

# cleaning specialist

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

autumn/winter 2008  
Issue 21

## NATURAL BORN CLEANERS

Prochem takes up the challenge to clean with consideration to the environment – with its new ecologically sound Natural Range



**also inside:**

### Cleaned to a 'P'

South West Trains is right on track with the Apex diesel truck mounted extractor



## WELCOME

We owe it to future generations to clean up our acts, environmentally speaking. Yes, most of us make an effort to reduce carbon footprint in some way. But it's voluntary. That's changing, now.

Pressure is being brought to bear on customers in the commercial and public sectors to ensure that the products and services they buy in are as considerate to the environment as possible. Household holders will be on the case soon.

Hence a 'going green' issue of CS. Cleaning chemicals are a natural target for the eco lobbies. Prochem's front-line solution response to demand for a greener clean couldn't be better named: read about the Natural range alongside news of other great new introductions.

We look at some nifty and alternative applications for truck mounted cleaning, spotlight dry cleaning solutions, and catch up with your news and views (including why you like training!)

**Peter Muir,**  
Editor Cleaning Specialist.

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## HAVE YOU GOT NEWS FOR US?

Cleaning Specialist welcomes ideas from you, the reader. Make sure you keep us up to date with developments by calling Peter Muir on 01296 715228 or email [prochem.newsdesk@pmpr.co.uk](mailto:prochem.newsdesk@pmpr.co.uk)

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**S**ales of Prochem Europe's acclaimed Microsan® sanitiser and cleaner have increased by nearly 14 per cent over the past two years. 2007 saw a 31 per cent increase in Microsan units sold against the previous year.

Sales of the solution, the result of a £5m investment in research and development in the US, have increased by a staggering 760 per cent since launch.

"Sales have increased noticeably since 2004 due to public awareness of its effectiveness in the fight against infections such as MRSA," says Prochem Europe MD Alan Tilley. Unlike some chemicals producers, Prochem has not marketed Microsan as a reaction to the malaise presently facing Britain's hospitals, hard hit by infections such as MRSA.

"Microsan came about in 1999 and was originally developed as a disinfectant product for carpets," says Alan.

"There was a major problem within the healthcare sector at the time concerning blood spillage on carpeting due to the blood-borne viruses such as Hepatitis and HIV. The only prescribed method was to clean with sodium hypochlorite, which effectively bleached the carpets and low profile floor coverings used in many hospital areas," he says.

With a recognised niche brand within the carpet cleaning sector, Prochem looked for an approved raw material and formulation to effectively disinfect the carpet but without damaging the colour of the carpet.

"The formulation used proved also to be effective against MRSA but this wasn't a consideration in its initial development," Alan says.

*"Microsan came about in 1999 and was originally developed as a disinfectant product for carpets"*

Recognition grew with Microsan winning the coveted Cleaning Show Innovation Award in 2005. The EC- and USA-registered anti-microbial multisurface sanitiser and cleaner is effective against bacteria (including MRSA), viruses (including Hepatitis B and HIV), fungi, algae and mildew. It is also approved to EN1276.

In October 2007, the Government announced that a new regulator, the Care Quality Commission, would be set up with the power to fine hospitals over infections. It also promised to introduce greater powers for matrons to order extra cleaning on their wards, and pledged that every hospital would undergo a "deep clean" within a year.

The Government's pledge that every hospital would undergo a "deep clean" within a year was questioned by the Cleaning and Support Services Association, which argued for more regular cleaning of hospitals.

Patient Concern's Joyce Robins said: "Deep cleaning just seems like a gimmick. Patients would much rather have really good day-to-day cleaning."



## INFORMATION POINT

[www.prochem.co.uk/deodorisers,\\_odour\\_neutralisers\\_&\\_sanitizers.htm](http://www.prochem.co.uk/deodorisers,_odour_neutralisers_&_sanitizers.htm)



## EVENT NEWS

### INTERCLEAN '08 – OUR BEST SHOW YET



**MORE INTEREST THAN EVER** was shown in Prochem Europe's product offer by visitors to 2008's ISSA/Interclean in Amsterdam in May, which was expanded to a new convention-hall layout to accommodate a growing number of exhibitors.

"This show has been just great, probably our most successful Interclean," reports national sales manager, Paul Robinson. "We had a lot of interest from distributors, most notably companies operating in Eastern Europe territories as well as Finland and Norway."

Interclean reinforced its position as the industry's dominant international tradeshow with 68 per cent of all visitors coming from outside of the Netherlands to attend the show. A total

of 23,923 visitors were logged viewing products and services presented by 631 exhibitors from 40 countries.

Prochem truck mounted extractors attracted a lot of attention; "but then, they always do," remarks Paul.

"They are big, bold machines and you just know that they represent a major change of fortune for the owner operator that buys one."

Paul noted particular interest in Prochem Europe's new Natural solutions range (reported in this issue).

"It's clear that demand for solutions that are kinder on our environment is increasing across the Continent," he says. "It's not just a fad, it's becoming a fixture in specification terms and the drive for solutions is gathering pace."

### CATCH US AT THE CLEANING SHOW

ONE OF OUR MOST POPULAR UK EVENTS for professional cleaners, The Cleaning Show takes place March 10th to 12th 2009 at the NEC in Birmingham. Prochem Europe will be exhibiting so do make sure you come and see us.

Focal point of the stand (E30) will certainly be the new Natural range of products (see pages 7–9).

The show is also a first chance

to see new machines featured in this issue: the new Bravo Plus – the answer to cleaning small carpeted areas; the Steempro Powerplus 500 – the solution for larger ones; and the new low speed Carpet Pro HD Rotary – perfect for carpet and floor scrubbing, bonnet mopping and floor stripping.

Prochem Europe anticipates this event continuing to be a popular opportunity for cleaners and suppliers

to find out what's new on the market and catch up with friends and colleagues.

"We have had consistently good attendance at the shows we exhibit at and The Cleaning Show is always one of the best," says Paul Robinson.

*The Cleaning Show 2007.*



### BILLY'S RUN RAISES £1,700

**WHEN PROFESSIONAL CLEANER** and Prochem truck mount user Bill Turton decided to tackle a marathon run for charity, little did he expect the huge amount of support from colleagues and industry.

Former Marine Billy completed a charity half marathon in Liverpool for his chosen charity, Zoe's Place, a Liverpool-based hospice for terminally ill children up to the age of five.

Prochem Europe donated a Bazooka stain and gum removal system, which was auctioned for £160 to lucky Martin Lightbown of Carpetmaster in Wincanton.

## A VERSATILE ODOUR CONTROL

### A BOOST TO CARPET CLEANING EFFICIENCY

Prochem Europe's **B124 Odour Fresh** is proving a versatile standby in hospitals, nursing homes and other healthcare environments.

This concentrated deodoriser can be added to carpet, fabric or general cleaning solutions; mopped onto hard floors and surfaces; and even used as a laundry additive (a popular option with care homes).

There is more about it in Prochem's handy mini reference guide to carpet cleaning and odour control products where sanitisers, neutralisers, stain removers and odour control solutions, pre-spotters and detergents have been carefully matched to the requirements of hospitals and care homes as well as pubs and clubs.

Solutions, including the award-winning **D500 Microsan®**, **B144 Stain Pro** and **B153 Urine Neutraliser**, are present as are portable extraction cleaning machines ideally suited to these environments.



#### INFORMATION POINT

- more information on Odour Fresh and other related Prochem solutions plus your local authorised distributor details can be found at [www.prochem.co.uk](http://www.prochem.co.uk)
- copies of the Odour Control guide – as well as Prochem's latest edition 2008 catalogue – are available by emailing [sales@prochem.co.uk](mailto:sales@prochem.co.uk) or calling 020 8974 1515.





## THIRD TIME LUCKY FOR JOHN

HOW MANY TIMES CAN YOU POP THE SAME TRUCK MOUNT INTO A NEW VAN? Ford's legendary Transit has worked its way into the hearts and minds of the industry on the strength of affordability, practicality and durability.

But it seems a Transit can't outrun a truck mount. Professional cleaner John Pont of Basingstoke has just had his 10-year-old Prochem Performer truck mount installed in a new Transit. It's the third to home this hard-working machine.

Established in 1971, John's Cleaning works a range of contracts in Hampshire including a number of churches, restaurants, factories and domestic work. He covers carpet and upholstery cleaning as well as power washing and fire and flood restoration.

"I work on my own and the Performer cuts through it," he says. "I wouldn't be without the machine. In fact, if it ever broke down, I would rather wait to get it fixed than go back to a portable. I could have bought a cheaper truck mount but I heard that the Performer would run four times longer. That makes better sense long term, and it's paid off!

"There are other guys out there, but too many of them compete on price and soon fall by the wayside," remarks John.

He uses Prochem chemicals exclusively with **S710 Trafficlean**, **B109 Fibre & Fabric Rinse** and **S709 Multi Pro** among his favourites. He started with Prochem portables until 1998 when the Performer caught his eye.

"It's a great machine. As long as Prochem keep making first-rate technology and solutions, I'll keep buying them," he says.

The county is relatively prosperous. "It's a good catchment area," John agrees. "They are still putting housing estates up around Basingstoke and they keep me very busy."

**i INFORMATION POINT**  
www.johnscleaning.co.uk

## INNOVATION HELPS TO BREAK NEW GROUND

**AN INNOVATIVE APPLICATION** of Prochem truck mount cleaning technology is helping Kent-based specialist cleaning business Hydro-Dynamix break new ground in the deep clean and fire and flood restoration market.

The company has mounted a Prochem Performer into a purpose-built twin wheel base 10ft x 6ft trailer.

With barn doors, a personnel door and roller shutter to the rear, it is fully equipped to carry up to two tonnes and features a 167 gallon fresh water tank mounted beneath the truck mount.

"We ran van-based truck mounts but this allows us to offer a flexible and mobile service that's especially attractive to fire and flood

restoration," says director Gary Rogers.

"This trailer mounted truck mount will allow us to extract a huge amount of all classes of water and clean and sanitise quickly and effectively."

### **i INFORMATION POINT**

www.flood-fire-restoration.co.uk  
www.hydro-dynamix.net/



## A FAST-TRACK WAY TO SUPERIOR CLEANING

**FIRST SCOTRAIL IS THE LATEST UK RAILWAY FRANCHISEE** to specify Prochem Europe truck mount cleaning technology for train floor and upholstery cleaning.

The company has installed a static Prochem Apex diesel-powered extraction cleaning machine in a purpose-built shed between buffers of two lines in sidings at one of its Glasgow depots.

"We used another truck mount provider previously but had to have it shipped miles away for maintenance and repair," says Laura Mathieson in the

Procurement Team. "The decision was taken to look for a company that could provide a top-quality machine but ensure it could be maintained locally."

Carpet cleaning teams work at the Glasgow depot from Monday to Thursday and can clean two full trains a night with the Apex. Head of train care Jim Burns is delighted with the new purchase. "It's fantastic. We are still using the old machine but it only managed one train a night so this is far superior," he says.

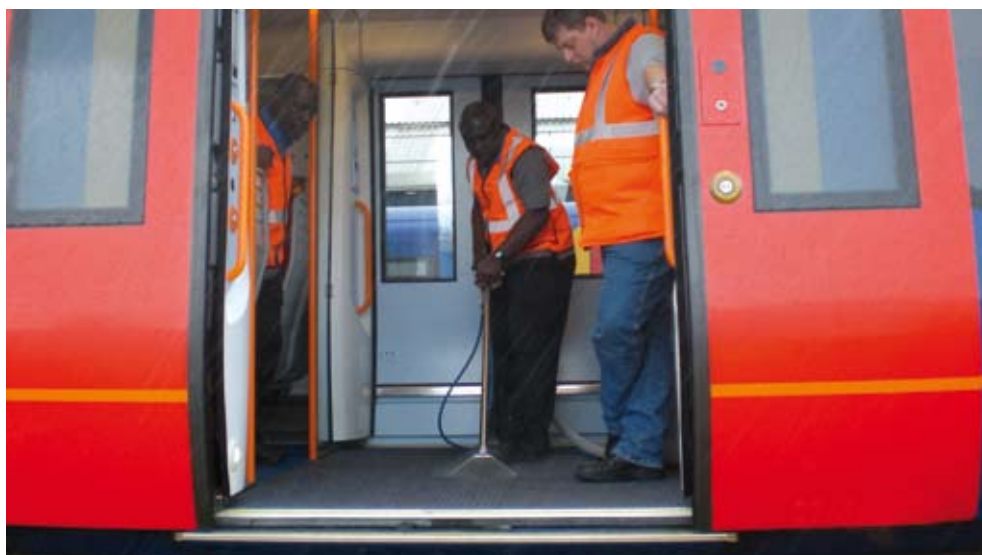
The arrival of the Apex is an example of First ScotRail's continued investment in the franchise and the company's commitment to raising quality and standards. Train refurbishment has led to improved reliability and a better overall journey experience.



### **i INFORMATION POINT**

www.firstgroup.com/scotrail/index.html





# CLEANED TO A 'P'

Staff give carpets a thorough clean (main picture) and the dual operator cleaning in progress, trackside (inset).

**W**ith its third Prochem Apex diesel truck mounted extractor

ordered, South West Trains is well on track to scoring major improvements in carriage seat upholstery appearance, performance and durability.

At Stagecoach subsidiary South West Trains, which runs around 1,700 trains every weekday to 213 stations and employs around 5,000 staff, cleaning is more than a fad.

Its investment in cleaning is now a matter of record. Internal audits are carried out after a 'P' Exam (floor to ceiling) cleaning schedule and the scores are regularly above 95 per cent, with some carriages peaking at 100 per cent.

London Waterloo is at the hub of a network which enables approximately 180 million passenger journeys a year on routes through Greater London, Hampshire (including the Isle of Wight), Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, Cornwall and Middlesex.

Cleanliness is paramount in the rail travel experience. "Our customers will not tolerate sitting on filthy seats on filthy trains and frankly why should they?" says

*"Our customers will not tolerate sitting on filthy seats on filthy trains"*

Mike Hoffman, depot manager for Waterloo and Clapham Traincare depots.

"Our job is to provide them with the optimum standards of safety, comfort and hygiene while they are travelling with us."

Mike is responsible for train presentation cleaning duties in the Waterloo and Clapham area.

He has overseen the static installation of a third Prochem Apex diesel truck mounted cleaning extractor at the company's depot at Clapham Junction. His depots form part of a London production team that use another Apex, housed in sound-proofed sheds in

Wimbledon, while a further machine is installed further down-line in Portsmouth.

The machines are located in their own secure buildings at the end of the platforms enabling hoses to be run out the length of a four-car train. While the machines are used for cleaning carpet where installed, the principal 'enemy' is upholstery.

"User research revealed cleaning as a number one priority as carriages are where most customers spend their time on a journey," says Mike.

Chewing gum is a regular offender, as is graffiti and drinks staining. "You can imagine what

the seats look like after twenty four hours," he adds.

The solution in using an Apex against portables is power. "You can get more done faster in essence," says Mike. "These are very powerful machines."

Six in-house operatives at Clapham have been trained at Prochem to make the most of the Apex. The London-end employs 130 cleaners and every carriage's upholstery and carpet are deep cleaned from between 0900 and 1700 every 30 weeks as part of the 'P' Exam.

This complements two further regimes: standard cleans overnight and turnaround cleans at each terminus for trains between return trips to and from London. South West Trains employs over 265 cleaners to carry out this exacting work.

"Cleaning may not be the most glamorous of jobs but I believe that our train presentation staff are among the most important people on the railway these days," says Mike.

"They've got the most physically demanding jobs going and are a credit to what they achieve."

## FAST FACTS

- The Apex, a dual-wand unit, comes with the levels of design and build quality expected from the premier supplier of truck mounted cleaning technology.
- The Apex diesel is in a class of its own when compared to other diesel truck mounts available – it utilises patented heat exchange technology, Sutorbilt Tri-Lobe blower and an 80-gallon waste tank, which is capable of running up to 1,000ft of hose. The Apex is also available with a Kubota 31HP petrol engine.



## INFORMATION POINT

[www.southwesttrains.co.uk](http://www.southwesttrains.co.uk)

Prochem's PSK – your one-stop stain removal shop.



# KIT FOR PURPOSE

**H**ave you spotted troublesome stains but haven't got the solution on the van? Get kitted out, advises Peter Hargreaves.

Having the capability to deal with spots and stains is essential to the professional cleaner. So is having the correct solutions on the van.

I can think of more than one occasion over years of taking technical calls where I have given callers enquiring about stain and spillage issues the correct method of removal and the appropriate product to use. I then get asked the question: "what else can I use, I don't have this on the van?"

Often, there is no alternative to the recommended product. The cleaner is unable to clean the stain or spill and therefore complete the job to the customer's satisfaction.

If you don't have the skills in the first place, you can book yourself onto a Prochem training course and brush up on your stain removal techniques by staining small pieces of carpet. You can get these from your friendly local carpet shop as off cuts or sample swatches.

Practising this way expands your experience and knowledge (and confidence) in tackling the many different stains encountered by the professional cleaner day to day.

That's the skills part dealt with. What about the solutions?

You could buy all the containers of all the stain removal products in the range, store them in the van and then play hunt the product on the day, with the worried customer standing

*Prochem's Professional Spotting Kit is a useful one-stop shop for spotting problems*

beside you at the van door. Personally, I favour the simpler and more professional solution of taking in Prochem's Professional Spotting Kit.

If you don't know it yet, the kit (or PSK) is a handy-sized carry case with solutions and accessories to tackle almost any problem stain. It contains solvents and water-based products to remove oil, paints, nail varnish, glues, food spillage, drink residues and dyes, chewing gum, rust, urine etc.

On the accessories side, you will find pH papers, terry towel, gum perforator, spotting brush, neoprene gloves, foil furniture pads and a spotting chart with application tips together with a copy of the pocket-sized Stain Removal Guide.

In effect, the PSK is a useful one-stop shop for spotting problems and a compact and neat stand-by for that moment when you want to impress the customer all over again!



## INFORMATION POINT

more information on the PSK and related treatments at [www.prochem.co.uk/spot\\_&\\_stain\\_removers.htm](http://www.prochem.co.uk/spot_&_stain_removers.htm)

## GET KITTED OUT

### THE CONTENTS OF PROCHEM'S PROFESSIONAL SPOTTING KIT

('PSK') have been carefully selected to be used to clean virtually all the spots and stains you will encounter in your work as a professional carpet cleaner.

They come as a complete professional kit including a comprehensive range of Prochem chemical spotters and spotting accessories contained in a tough water-resistant plastic case.

► **THE STAINS:** You can tackle a wide range of household spots and stains with the 'PSK' kit including most food and beverages, blood, oil, grease, cosmetics, adhesive, wine, rust, paint and chewing gum.

► **THE CHEMICALS:** A277 Solvex, B122 Neutral Pro-Spotter, B123 Solvall Spotter, B198 Rust Remover, B195 Coffee Stain Remover with spray, E400 Red Rx, E840 Citrus Gel, G240 Chewing Gum Remover, B144 Stain Pro with spray, B153 Urine Neutraliser with spray. You can replenish these from the standard Prochem range. Individual trigger sprayers may be filled and stored beneath the hinged lid.

► **ACCESSORIES:** White Terry Towel, pH Test Paper, Chewing Gum Perforator, Spotting Brush, Neoprene Gloves, Foil Furniture Pads (1000), Spotting Chart with Application Tips and pocket-sized Stain Removal Guide (contents may vary with the introduction of new spotting agents).



# GREAT UPDATES — BRAVO!

**E**xciting new developments in Prochem Europe's extensive product portfolio are rolled out this autumn starting with a revision to a small but plucky extractor in the new **BV300 Bravo Plus**.

This latest variant features a larger capacity solution tank (10 litres) than the original. Designed especially for cleaning small carpeted areas, the machine is also supplied with a lightweight, 24cm (9.5") stainless steel carpet wand and 2.4m (8ft) hose assembly. The Bravo Plus measures (h x l x w): 59 x 38 x 35cm and has a hand/upholstery tool (AC322) as an optional extra.

■ Also now available is the brand-new **SX2750 Steempro Powerplus 500**. Perfect for large area professional cleaning, this outstanding unit features a fully adjustable 500psi

high-pressure pump with pressure gauge and heavy-duty high-pressure solution hose.

Supplied with 7.6m high-pressure hose and 2-jet wand, the machine has an AC3001 Heat'n'Run 2.8 kw heat exchanger unit as an optional extra.

■ A new low-speed rotary machine with heavy-duty motor, complete with fitted solution tank and SAF-T-LOK handle safety switch, Prochem Europe's **GF3401 Carpet Pro HD Rotary** is suitable for carpet and floor scrubbing, bonnet mopping and floor stripping.

This versatile machine will give long-lasting service and durability for all types of carpet and floor maintenance. All chrome and polished aluminium surfaces, adjustable handle, heavy-duty steel gear transmission, non-marking bumpers, and semi-pneumatic tyres. This low-speed machine comes complete with a five-year manufacturer warranty on motor and transmission.

■ Finally, brand-new **PC9501 Procaps** and **PC9502**

**Procaps Deluxe** high-speed carpet maintenance machines represent the latest technology for interim carpet maintenance where large area cleaning and quick drying is needed.

Both machines are designed for use in conjunction with Prochem **S745 Procaps**, the new soil encapsulating spray cleaner, reported in our last issue, that leaves carpets clean and dry in 20 minutes with enhanced soil resistance.

The standard Procaps machine features a pump-up sprayer holder while the Procaps Deluxe machine features a built-in solution tank and on-board electric spraying system.

*The BV300 Bravo Plus is one of this autumn's exciting new developments from Prochem Europe.*



**i INFORMATION POINT**  
[www.prochem.co.uk](http://www.prochem.co.uk)



## INTRODUCING THE NATURAL RANGE . . .

**A RANGE FOR CARPET, STONE, HARD FLOORS AND SURFACES** has been launched by Prochem Europe that performs as well or better than equivalent professional products without harming the environment.

All the solutions in the new Natural range feature environmentally- and user-friendly phosphate-free formulations coupled with all natural fragrances including lemongrass, eucalyptus and tea tree as well as lavender, orange and peppermint in the new Natural Carpet Deodoriser.

The range is free of colours, dyes, synthetic fragrances, EDTA and NTA and contains only ingredients considered safe for the environment. It employs biodegradable complexing agents and short chain biodegradable surfactants.

Furthermore, the new nine-product-strong range is based upon groundbreaking formulations that perform as well or better than equivalent professional products without harming the environment.

### A NATURAL SOLUTION TO A MORE ENVIRONMENTALLY-FRIENDLY CLEAN:

- Natural Stone Cleaner E309
- Natural Carpet Cleaner E772
- Natural Carpet Prespray E717
- Natural Carpet Rinse E157
- Natural Carpet Spotter E343
- Natural Carpet Foam Shampoo E728
- Natural Carpet Deodoriser E247
- Natural Multi-Surface Cleaner E457
- Natural Carpet Powder Detergent E779

**i INFORMATION POINT**

[www.prochem.co.uk/natural\\_range.htm](http://www.prochem.co.uk/natural_range.htm)

# a breath of fresh air

Prochem is rising to the green challenge with its **NATURAL RANGE** – nine new products that have exceptional eco-credentials . . .

## THE PRODUCTS IN THE NATURAL RANGE HAVE THE FOLLOWING ENVIRONMENTAL CREDENTIALS:

- Free of artificial colours and dyes.
- Free of EDTA and NTA. The 'Natural' products employ highly biodegradable complexing agents and short chain biodegradable surfactants.
- The products are based upon phosphate-free formulations – to address any concerns over detergents contributing to eutrophication.
- The biodegradability of the ingredients exceeds current legislative requirements.
- A blend of both synthetic and naturally derived ingredients has been selected for use in these products based upon their environmental profiles, cleaning performance and safety in the environment.
- Mild pH.
- 'Natural' products use specially blended natural fragrance oils, such as lemongrass, eucalyptus and tea tree oil, to add scent and do not have any synthetic fragrances added.
- The 'Natural' range is formulated to meet, or exceed, the US "Design for the Environment" Guidelines.
- Conform to Carpet & Rug Institute Seal of Approval (where appropriate).
- The containers are made from recyclable, un-pigmented 'natural' polyethylene.
- The 'Natural' range is packed in fibreboard cartons which are manufactured using recycled materials. The 'natural' brown colour fibreboard carton is both recyclable and biodegradable.





## THE THINKING BEHIND GOING NATURAL

Paul Reynolds analyses this important range in more detail and reveals the thinking behind it...

### What exactly is Prochem's new 'Natural' range?

The 'Natural' range of products has been developed by Prochem to meet the growing demand for cleaning products with exceptional environmental credentials. The range consists of nine new eco-considerate products, which have been formulated and designed with an emphasis on superior environmental attributes, while still maintaining the highest possible standards of quality and cleaning performance.

### Why have you introduced this range?

In line with our Environmental Policy, we aim to ensure all our products are as safe for the environment as possible. As awareness of environmental issues has increased, this has in turn led to a growth in demand for 'greener' products and services.

Increasingly businesses and organisations are becoming more environmentally conscious and interested in lowering their impact on the environment. Many now include environmental questionnaires as part of their purchasing and tendering processes.

Domestic customers are also now more environmentally aware, some requesting that their properties are cleaned using only the safest and most ethical products. Prochem's new 'Natural' range has been introduced to offer a choice of innovative solutions to environmentally conscious users, who wish to use the 'greenest' cleaning products available.

### What is the concept behind it?

The intention with the range is simply to raise the bar in terms of providing environmentally-friendly cleaning products.

Its development meant re-looking in depth at our products and exploring new ideas and technologies.

## As we see it, the 'Natural' range embodies notions of:

➤ **SAFETY** – The 'Natural' range uses low toxicity ingredients considered safe for both the user and the environment.

➤ **SUITABILITY** – Ensuring that the product is suitable for its purpose and that the cleaning performance is as good as, if not better than less 'friendly' alternatives. The components and packaging materials used in the product range have been selected on the basis of their suitability in terms of performance and environmental benefits.

➤ **MINIMISATION** – Minimising the composition, processing and resource use of the products to the essentials required to produce the end product. Minimisation of the products impact on the environment by careful selection of constituents.

➤ **SUSTAINABILITY** – Where possible and appropriate, the new range uses sustainable and/or renewable resources, including the use of recycled and recyclable materials.

### How environmentally-friendly is the Prochem Europe 'Natural' range?

We looked at all elements of the make-up of each of the products and asked ourselves the question: how can we improve environmental performance?

It meant addressing issues of environmental concern and finding solutions to address these concerns. This has been achieved by referring to industry guidance and best practice, researching and reviewing suppliers, raw materials and packaging and only selecting the most suitable materials in terms of performance and the environment.

### Performance – will they work as well?

In a word: yes. A key objective was ensuring that they perform as well as, if not better, than equivalent, more conventional products already on the market.

Natural range products incorporate polymer technology, which leaves no sticky residues to attract soil. The range allows cleaners to use greener, but still powerful, products without sacrificing cleaning performance.

### What about the rest of the Prochem Range? Are they environmentally friendly?

Many of our products do have strong environmental credentials, but we feel there is always room for improvement.

The 'Natural' range is certainly the next step up in terms of product development using some of the safest and most effective materials available.

And all of our products can be used safely, if used correctly and responsibly. The surfactants used in all of our detergent products are readily biodegradable in accordance with current legislation and where possible, we avoid use of materials which are considered hazardous to the environment.

We are always looking at ways to improve the environmental profiles of our products, and it is hoped that over time, where possible, many of the developments found within this new range of products will also find their way into the rest of our product range.

You can be confident that whichever Prochem product you use, its impact upon the environment will have been considered.

### And what for the future?

The launch of this new range is part of our ongoing programme of continuous product development. It is hoped that its success will lead to the incorporation of many of the elements and ideas into the rest of our product range.

Prochem is committed to lowering the environmental impact of our products and intends to gain Woofsafe, Green Woofsafe and Green Seal accreditation for the 'Natural' range.

As new innovative developments in greener technologies are developed Prochem Europe intends to utilise these to make our products even better.

Use of sustainable plant and sugar derived ingredients is anticipated for future development of the range.





## TOP TIPS FOR GOING GREEN

Some top tips for helping make the workplace more environmentally friendly. Make a start by getting your own workplace more environmentally sustainable – and save money.

- Turn all computer equipment, machinery or other mechanical appliances off when not in use. You've wasted enough on average to run a small car for 100 miles.
- Print or photocopy on both sides of paper, recycle envelopes and labels and turn scrap paper into notepads.
- Switch off unnecessary lighting, particularly near windows or in corridors. Use energy-saving lightbulbs: they use up to 75 per cent less energy than traditional bulbs and last up to 12 times longer. The Energy Savings Trust calculates that changing just one bulb will reduce your lighting costs by £9 a year.
- Position desks and workstations to make best use of natural light.
- Ask the last person to leave work to ensure that they turn everything off including printers, drinks machines, fans, computers and lights. Pin a checklist by the alarm panel or exit.
- Get the building properly insulated.
- Turn down the heating. Make sure radiators and heaters aren't obstructed. Turning your heating down by one degree will save 10 per cent on heating bills – now there's money saved!



- Organise a green travel plan such as car sharing.
- Use reusable crockery, cups and glasses. Everyone prefers them anyway.

# CLEANING UP YOUR BUSINESS

**W**ith so much focus on environmental concerns, you may be wondering where to start when it comes to 'cleaning up' your business. To help, here is the Cleaning Specialist guide to key organisations and initiatives offering advice and help on environmental matters.

### **I'd like to do my bit for the environment, where can I get advice on improving my business practices?**

Envirowise provide a free confidential advice service to UK businesses to enable companies to increase profitability and reduce environmental impact.

Envirowise makes available a dedicated free advice line, information resources, seminars and exhibitions.

#### **i INFORMATION POINT**

visit their website at  
[www.envirowise.gov.uk](http://www.envirowise.gov.uk) or call  
Envirowise on 0800 585794



### **Where can I find information on my legal obligations with regard to the environment?**

The Environment Agency is a public body partially funded by Government, responsible for protecting and improving the environment in England and Wales. The Agency regulates business and industry, and is in charge of ensuring compliance with environmental law.

#### **i INFORMATION POINT**

for further information or advice on environmental matters either contact your regional Environment Agency's office or visit the website:  
[www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)  
See also: Scottish Environment Protection Agency (SEPA)  
[www.sepa.org.uk/](http://www.sepa.org.uk/)  
and the Northern Ireland Environment Agency (NIEA)  
[www.ni-environment.gov.uk](http://www.ni-environment.gov.uk)

### **Where can I get advice regarding waste disposal?**

The carriage, disposal and treatment of waste is subject to legislation. For advice on the disposal of waste cleaning effluent we recommend you contact your local Sewerage/ Water Authority.

Your Local Authority waste department, The Environment Agency and Envirowise should all be able to offer advice on waste disposal.

### **I want to recycle more, where can I get help and advice?**

Most product packaging is recyclable. Both the 'Recycleatwork' and 'Recycle-more' websites offer information and advice on recycling. Your local authority waste department should also be able to offer recycling advice.

#### **i INFORMATION POINT**

here are two useful web sites:

[www.recycleatwork.org.uk](http://www.recycleatwork.org.uk)

[www.recycle-more.co.uk](http://www.recycle-more.co.uk)



### **What about disposal of WEEE?**

Don't panic – we're not being rude. We are talking about the Waste Electrical and Electronic Equipment (WEEE) Regulations 2006. Prochem Europe Ltd. is registered with a Compliance Scheme in accordance with its requirements and our Producer Registration Number is WEE/AJ0044SY. And here's some more good news. As part of the fulfilment of our WEEE obligations, Prochem is offering a WEEE Collection and Treatment Service for Electrical Equipment/Machines.

#### **i INFORMATION POINT**

further details and Terms and Conditions of our WEEE service are available on our website and also on request from the Prochem Sales Department



## PETER HARGREAVES TACKLES YOUR LATEST CLEANING PROBLEMS

Spots and stains make everyday demands on the professional cleaner. In this issue, we look at some of these as well as a handy standby solution from the Prochem range in its Professional Spotting Kit ('PSK').

**Q** I understand that Prochem has discontinued Gluespot (A281). Do you have another product that will do the same job and if so, what is it called?



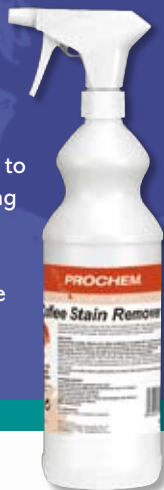
**A** A277 Solvex is the product that will work on hardened varnish, paint, etc. and can be used on carpets and upholstery. Make sure you wear the black neoprene gloves provided in the 'PSK' to protect your skin from the solvent.

**Q** What are the best products to use to remove tar from carpets?

**A** If it is possible, scrape off as much as you can then apply B123 Solvall Spotter and blot out with white tissues. (As an alternative you could use E840 Citrus Gel.) Having removed the tar, apply B122 Neutral Pro-Spotter and leave to dwell for five minutes before rinse extracting out with warm water.

**Q** What is the best method to use for removal of coffee and tea stains?

**A** Apply B144 Stain Pro and blot, then rinse extract with a solution of B109 Fibre & Fabric Rinse. Further improvement may be made by applying B195 Coffee Stain Remover, and blotting. This can be repeated and left for 15 to 30 minutes before rinsing with water. If necessary, apply E400 Red Rx evenly to stain and place a clean damp folded white Terry towel over



stain and press a hot iron over area for two or three seconds. As a 'last resort' for difficult stains on white, off white or plain pastel colours (not patterned), a foam solution of 30ml B151 Oxibrite\*, 60ml B162 Fibrebuff and 30ml B105 Fibre Shampoo, can be applied and left to dry on the area. Some coffee and tea stains may be permanent.

\* NB B151 Oxibrite, oxidising additive for white, off white and pastel coloured fibres and fabrics (not patterned) is now sold in new size 1 kilo packs.

**Q** Old dried-in blood stains can be especially difficult to remove. What is the correct procedure to follow?

**A** Firstly, remember to take safety precautions and avoid infection or contamination. Apply B144 Stain Pro, agitate and allow to dwell for up to two minutes and then rinse extract with a solution of B109 Fibre & Fabric Rinse. If residue of stain remains, apply B198 Rust Remover. Allow two to five minutes dwell time and rinse thoroughly with water and blot until dry. It may be necessary to apply a solution of 30ml of B151 Oxibrite\* per litre of water (subject to testing and colour restrictions as before).



**Q** What product do you recommend for the removal of candle wax?

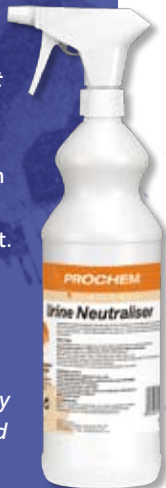
**A** As well as the action which gave the product its name, G240 Chewing Gum Remover can be applied in this instance, once you have scraped off as much wax as possible with a spatula or blunt knife. After application, break up and remove the pieces of wax. Then apply E840 Citrus Gel or B123 Solvall Spotter and blot.



To remove chewing gum, use the above method, but after application of G240 pierce gum with the chewing gum perforator included in the 'PSK'.

**Q** How can I clean and eradicate the smell of cat urine on carpets?

**A** If still wet, blot up as much as possible. Apply B153 Urine Neutraliser and blot. For old stains, apply B109 Fibre & Fabric Rinse as a HOT solution and extract. Repeat two to three times. Apply Urine Neutraliser and leave to dry. Urine stains may cause permanent dye removal and may damage wool or nylon.



**Q** A customer has asked me to clean a rug which has been stored in her garage for a long time and it has mould and mildew on it. What is the best product to remove these?

**A** You will need a combination of products to get round this problem – and I had better inform you that some of the dark spots from the mould may well be permanent. Spray the rug with B125 Clensan® and allow 15 minutes dwell time (this will kill the mildew and mould and will deodorise the rug). Then rinse extract with a solution of B109 Fibre & Fabric Rinse. Then proceed to clean the rug with a solution of B107 Prespray Gold as a prespray and rinse extract with a solution of B109 Fibre & Fabric Rinse.



### **i** INFORMATION POINT

more information on PSK and related treatments can be found at [www.prochem.co.uk/spot\\_and\\_stain\\_removers.htm](http://www.prochem.co.uk/spot_and_stain_removers.htm)

## AWARDS TO TOP DISTRIBUTORS

Top-selling distributors of Prochem Europe technology and chemicals have been presented with awards over recent months.



**DISTRIBUTOR OF THE YEAR FOR 2007** is **Sunchoice Europe** while the **INTERNATIONAL** award went to Ireland's Chemical Direct.

**DISTRIBUTOR AWARDS FOR EXCEPTIONAL SALES** were also made to **Barton Electrical** (picture 1 – Laurence Barton (right) with Roy Pardoe), **Janitorial Direct**, **Hygiene Systems** (picture 2 – Nick Cook (right) with Phil Jones), **Restoration Express**

(picture 3 – Stewart Thame (right) with Roy Pardoe), **Fiber Protector Spain, Apex**

**General Supplies** (picture 4 – Les Banks (right) with Phil Jones), **Clarence O'Flaherty & Co** (see opposite page) and **Deep Clean London**.

Congratulating the companies, Prochem Europe national sales manager Paul Robinson, said: "All of these distributors have fulfilled above average sales through skill and effort.

"But they also recognised that Prochem has a solution for pretty much every

fabric care issue. By selling Prochem as a programme of solutions, as systems, they have also been able to move more stock, faster, off their shelves.

Paul adds: "These companies have also made the most of the support Prochem provides in training terms. Our congratulations to them all!"



## ROSEMOR INTERNATIONAL, BERKSHIRE

**PURPOSE AND DRIVE HAVE PAID DIVIDENDS** for Prochem Europe's Berkshire distributor, Rosemor International, where expansion has demanded opening a further warehouse and office area at additional premises in Wallingford.



Efi Rosen

Efi Rosen started the company in 1985 to design and manufacture jetting, brushing, vacuuming and cleaning systems.

He has since developed a significant niche in the development of specialist cleaning equipment for escalators.

"It is the fastest and most effective way to deep clean escalators and travelators in the world," he says proudly.

"For over forty years, you had to remove the steps from escalators to clean them. That has now changed with our developing the only automated machine to simultaneously scrub and dry steps and risers in place, reducing downtime and leaving escalators ready for immediate use."

Designed and manufactured by aircraft engineers, Rosemor's machines are used in transport terminals, stores, shopping centres and airports including all five terminals at London Heathrow.

The latest introduction works twice as quickly, and without the need for an operator. In September 2007, Rosemor exhibited the new technology at ISSA/ Interclean show in Shanghai.

International sales have grown to 50 per cent of turnover with sales in the USA, India, China and many other countries.

It's a family business employing 10. Efi's daughter, Galia has a sales role from Wallingford, while its service functions

## ANDERSONS, DERBY

**WHAT'S THE STORY WHEN IT COMES TO SELLING MORE** of a supplier's products than the firm down the road?

Boss James Anderson acknowledges location and size are important. "We've been trading in Derby for years and are well established in the area," says James.

Location? "We are on a prestigious site with well known names as neighbours, and opposite Derby County's Pride Park football ground – exciting for customers who are also fans!" he laughs. James views the proximity to the ground as a bonus.

"The ground is well signed posted, so we're also easy to find," he says.

With 40 years' experience, Anderson Electrical is the UK's largest independent wholesaler of floor cleaning equipment.

"My grandfather started as a retailer of domestic cleaning machines in the city centre," says James. "We moved into the commercial sector and into wholesaling cleaning equipment, spare parts and consumables which still constitutes seventy per cent of our overall business.

From its 25,000 sq ft premises on the Pride Park industrial park, the company sells to wholesalers, distributors, cleaners, local authorities and end-users with a

"substantial" trade counter for both public and trade customers.

Andersons' offer is comprehensive; its latest catalogue has 60 products from 13 manufacturers, from vacuum cleaners to ride-on sweepers.

With over 30 staff, the company provides a complete package including site visits to assess customer requirements, product demonstrations, after sales service and back up of spares and accessories.

"Front of house are 10 sales staff – with combined experience of over 100 years in the cleaning industry," says James. Repairs and servicing are carried out by professional engineers based in Derby.

Andersons realised long back that offering machine consumables is the way to keep a customer. That's what attracted the company to the Prochem range come the decision to broach the cleaning chemicals sector.

"We had steered clear of chemicals," says James. "It's probably because we didn't really know the sector, even though



Andersons' prestigious premises.



remain at Caversham. The expansion has enabled the company to extend its service offer. As well as on-site training, it offers project-specific advice and has started a contract cleaning service specifically for escalators.

Rosemor is also a supplier of cleaning equipment and chemicals and Efi's drive has seen the company forge partnerships with leading worldwide suppliers such as Prochem.

Rosemor takes Prochem equipment and chemicals and sells to a wide range of customers including contract cleaners, local authorities and commercial clients.

"I have great respect for Ron Tilley and his company," says Efi. "They got it right. They have a tremendous product line and first rate support for their distributors, including a training resource that can't be bettered."

"We send our people to Prochem to train on the latest solutions to cleaning needs both from a chemicals and equipment perspective."



#### INFORMATION POINT

[www.rosemor.com](http://www.rosemor.com)



we sold scrubber driers and extractors.

Andersons has been selling Prochem for nearly two years, now. "It's been a great success because we can sell good machines with related chemicals with the same quality brand that Prochem has come to be recognised as having," says James.

"The level of support from the company is second to none. Prochem is a brand associated with quality and so it's a real kudos for us to be a Prochem dealer. Staff have attended courses in Chessington and undergone training by Prochem at our premises. It's been enormously useful in ensuring we are up to speed with the issues and solutions that interest our customers," James tells us.

Andersons hopes to become an authorised fitter of Prochem Europe truck mount extractors.



#### INFORMATION POINT

[www.anderson-electrical.co.uk](http://www.anderson-electrical.co.uk)



(left to right) Clarence, Shane, Nessa and Killian O'Flaherty.

## CLARENCE O'FLAHERTY & CO GALWAY

**RECESSION MAY BE NIPPING AT THE HEELS OF THE CELTIC TIGER** but it has not hindered growth at Galway-based Clarence O'Flaherty & Co, winner of a Prochem Europe Award for Exceptional Sales.

"Recession is great for our business, people are walking about admiring dirty carpets and floors, I think we have the answers!" says managing director, Shane O'Flaherty.

The family-controlled business celebrates 20 years servicing the region this year and business is as strong as ever. "There's been some signs of slow down in the economy but we are enjoying strong sales and great return business and our customer base remains as strong as ever," says Shane.

Clarence O'Flaherty & Co was started by Shane's father and mother from a garage next to the family home. All the family work for it but for brother Barry, a top chef.

"When it comes to sales, marketing and knowing what people want dad is king," says Shane. "He quickly realized people did not like calling to our home so he decided to open a showroom."

The original showroom was in Bohermore, Galway.

"Looking back, our success lay in being the authority on every aspect of cleaning. We were a one-stop shop for the cleaning world."

Twenty years on and very little has changed: Clarence's desire for his

business to supply customers with a solution to every one of their cleaning problems has taken real substance.

His wish in recent years to open a showroom in Athlone came true in April 2008 under the management of Shane's wife, Gillian.

The company handles a wide range of cleaning equipment and supplies and Prochem Europe is a prominent brand on its shelves. "A great range with bags of specialisms that really sets it apart from the common herd," says Shane. "You get customers coming in for Prochem and wanting nothing else."

In May 1998 Clarence O'Flaherty & Co outgrew its Bohermore showroom and moved to the Liosban Industrial Estate.

Shane's sister Nessa now manages the Galway showroom.

"After a number of years trying to persuade Nessa to join the business, she did so in April 2000 and I can happily and safely say that we have never looked back," he says.

Commercial Sales and Specialised Cleaning is managed by Shane's brother Killian, and sister Niamh looks after merchandising both showrooms.

"We have gained many loyal customers down through the years by suggesting that we can show them a different way to clean," says Shane.

"We are and always will remain a results driven company. We would like and need customers to speak well of us and to continue to deal with us."

hundreds of cleaning professionals from the UK and overseas attend training courses at Prochem Europe, every year. We thought we would ask some delegates for feedback on their **TRAINING DAY AT PROCHEM**



**T**here's not much you could tell me about carpet and upholstery!" says **Chris Wentzel of**

**Spring Clean, Huddersfield**, who has been cleaning carpets and upholstery for over seventeen years.

That said, he set off from West Yorkshire earlier this year to attend the Prochem Hard Floor Maintenance Course at Chessington. "It's a long way and I had to stay overnight in a hotel too, but believe me it was worth every penny!" says Chris.

"I can now do floor cleaning and maintenance that I wouldn't even have attempted before. The course was really beneficial for me and the money I invested in that trip I've earned back several times over."

As with any other business, cleaning enterprises have to invest in all types of services, from machines to advertising,

but as Chris says "you've got to invest in yourself too!"

Apart from the day itself, what's the gain? "I came away from the course with a Prochem Hard Floor manual, which is now 'my little bible,'" says Chris. He also appreciates the help he gets from the Prochem technical help-line.

So was it worth it? "Yes – in fact I am going on the Carpet and Upholstery training courses!" is the reply. Chris's enthusiasm for Prochem training was echoed by many we spoke to.

**Anthony Nash of A+ Cleaning Services** travelled from Stroud, Gloucestershire to spend a day at Prochem on a Carpet Cleaning course.

"My local distributor advised me to come on a Prochem course and I'm glad I did," says Anthony. "I am so much more confident since doing that course. I always test fibres and dyes now and I feel I know exactly what I'm doing."

Did he feel that doing the training course has had some real impact on his business? "Definitely." He hopes to continue moving away from general cleaning to a more specialised (and more lucrative) carpet and upholstery cleaning service.

**Peter Bennett of Prime Image Cleaners, Greenford** was recommended to try Prochem's training courses by his business partner. "My partner did the course some years back and said it was excellent. I was really pleased I did it, too, because although I'm quite new to the industry I was able to go home and teach him a thing or two!"

Peter, says he feels much more technically aware since he did the course and he is definitely much more successful with stain removal. "I'm also very careful now about over-wetting, which is something that can really cause the problems." However, he said that his only real regret

was not coming on a two-day carpet course.

"I can see now that as I haven't had that much experience yet, it would have been better for me to come for the two days."

#### **i INFORMATION POINT**

is it for you? Why not try this quick cleaning questionnaire?

- Which type of carpet is more likely to shrink?
- What fabric is prone to distortion?
- How can you tell a natural fibre from a synthetic one?
- How can you tell what is a water soluble stain or a solvent soluble stain?
- What would be the best type of daily maintenance programme for a studded rubber floor?

If you don't know all the answers, it might be worth visiting [www.prochem.co.uk/training.htm](http://www.prochem.co.uk/training.htm)

## ■ PROCHEM TRAINING DATES IN 2009

To request further information about training courses and dates or to make a booking, please call 020 8974 1515 or visit [www.prochem.co.uk](http://www.prochem.co.uk) for information or to download a booking form.

CODE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
C2	27/28	–	24/25	–	–	2/3	–	–	29/30	–	24/25	–
C1	13	10	17	21	19	16	14	–	8	6	3	8
UI	14	–	18	–	20	–	15	–	9	–	4	–
HFI	21	–	4	–	12	–	1	–	16	–	11	–



# A DRIER SOLUTION

**H**ot water extraction cleaning forms an important part of the Prochem Europe technology offer. But let's not forget the role of dry cleaning systems, too. These play an equally valid role in cleaning best practice, notably in maintenance cleaning methods. In this issue, we look at a popular dry carpet cleaning system from Prochem Europe – and how to use it.



## ABOUT THE PRODUCT

- A dry carpet cleaning compound based upon natural organic compound coated with biodegradable cleaning agents.
- Golden compound with floral fragrance.
- Ready to use in conjunction with brush applicator or Prochem's Fiberdri carpet dry cleaning system.
- Approximate coverage 150m<sup>2</sup> per 10 kilo tub.
- Phosphate free and pH neutral.
- Carpets can be walked on immediately after cleaning.
- Cost-effective dry maintenance cleaning method.
- Designed for use on all types of carpet, the machines use contra-rotating brush action to work the dry cleaning compound into the carpet pile.
- The systems can be used in areas during working hours as the carpet is kept dry and the unit has a very low noise level.
- The cleaning and compound pick-up process is automatic with the new Renovator system or can be completed by vacuuming to remove the soiled compound.

## HOW TO USE ...

### STEP 1



### STEP 2



### STEP 3



### STEP 4



### STEP 5



**STEP 1** Vacuum the carpet thoroughly to removed any dry particulate soils etc.

**STEP 2** Now, pre-spot beverage spillages such as tea, coffee etc. with **B122 Neutral Pro-Spotter**.

**STEP 3** Next, sprinkle **C803 Fiberdri®** compound by hand or applicator onto the carpet at the rate of around 1 kg per 15m<sup>2</sup>. NB – Prior to application

to traffic lanes or other areas where carpet is more heavily soiled, pre-spray **S745 Procaps** or **B107 Prespray Gold** diluted to instructions as advised.

**STEP 4** Brush **Fiberdri®** into the carpet using the **Fiberdri®** machine (CA3801) or similar equipment. NB – The compound should be brushed into carpets backwards and forwards

and then at right angles to first pass.

**STEP 5** Allow the compound to dry (around 20 to 40 minutes) and then vacuum the carpet thoroughly using an upright vacuum cleaner to remove soiled compound.

**STEP 6** Finally, if necessary, set the pile in one direction using a pile brush (PA3401).



## INFORMATION POINT

for more information in respect of this system please visit [http://www.prochem.co.uk/fiberdri\\_carpet\\_dry\\_cleaning\\_system.htm](http://www.prochem.co.uk/fiberdri_carpet_dry_cleaning_system.htm)

for more information about other products mentioned above, please refer to the Prochem Product Catalogue or visit [www.prochem.co.uk](http://www.prochem.co.uk) and view the relevant Product Specification & Safety Data Sheets, which are available in pdf format to download as required.



# TAKE THE NATURAL WAY FORWARD

MEET THE CHALLENGE TO CLEAN WITH CONSIDERATION TO THE ENVIRONMENT  
– WITHOUT LOSS IN PERFORMANCE



CLOCKWISE FROM TOP LEFT: E309 NATURAL STONE CLEANER, E772 NATURAL CARPET PRESpray, E728 NATURAL CARPET FOAM SHAMPOO, E779 NATURAL CARPET POWDER DETERGENT, E457 NATURAL MULTI-SURFACE CLEANER, E247 NATURAL CARPET DEODORISER, E167 NATURAL CARPET RINSE, E343 NATURAL CARPET SPOTTER, E770 NATURAL CARPET CLEANER.

The Natural range for professionals consists of nine products; all environmentally- and user-friendly, phosphate-free formulations with natural fragrances, no colour dyes, EDTA or NTA.

An ecologically sound solution to cleaning carpet, stone and hard floors and surfaces.

For further information and details about Prochem's Natural range visit [www.prochem.co.uk](http://www.prochem.co.uk).



[www.prochem.co.uk](http://www.prochem.co.uk)