part of the company's 25th Anniversary celebrations.

Runners-up win a handy Spot Remover Kit.

The Prochem Spot-Pro Extractor is the ideal machine for quick and easy removal of stubborn spills and stains. It has a powerful vacuum pump and comes – ready to go – with its own hoses and hand tool.

To enter, simply send photocopies of invoices from your Prochem dealer proving you have purchased Prochem chemicals in any one particular month and send them to Prochem.

The more copy invoices you send,

the greater your chance of winning.

Every month until November 30th 1999 there is a draw for the lucky winner of a Spot-Pro Extractor. The second invoice drawn wins a Prochem Spot Remover Kit.



Prochem Ltd is at Oakcroft Road, Chessington, Surrey KT9 1RH, UK. Further details on the competition on 0181 974 1515 or fax 0181 974 1511 or e-mail info@prochem.co.uk

Compact, simple & affordable

Introducing Prochem's New Blazer™ Truck Mount Carpet Cleaning Machine

It's the perfect starter machine or upgrade
from a portable!

The Blazer™ has the high quality components and
features you've come to expect from Prochem:

Heat Exchange Technology

Corrosion resistant powder coated finish

Low noise silencing system

Last step chemical injection

16hp Briggs & Stratton engine

Hypro triplex water pump



Special
introductory
price only
£6,495



PROCHEM

Prochem has a full range of quality truck
mounts... a size for every need. Visit Prochem
for a hands-on demo today.

Professional Chemical & Equipment Company Ltd
Oakcroft Road, Chessington, Surrey KT9 1RH, England.
Tel: 0181 974 1515 Fax: 0181 974 1511

Five star care for carpets...

A COMPACT portable for cleaning carpets and hard floors, the new Prochem Fivestar upright extractor enables professional results and quick drying with minimum effort.

The lightweight (30 kilo) Fivestar is a manageable size (60 x 43 x 30cm) and has a fold-down handle. It is perfectly suited for cleaning carpets and most smooth floors in healthcare and leisure environments.

Also easy to use, it is an ideal solution for operators in the domestic rental market.

This high performance soil extractor is self-contained, combining a powerful pump and vacuum system with a power driven self-levelling brush. There are no hoses or wands to attach.

Cleaning width is 30cm (12in). Hard-to-get-to areas can be accessed via the hand tool and hose attachment to the back of the machine. Waste pails can be removed quickly and without any hoses to detach.

The Fivestar carpet version model retails from £995 + VAT; the Allfloor model has a r.s.p. of £1095 + VAT. Details from Prochem; tel 0181 974 1515.



New look web site

PROCHEM celebrated a full year on the internet with an updating of its site.

Need cleaning tips, chemicals, machines, or even details of professional cleaners themselves? Go no further than the Prochem site. It is brimming with news and views as well as bags of good advice.

Changes include up-to-date information on the company's full range not least of all the latest products for 1999, Prochem's 25th anniversary year. An index of all current Prochem chemical safety data sheets has now been added.

There is distributor information and a database of cleaners accredited to the Proclean association.



There is news also of the new Prochem catalogue; 48 pages of total cleaning systems and solutions, available now.

You can order your copy on 0181 974 1515 or via the site e-mail facility. The Prochem web site is at <http://www.prochem.co.uk>

Calling old faithfuls

WE want to find out who has the oldest Prochem cleaning machine still in regular use in Britain. Just send a picture of your old faithful and you could win 10% off its replacement from today's Prochem range.

All you have to do is get a photograph taken of you and your Prochem cleaning machine and mail it to the Editor, Cleaning Specialist, Prochem Ltd, Oakcroft Road, Chessington KT9 1RH. The oldest (machine!) is the winner and will be featured in the next issue of this magazine PLUS you can – if you can bring yourself to! – replace your veteran with a comparable brand new Prochem machine at discount!

Proclean® update

A new look – and a membership drive

A MAJOR member recruitment drive is underway by training association Proclean.

The push follows trademarking and operational changes including the incorporation of the association into newly-formed Proclean Professional Cleaners Association Ltd.

Committee members Roger Newman, David Underwood and Peter Hargreaves and Prochem chairman and association founder Ron Tilley become directors of the company.

New badges have been mailed to members including the 10 new members who have all passed their preliminary tests.

The company has embarked on a recruitment drive among lapsed members with success: "Some former members are looking again at the benefits of joining and the training resources we can offer," says Ron.

A new status had been developed to encourage members to increase their knowledge by taking further training.

A three tier system via newly-produced members badges, denotes "member" for newcomers, through to "qualified member" and after a year's membership and certification, "master member".

Proclean membership costs only £50 per annum.

"Training remains crucial to developing a business in the cleaning market," says Ron Tilley.

"Thanks to the sponsorship of Proclean by Prochem we can keep our costs low bringing even better value for money to members."

Staying in touch

PROCLEAN was established by Prochem chairman Ron Tilley in 1986. Ron's rationale for the association was simple: "A professional is someone who recognises that he can never know enough", he says.

"It is our job to keep our members informed on the latest in cleaning methods."

Continuous training in the carpet, upholstery and floor cleaning services was and is today the core aim of the association. While based at Prochem's headquarters in Chessington, the administration of the association by its newly-appointed directors (see news item on this page) is national.

With a major recruitment drive underway, Ron highlights the benefits to cleaners of membership.

- All the benefits of a franchise without the high cost
- Regular retraining workshops
- Free copies of PROCLEAN NEWS covering new products, trends, tips etc
- Authorised use of the Proclean registered trademark
- Proclean badges, vehicle decals,



literature available

- Access to treatments risk insurance
- Advisory service for handling cleaning problems
- Publicising of members direct to carpet manufacturers
- Listing of members on Prochem web site
- Prochem endorsement via recommendation of all qualified Proclean members

You can find out more about Proclean by telephoning 0181 974 1515.

Advanced Training Workshops

TWO important dates for Proclean member diaries concern Advanced Training Workshops. The workshops at Prochem's training centre in Chessington are being held in the spring and autumn and the day-long workshops are free to Proclean members other than a nominal

charge of £10 to cover lunch and refreshments. In addition to advice on cleaning methods, the workshops include talks by specialists on sales, chemicals, health and safety, finance and law. Ring the Secretariat (*number above*) for details of dates.

First course at Gradus is a huge success

A FIRST training course for regional cleaners and specifiers has been a success for Cheshire-based contract carpet manufacturer, Gradus.

The course, presented by Prochem, was attended by 32 professionals from local authorities, hospitals, schools and local and national contract cleaners including OCS and Initial.

"Gradus is stepping up commitment to sharing expertise with its customers and their contractors," said course organiser Sue Cubbin. "Partnering with Prochem brings considerable expertise. We are likely to provide further courses."

Prochem runs a series of carpet, hard floor and upholstery cleaning courses at its national training school in Surrey.

Courses are also held at regional venues, and manufacturer liaison manager Peter Hargreaves was quick to accept Gradus's offer to host a course.

He said: "Courses such as this go a long way toward educating customers and cleaners. We are certain more manufacturers will follow Gradus Carpets' lead."

Steaming ahead in the public sector

PROCHEM has doubled its cleaning equipment and solutions sales into the public sector with notable successes amongst Greater London local authorities.

The company puts its success down to more than just salesmanship. "Certainly our share of public sector cleaning is influenced by our improved sales effectiveness," says Prochem sales director Martin Davies.

"But then there is also a greater commitment by specifiers to go for better quality, longer-lasting technology and so reduce capital replacement cycles," he suggests.

Focus on systems

A principle reason for Prochem's growth in the public sector is the company's focus on selling cleaning systems rather than specific products.

Prochem markets cleaning solutions with equipment and accessories in packages – or systems – tailored specially to customer needs. "These add value and increase customer loyalty to Prochem products," says Martin.

Popular with cleaning and contract services managers in London's local authority sector are Prochem's Steemeasy 200 and 400 carpet and upholstery machines and the company's Cheyenne 3 dual vacuum units.

Both Steemeasy models are light enough for one person to use and sufficiently powerful for all manner of industrial duty. Recently upgraded with a new heavy duty housing, the Cheyenne is a large capacity, high power unit with dual 3-stage vacuums for the toughest cleaning jobs.

Municipal and Education

Len Page, cleaning operations manager at Newham Borough acquired four Steemeasy machines for deep cleaning of municipal and education buildings within the borough. In addition to scheduled cleaning, the Steemeasys are used for resolving staining accidents.

"They are particularly useful in situations where we have deflooding to carry out first as the same machine can be used to clean the carpet," says Len.

The borough has also purchased two Prochem M3 extractors; these smaller machines combine the power and reliability of the larger units with lightweight manoeuvrability popular with busy cleaners. Prochem chemicals are used with all the machines.

Housing

Other new Steemeasy users include London Borough of Barnet, Sutton Borough's contract services department and the housing department at Hounslow council. Hounslow caretaking services Mick Territt said:

"This is our second Steemeasy. We use them for cleaning carpets in concierge areas to 13 tower blocks and other properties on our larger estates.

"The machines are effective at restoring heavily soiled carpets and are portable and easy to manoeuvre. One is also used for training at our own BICSc training centre.

Hounslow education department has also recently specified Prochem Steemeasy machines. Prochem detergents, neutralisers, deodorisers and spotting kits are specified at Hounslow Borough.

Says Mick Territt: "Prochem is a leading supplier of carpet cleaning



HEAVY traffic: Paul Bonner, training officer at London Borough of Hounslow Caretaking Services, tackles reception area carpet.

machines and chemicals and we are very pleased with these Steemeasy machines. We would recommend them."

Cheyennes are in use now in the Public Services Division at London Borough of Barking & Dagenham and at Islington Borough, which has specified three Cheyenne 3 models.

Barking has also bought Prochem's newly-introduced Spot Pro Extractors: compact hand-held units purpose-designed for quick and effective cleaning of spills and stains. The borough has acquired five machines in addition to the Cheyenne 3 it purchased a few months previously.

Your questions answered...

Q: Our shop has invested in expensive barrier matting yet come rain or snow the carpets are soon dirty. Has the matting failed to work?

A: Probably not: your problem is compounded by the state of the matting and by the residue of high

alkali left by weekly cleaning of the carpets; this is contributing to a quick re-soil. First the carpets: the cleaners should vacuum them well, apply S709 Multi Pro and brush it in. Then extraction rinse with B109 Fibre and Fabric rinse. Barrier mats collect dirt, moisture, oils and so on. They need

maintenance in the form of regular vacuuming when dry with a powerful upright cleaner with a brush and beater bar. When you have the shop carpets cleaned next, get them to clean the matting as well prespraying with S709 Multi Pro or E836 Enzyme Prespray followed by extraction cleaning with S775 Extraction Pro. That should solve the problem.

Truckmount: Big in the States – now big in Britain. A look at

Five reasons why!

MARTIN Davies explains why cleaners buy the gentle giants of cleaning technology...

TRUCKMOUNTS are the rule not the exception in the USA. Cleaning businesses buy into this technology because it's easy to use and faster than anything else available. The Brits have some way to go to catch up.

But the fact is people are put off buying a truckmount for reasons of cost, cost and cost. Here are five facts about truckmounts.

1: They're an affordable investment

You do not have to buy one outright if you cannot afford it. Prochem's LeasePlan finance scheme lets you lease a Blazer model for around £6 a day. One Prochem customer is cleaning 2,000 sq m a week with resultant sales of £1600 weekly.

2: They clean faster

What the new truckmount owner finds is more time on his (or her) hands to fill. So they sell the newly available service time. They make more money, are better known, and they become more professional.

3: Indoor air quality is improved

Who cares? Your customers certainly do. Some organisations are actively specifying products and services that are environmentally-conscious.

4: They clean more effectively

Even a top of the range Twin Vacuum Portable falls far short of the power delivered by the smallest petrol driven truckmount.

5: Sales and profits rise

Because they generate more vacuum pressure and heat, truckmounts can clean more square metres.



THIS has the works: US-based Aspen Carpet Cleaning's Ford 1 ton van contains a 250 gallon fresh water, 250ft 2in hose reel, shelving for 32 gallon containers, one 2-gallon power sprayer, carpet repair tools, 2-gallon pump sprayer, two turbo dryers, and more. It runs a V8 engine with heavy duty suspension.

Twenty times

POW

TRUCKMOUNT technology is exciting. And that's how West Country cleaner Patrick Beck sells it...

Set squarely inside their vans; their motors running, dial lights on, and hoses snaking out and away to site: truckmount cleaning machines can intrigue adults and children alike into asking: "what is it?"

New Prochem truckmount owner Patrick saw the potential of his truckmount not just as a cleaning solution but a marketing opportunity.

And his new special long-wheelbase Ford Transit High Cube van is just that: a great ambassador for truckmount cleaning, bearing the big, bold legend in red and black: "20 TIMES MORE POWERFUL THAN ELECTRIC MACHINES!"

"I do get business through the van," says Patrick. "People see it, call me and say they had a problem carpet and needed something different, unusual even, to sort it out. They like the mystery."

Top of the range

Patrick bought a Performer truckmount from Prochem in the spring of this year. A top of the range unit, this is powered by a Nissan 1.2 litre industrial petrol engine for dual wand operation as far as 250 ft from its base vehicle (600 ft in single wand operation). It can clean carpets and



THAT'S the way to tell it: Patrick Beck

upholstery simultaneously and can be used for steam pressure washing and de-flooding extraction.

Patrick has 15 years experience of cleaning. "With truckmounts you do not have to employ so many people and you have very reliable technology to hand that facilitates taking on work you would probably not have been able to take on before.

The floor from hell

"I was invited along to clean a carpet recently in a pub. The owner warned me that the carpet was in poor shape and that

Why more and more professionals are making the investment

comes more

OVER



ansit spells out the truckmount benefits. Her usual contract cleaner would no longer clean it and had suggested that she replace it. "I walked into the pub lounge and asked her where the carpet was. I was standing on it but had not realised it. It was almost entirely black but for recess areas where some pattern could be seen. Soiling was at least a quarter of an inch thick." Undeterred, Patrick set to, spraying the entire area heavily with Prochem E836 Enzyme Prespray – even though it was bouncing off the surface! After 20 minutes, he began extraction

cleaning with his Performer using Prochem S800 XL detergent on a temperature of 220 degrees and pressure at around 550 psi.

"After a couple of passes, the Performer was already making progress and I could see the carpet. The landlady had another pub and I got the contract to clean that as well.

"The great thing about truckmounts is that all the muck goes into the unit's waste tank where it can be disposed of safely rather than being handled with all the bucket emptying that goes with portable machines."

Becks Cleaning Services works on large homes, superstores, hotels as well as pubs and clubs. Anywhere, where filthy, unsightly carpets are to be found says Patrick. And anywhere can be as far afield as Southampton – where Becks have their latest nightclub contract.

Wherever there is call for the powerful Performer.

Win a £250 voucher

PROUD of your truckmount vehicle? **Send in a picture of it and you could win a Prochem Chemicals Voucher worth £250 ...**

Most cleaning businesses 'keep clean': they look good, their vehicles look good. They make a good impression. As suppliers and fitters of the finest truckmounted cleaning technology, Prochem gets to see all sorts of vehicles in its fitting bays.

It could be that truckmount owners take that bit more pride in their equipment because their trucks are that bit more special.

In a bid to find the Best Kept Truckmount we are asking you to send in a good quality colour photograph of your's, telling us about it and why you think it's the sharpest set of wheels around! Judging will be on the following criteria:

- Condition
- Colour schemes, signwriting etc
- Marketing effectiveness (i.e. how your van sells your business)

Photographs are acceptable in print, transparency, negative or disk formats.

All entries to Peter Muir, Editor, Cleaning Specialist, PMPR, PO Box 61, Buckingham MK18 3ZU, to be received by 1 July 1999.

The Top Five Winning Entries will appear in a gallery of top trucks in the next issue of Cleaning Specialist.

The winning entry receives a £250 Chemical Voucher; the four runners-up each receive a £50 Chemical Voucher.



Superior cleaning results, from one source.

Whether you need the latest high tech cleaning machine, a training session to learn the latest techniques, or just a bottle of cleaning solution, there's just one name you need to remember – Prochem.



We've been around probably longer than any other company supplying carpet and upholstery cleaning products, and in that time



we've established an enviable reputation for having the best products – at the right price.

For a copy of our latest catalogue describing our complete range of cleaning machines, solutions and training courses, and the name of your nearest Prochem Authorised Distributor, telephone 0181 974 1515 today.



PROCHEM

Professional Chemical & Equipment Company Ltd
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Email: sales@prochem.co.uk URL: <http://www.prochem.co.uk>



Lock, stock – and Vinnie!



WHEN footballer and emerging film star Vinnie Jones came round with a pair of scissors, Alan McKane remained calm.

After all, Vinnie was there to open a new shop for Alan's business, A&M Cleaning Supplies.

It is the second sales unit for this Watford janitorial supplier and contract cleaning operation run by Alan, wife Meryl and son Robert.

Both have been opened by Vinnie, star of the British thriller, "Lock, Stock and Two Smoking Barrels". His and Alan's friendship dates back to their days as schoolboy footballers.

This imaginative marketing was further exemplified when TV presenter and comedian Bradley Walsh performed at a promotional event for the company.

A&M sells via a well displayed stock of cleaning technology and chemicals in adjoining shops on Watford's Orbital Crescent. The company has a hiring facility and employs an engineer to maintain its machines in addition to customers'.

Hard to equal, A&M Cleaning Supplies is a growing company and a number of major suppliers are interested in the company distributing

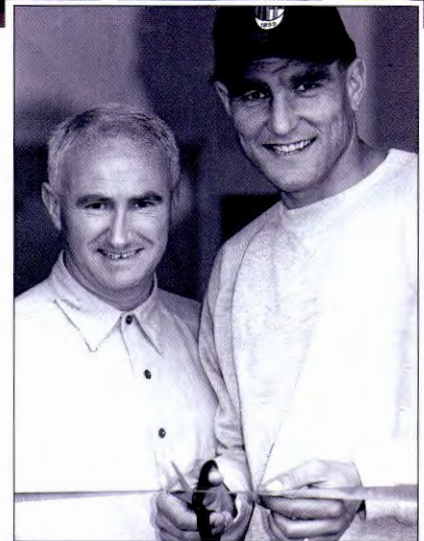


A CLASS act: Products on display at A&M (above) and (right) Alan McKane with Vinnie Jones.

their goods. Alan sells Prochem technology and chemicals and is in no hurry to change. "It's their professional organisation, exceptional product range and quality that makes Prochem hard to equal," he says. "Their technical support is excellent as is their training."

A&M has been sending its own cleaners and customers on Prochem courses at Chessington since it began trading. Alan has been attending for nine years and has been known to assist as a tutor. He recently became a Master Member of Proclean after completing the Advanced Training Course.

The other side of operations is a thriving cleaning business, with contracts that include maintaining the executive boxes at Watford Football Club as well as the showhouses for builders Bellway Homes. A&M's shop walls are resplendent with awards from



the National House-Building Council for the cleanliness of award-winning building sites.

Not one to rest on its laurels, A&M now has its own web site which is just one area Alan intends to develop. Give it a visit for a taste of the future: there is also a link to the updated Prochem site!

A&M Cleaning Supplies
5/7 Orbital Crescent, Watford,
Herts WD2 6HB
Tel: 01923 671587
Fax: 01923 671889
E-mail:
aandm.cleaning@virgin.net
Web:
<http://freespace.virgin.net/aandm.cleaning>

Your questions answered...

Q: Cosmetics makes a terrible mess of fabrics. Prochem's Solvall Spotter is great for removing lipstick. But why not other cosmetics like nail varnish?

A: Simply because it not formulated to act on varnish products. You are right: Solvall is great for that and waxed, oils and greases but for varnish needs Gluespot. Solvex will also do the job but takes a little longer to act.

Regional training

PROCHEM will hold regional One-Day Carpet and One-Day Upholstery Cleaning courses at: The Crown Hotel, Boroughbridge, North Yorks, September 21 & 22; The Ward Arms Hotel, Dudley, October 19 & 20.



SUCCESS story: *The American Community School at Cobham, Surrey – and (inset) cleaning manager Neil Meredith.*

Supernova stars at American schools

BOARDING schools are challenging environments for cleaners. One chain of international schools is specifying Prochem cleaning technology to tackle the job...

A little over one year into the job and Neil Meredith is on top of the cleaning needs for three major schools with the help of Prochem.

As cleaning manager for The American Community School Ltd, Neil has been specifying Prochem Supernova carpet and floor cleaning machines, Prochem chemical solutions and Prochem training for his staff.

UK-owned, fee-paying American Community Schools was started in the 1960s with ten children in London. Moving to Surrey in 1976, it grew steadily. Demand for places is from expatriates on UK work contracts who want their children to be educated to the American Diploma or the International Baccalaureate Diploma for worldwide university access.

Children from over 50 nationalities aged from three years to 19 years attend the schools with over 100 12 to 19 year olds boarding at the Cobham campus.

Neil is based at the American

Community School at Cobham where he employs 21 evening cleaners, seven daytime cleaners and six cleaners for the dormitories alone. Similar staffing levels are to be found at the company's schools in Egham, Surrey and Hillingdon, Middlesex.

Pupils number 400 + at Egham rising to 1200 + at Cobham with a total of 2,400 throughout the three schools.

Common problems

Floor maintenance problems are those common to most schools. "Scuffing to linoleum is s problem," says Neil. "The buildings are unusual in being mostly carpeted and our major issue is with removing chewing gum from fibres.

"I was not much taken with the machines we were buying when I arrived. I knew about Prochem and decided to look at what they had to offer," says Neil.

He was struck by the Supernova range. "I wanted a machine that would clean in forward and reverse modes. The Supernova was the one and we actually bought the first to arrive in the UK."

Each school has a Supernova in fulltime use. Neil is expecting to order another in the near future and is about to choose a Prochem portable machine

for cleaning carpets in staff housing.

Cobham has 120 rooms and cleaners are at work every day throughout the day. Carpets are extraction cleaned once every two to four weeks depending on room use.

American Community Schools use Prochem chemicals ranging from strippers and sealers for the scuffed hard floors to extraction detergents for the extensive areas of carpet. "They are very efficient products and we would not use anything else," says Neil Meredith.



STAR:
Prochem's Supernova 700 two-way cleaner.

Go, spot - go!

by Joe Domin
Senior Chemist, Prochem



THE spot must go! Spot and stain removal is part of a carpet cleaner's professionalism.

The cleaner is seen as a wizard doing magic by removing spots and stains – especially when nobody knows what they are or how they got there.

Spots are materials that have not affected or damaged the fibre itself. They can be improved by removing the materials, though some are more difficult to remove than others.

Stains involve a chemical reaction that has altered the fibre colour and may require chemistry to correct. Some fibre stains are difficult or impossible to reverse, like those caused by insecticides, acne medications containing benzyl peroxide, bleach and chlorinated pool water. They may not be visible when they occur, but become visible next time they are cleaned.

First, investigate the type of spot or stain you are dealing with and when it appeared. Once you have identified it, use your professional spotting kit to attack the problem. This reduces your cleaning time and effort tremendously.

If there is an excess of residue, it must be removed. A bone or plastic scraper is helpful in removing solid materials. Spots must never be rubbed. The secret word is blot. Rubbing will just make the spot bigger.

Apply the correct spotter, blot, rinse and extract. Avoid using excessive spotter, which cause the spot to return.

A professional spotting kit shows the cleaner's dedication to solving problems. It should contain the tools and solutions to deal with a wide variety of spots and stains, including scrapers, towels, a spotting brush, pH paper and spotting products.

THE most common products to be included in a professional spotting kit are:

A **neutral detergent spotter** (such as Prochem's B122 Neutral Pro-Spotter) is the all-round product to remove common spots. It is fast acting and has a neutral pH (6.5-7.5) to make it a universal spotting product. It does not invoke a chemical reaction, but has the ability to pry loose many surface spots.

Solvent spotters are used to remove oily spots. There are safe solvent spotters available, and your spotting kit should have one or two, such as Prochem's B123 New Solvall Spotter, and E840 Citrus Gel.

A **protein spotter** is a water-based product used to remove foods, blood and dairy products. Prochem's B144 Stain Pro fills the bill. Prochem's latest version of A277 New Solvex attacks a variety of ink spots. A product designed just for inks and some types of paint has a better chance of getting the job done.

Prochem's B187 Magica Rust Spot Remover is designed to attack rust spots. It is based on a safe acid system. Use sufficient dwell time and agitation.

A **coffee and tannin** spotter such as B195 Coffee Stain Remover comes

in handy in offices where spills are common. It removes a variety of water-based brown stains, such as water rings and fibre wicking. For larger areas use B175 Browning Prescription.

Gum removers are based on solvent chemistry to soften and loosen the gum, or freezing action to break it away. Prochem's E840 Citrus Gel was designed as a gum remover and allows you to peel the spot from the carpet. For excessive contamination, Prochem's Bazooka unit and aerosol solvent offer an efficient method of removal.

AN **oxygenated bleach** such as Prochem's B151 Oxibrite is one of the safest, most effective means of removing yellow stains and certain dye spots.

An **enzyme digester** is useful for protein spots and fats which have aged or been exposed to heat. Digesters take time to work, but can remove spots that won't come off otherwise. Try E836 Enzyme Prespray for carpeted areas in restaurants and kitchens.

SPOT and stain problems should be viewed as opportunities for the carpet cleaner to establish himself as a true professional. He must have knowledge beyond basic cleaning. Professional spotting skills add value to his service and give customers reason to call back. The Prochem PSK spotting kit helps establish that reputation and should be part of every carpet cleaner's tools.

Carpet first aid kit

INCREASE your sales by offering the Prochem Spot Remover Kit (*inset picture above*) to your customers. It's the handy solution to almost every spill and stain accident! The Quick Reference Guide lists many household type stains. You can put your own company label on each kit.

Your questions answered...

Q: We are getting shocks from door handles. It started when we had the carpet cleaned but we're getting shocks in vinyl floor areas too. Why?

A: The problem is caused by a dry atmosphere and friction, notably in winter. Vacuum the tiles, spray on an

anti-static treatment and brush with a pile brush. If the vinyl floor has been burnished or polished strip with C501 Prostrip and pick up the slurry with a wet and dry vacuum. Rinse, neutralise with C255 Prorinse, vacuum, dry and apply three coats of C503 static conductive Pro Shine.

New products for 1999

SPECIALIST CARPET PRESPRAYS

S888 Ultrarep TLC

New generation high concentrate pre-spray and traffic lane cleaner with 1 to 33 dilution. Powerful formula with mild pH is suitable for all carpet types, subject to pre-testing. Golden opaque viscous liquid with winterfresh fragrance. Dilution 1 to 33 pH 9.8.

CARPET MAINTENANCE PRODUCTS

B106 Spray Dri with Carpet Protector

Quick drying, crystallising carpet maintenance concentrate with Dupont Carpet Protector. Can be sprayed, brushed and left to dry, or used in conjunction with rotary machines, carpet bonnet pads or as a pre-treatment before application of dry compounds. Clear liquid with herbal fragrance. Dilution 1 to 15 pH 5.5.

3M SR50 Soil Retarding Carpet Shampoo

Highly concentrated foam shampoo with built-in fluorochemical stain resistance. Amber liquid. Dilution 1 to 50 pH 9.2.

3M ST20 Carpet Spray Cleaner

Low foam quick drying spray cleaner with built-in 3M carpet protection for use with bonnet pads. Amber liquid. Dilution 1 to 20 pH 9.2.

DRY COMPOUND PRODUCTS

Valuedri

A high quality dry carpet cleaning compound formulated for the commercial carpet cleaner. Valuedri contains biodegradable ingredients and cleaning agents designed to absorb soil and moisture, allowing carpets to be used immediately after the cleaning procedure. Golden compound with lemon fragrance. Approx. coverage 15m² per kilo pH neutral.

Fiberdri Spot-Cleaning-Kit

Contains 2 x 200g Fiberdri compound in re-sealable poly-bags, 250ml of Stain Remover with trigger spray, carpet brush and special towel. Ideal for quick spotting or consumer use.

SPECIALIST PRODUCTS

B143 Dry Cleaning Detergent Additive

Solvent soluble detergent concentrate with optical brighteners, which improves the effectiveness of dry cleaning solvent for the removal of water-based soils. Clear liquid with lemon deodorant fragrance. Ready-to-use pH neutral.

ODOUR NEUTRALISERS

A222 Odour Neutraliser Gel

Highly concentrated odour neutraliser continuous action gel for smoke and odour

contaminated areas. Lasts up to 90 days. 500ml tub.

A223 Solvent Base Odour Neutraliser

Solvent soluble deodoriser which can be added to B140 Dri Pro for the removal of smoke, tobacco, fuel oil and most odours during fabric dry cleaning or disaster restoration cleaning. Dilute 1-100 to 1-4 pH neutral.

ZerOdor®

Odour absorbing mineral, effective on persistent organic odours such as urine, bacterial decomposition, smoke and most residual odours in carpets, fabrics and building structures. Now available as granules for carpets and fabrics and powder for hard surfaces. Coverage approx. 25g to 50g per square metre. Ready-to-use pH 7.2.

SANITISERS

D500 Microscan

New EC and USA registered anti-microbial multi-surface sanitiser and cleaner effective against bacteria (including MRSA), viruses (including Hepatitis B and HIV), fungi, algae and mildew. Ideal for flood restoration. Dark green liquid with floral fragrance. Dilution 1:100 to 1:33, pH 10.5.

Clensan® Consumer leaflet

A high quality double-sided consumer leaflet designed to promote the benefits of using Prochem Clensan® Carpet and Fabric Sanitiser. Includes consumer information and space for service company's name and address.

CARPET PROTECTORS

3M CP94 Carpet Protector Concentrate

New spray-on fluorochemical protector concentrate which provides carpet fibres with an invisible durable shield to reduce the adhesion of dry soil and help prevent staining from water and oil-based spills. Amber liquid. Coverage approx. 25m² per litre of concentrate. Dilution 1:4 parts water or 1:8 (dry carpet) pH 8.5.

FABRIC PROTECTORS

B128 Fabric Seal Aerosol

A quick drying solvent based fluorochemical fabric protector which helps prevent soiling and staining from water and oil based soils. Designed for use as a top-up treatment on heavily used areas such as arms, seats and headrests.

B130 Aqua-Seal Fabric Protector

A new high quality water-based soil and stain

resistant finish for wet cleanable fine fabrics.

Aqua-Seal Fabric Protector provides a durable stain-resistant coating which also makes fabrics easier to clean. Apply by fabric protector applicator gun or hand sprayer. White liquid. Coverage approx. 75m² per 5 litres. Ready-to-use pH 4.5.

FABRIC FLAME RETARDANT

B196 Synoflam

A water-based spray on flame proofing agent, suitable for use on wet cleanable fabrics. Tested to BS5867 (Curtains - Part 2 type B) and BS5852 (Upholstery fabric coverings - Part 1 cigarette, match and butane flame test). Provides a non-durable proofing which requires re-application after wet cleaning. Synoflam is not suitable for water-resistant or water sensitive fabrics or polyurethane foam fillings. Commercial applications should be tested and approved by a fire officer to ensure conformity. Consumer Protection - This product cannot be used to meet the requirements of the Furniture and Furnishings (Fire) (Safety) Regulations 1988 which requires durable flame resistance of fabrics, filling materials and foams. Clear liquid. Coverage approx. 50m² per 5 litres. Ready-to-use pH 7.5.

GREASE REMOVAL

B138 Solvent Additive

A highly concentrated blend of cleaning solvents and surfactants formulated for use as a degreasing additive for carpet rotary shampoo, carpet and fabric pre-sprays and as a fabric "dry" cleaning prespotter. Clear liquid with lemon floral fragrance. Dilution 1:50 / 1:20 / 1:4 pH 7.5.

STAIN ABSORBENT

B136 Stain Absorber

A highly absorbent natural chalk based powder which can be applied to difficult stains after spotting treatments. Stain Absorber will then "pull out" remaining staining matter as carpet fabric dries. Off white powder. Ready to use.

3M Carpet Spot Remover & Upholstery Cleaner

A dry foam aerosol spotter for multi-purpose use. Designed for daily spot removal as part of 3M's Cycle 4 Carpet Protection System. pH 9.2.

A281 Gluespot

A specialised aerosol solvent spotter for the removal of varnish, nail polish, household cement and lacquers from carpets and fabrics. AEROSOL.

FLOOR & HARD SURFACE RESTORATION

C601 Creme Clean

Renovating cream cleaner with detergents and

mild abrasives for ceramics, stone, marble, terrazzo, enamel and stainless steel. Apply with damp cloth or floor pad, rinse and buff dry. Green paste with lemon fragrance. Ready-to-use pH 8.

D492 Soot Seal

A PVA based sealant with anti-corrosion additive and odour neutraliser, designed to seal soot and other residues caused by fire and smoke. Can be sprayed or fogged. Clear liquid with floral fragrance. Dilution 1 to 3 pH 6.

GENERAL CLEANING PRODUCTS

C254 Prodect

General purpose neutral pH detergent concentrate suitable for use on floors, walls, hard surfaces, cutlery and glassware. Green liquid with citrus fragrance. Dilution 1 to 100 pH 7.5.

G520 Industrial Glass Cleaner

Non-residual, low odour, quick drying aerosol cleaner which cuts through soil and grease on glass, mirrors and laminates. AEROSOL.

G530 Cleaner Polish

Low wax, anti-static spray cleaner for furniture and plastic laminates. Leaves a bright long lasting shine and pleasant fragrance. AEROSOL.

G252 Telephone Sanitiser

A spray wipe cleaner blend of biocide and alcohol which eliminates germs and bacteria from telephone ear and mouth pieces leaving a pleasant lavender fragrance. AEROSOL.

FLOOR PREPARATION PRODUCTS

R802 Crylceel

A high quality durable clear water-based acrylic emulsion seal for concrete, inoleum and other porous floor surfaces where a superior seal is required. Coverage approx. 150m² per 5 litres. Ready-to-use pH 7.3.

FLOOR MAINTENANCE PRODUCTS

C504 Prostat

21% metallised emulsion floor polish with conductive additive to help prevent the build-up of static electricity on the floor surface. Suitable for areas such as computer rooms or other areas where static electrical charge on the floor surface needs to be controlled. White emulsion with acrylic odour. Coverage approx. 250m² per 5 litres per coat. Ready-to-use pH 8.

C264 Protect

Neutral QAC bactericidal detergent cleaner with slip resistant polyethylene copolymer wax for use on floors and washable surfaces. Suitable for damp mopping and spray cleaning. Yellow liquid with deodorant fragrance. Dilution 1 to 40 pH 7.5.

Proven safe and effective against odours and bacteria

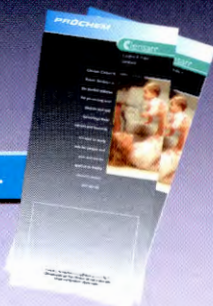
Prochem's Clensan® is the complete sanitising treatment which is used to protect millions of square metres of carpeting throughout the world.

Clensan® goes beyond just cleaning to ensure that carpets, fabrics and other soft furnishings are hygienically clean and free from odours and bacteria.

Clensan® provides a barrier which re-activates to protect carpet and fabrics between cleaning and it's specially formulated so that it won't cause sticky residues or rapid re-soiling, like some other carpet deodorisers.

Leaflets are available to distribute to your customers.

Call today for a copy of our Catalogue and the name of your nearest Prochem Authorised Distributor



PROCHEM

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Working for a clean, green world

MARKETING of “environmentally friendly” products has become increasingly popular.

At Professional Chemicals Corporation we have always felt a responsibility for the environment and the safety of those who use our products.

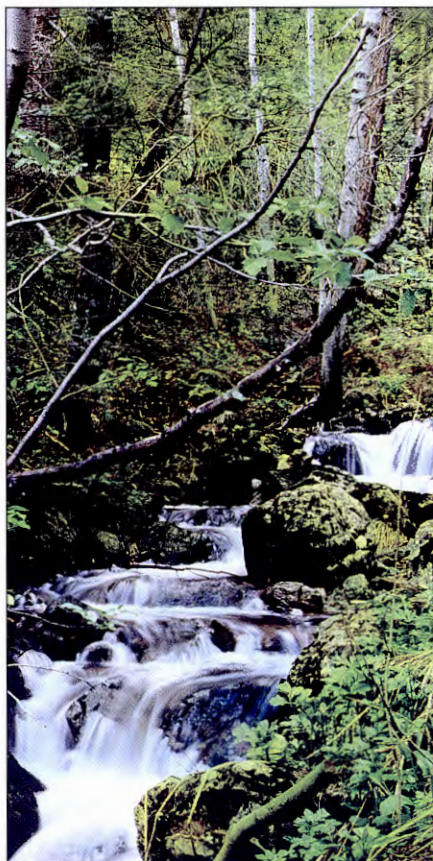
Solvents have always played a role in the cleaning business. They have great benefits as they attack the oils which are a major component in many soils, and can be used on a wide variety of fabrics – including those sensitive to over-wetting. But there have been concerns about environmental effects, safety and flammability.

It is impossible to completely eliminate solvents from professional cleaning products if you want effective performance, but we have made changes to reduce, substitute or eliminate their use. We are leading the way in development of water-soluble propylene glycol ether blends which are highly effective but low in odour and VOC's (volatile organic compounds). These water-based products effectively clean a wide variety of fibres and fabrics, in many cases replacing the old solvent-based methods.

One solvent – 1,1,1 trichloroethane – was the focus of recent development efforts. We've all seen reports about the phase-out of chloro-fluorocarbon refrigerants (CFCs), used in refrigerators and air conditioning units.

These are implicated by many scientists as the cause of the “ozone hole”. As a result, the manufacture of CFC's has been banned worldwide. It is less well-known that the ban includes some solvents, including 1,1,1-trichloroethane. Manufacturing and importing it has been reduced in recent years, and ceased as of January 1, 1996.

ALTHOUGH it has been legal to use it after this date Prochem took an aggressive approach to removing it from our products well in advance of the deadline. We discontinued three products which contained it and reformulated two others to remove it.



by **Gary Keeney**
Manager, Chemical Division Prochem

Many carpet cleaners have used aerosol “gum freeze” products to remove chewing gum. These were generally based on CFC compounds which became unavailable under the ban. Prochem introduced a new gelled solvent spotter based on a natural limonene solvent extracted from orange peels – very effective at removing gum.

We look at the big picture, making changes which are environmentally beneficial while keeping our focus on performance. If the product doesn't clean, it results in more product used and disposed, less soil removed from the carpet (which leads to shorter carpet life and earlier replacement), more water used, more fuel and electricity to run the cleaning equipment and so on.

The term “biodegradable” surfactants (detergents) has become

another buzzword in environmental marketing. This goes back to the days when “soap suds” on waterways were caused by a type of surfactant in widespread use at the time, which was difficult for waste water treatment plants to remove. It passed into waterways, causing foam. Prochem has for many years used only biodegradable surfactants, degraded to natural products in the waste treatment process.

CARPET cleaning benefits the environment by extending the life of carpet, reducing replacement and disposal. Prochem has worked to ensure its products clean effectively, gently and with a minimum of product used.

Many of our cleaning products meet the widely accepted standards for use on stain-resistant carpet. Cleaning with Prochem products will remove soil with minimal effect on the stain resistance built into the fibre. Our carpet protector products help restore the factory applied stain and soil resistance, lost through normal soil and traffic wear.

Our environmental activities extend to our manufacturing. We have a programme which has led to reductions in detergent residues in waste water from normal manufacturing operations. We've gone beyond requirements and installed a filter system to capture dust from our powdered detergent manufacturing processes.

In addition to our environmental focus in product design and manufacturing, we work to shape environmental policy and regulations. It is important resources are put into changes which actually have an effect on the environment – and not wasted on efforts which are popular but have no effect on the environment.

Prochem is providing information and input to leaders and policy makers involved in environmental protection. It is important that the entire industry, composed primarily of a large number of small businesses, does so as well. The environment is important to us all, and we need to make carefully considered, logical changes which will benefit the environment today and for future generations.

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

Choice

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

Value

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

Free Training

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

Call for a copy of our Catalogue and the name of your nearest Authorised Distributor.

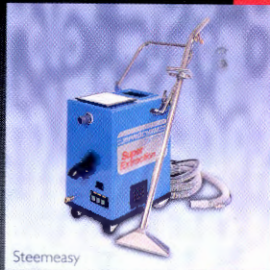
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