

cleaning specialist

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

Spring/Summer 2010
Issue 22

DREAM CLEAN

Have you ever
wanted a dream
job in the sun?
This could be
your chance...



also inside: **Sacré bleu**

Prochem power aboard one
of the world's largest yachts...

New for 2010

Solutions and technology
developments for you...



www.prochem.co.uk

WELCOME...

...to the latest issue of Cleaning Specialist, your round-up of news and views from the world of Prochem Europe.

It seems nowhere is safe from uncertainty. Even the oil-rich oasis that is Dubai has experienced liquidity problems... But there is good business to be had there. Check out our story on Carpet Doctor and buy the company!

Scotland's tourism has conversely enjoyed a boom 2009 season – we look at how one professional cleaning business capitalised on it.

We flag up new Prochem chemicals and technology products for 2010 and news on the shows you can come and see them at.

And there's more.

We look at two new and important pieces of legislation making a major impact in the chemicals industry; how training can make a difference plus where and when to get it; How To Use Defoamer and Descaler (e.g. cleaning extractor maintenance – neglect at your peril!)

Finally, watch out this year for a new online partner to Cleaning Specialist, bringing our – and your – news faster and more regularly, direct to your desk!

Simply email us now requesting a copy at cleanspec@prochem.co.uk

Peter Muir,
Editor Cleaning Specialist.

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Prochem Europe is exhibiting at two major European events in 2010.

The UK's only carpet cleaning show being held this year, Carplex hosts an appearance from the company and provides the first public platform for new technology and chemicals, notably the Blazer GT truck mount as well as new solutions B112 Neutra-Soft® and S775 Extraction Plus.

The show, which runs on March 18th and 19th at the Ricoh Arena in Coventry, already has over 2000 visitors pre-registered to attend with many more expected in the run-up to the combined events, say the organisers. Sponsored by the NCCA, Carplex also hosts seminar events. See us on Stand D8.

A month later, Prochem journeys to Amsterdam to make an appointment with its customers and distributors attending the giant ISSA InterClean four-day show.

The event, which runs from April 26th to 29th is one of the most important in the cleaning industry's calendar and Prochem is now showing in prestigious Hall 1.

"It really is an almost unique stage for making contacts, relationship management and enhancing profile," says Prochem UK & International Sales Manager Paul Robinson, who anticipates another strong outcome for the company.

"We have a solid offer in technology and solutions but now exhibiting in Hall 1 on Stand No. 01.533," he says.

"With a strengthening presence in Europe, InterClean provides a special opportunity to support existing distributors and meet others keen to represent us in other territories."



INFORMATION POINT

www.amsterdam.issainterclean.com
www.carplex.co.uk



*The show has already
had over 2000 visitors
pre-register to attend*

DEALER TRAINING EVENTS

HOW TO ORGANISE ONE OF YOUR OWN

DID YOU KNOW that training tailored to your needs is available locally?

Prochem Europe is complementing courses held at its Chessington headquarters and key regional venues with special mini-events, hosted in arrangement with the company's distributors.

Local distributors provide a venue for customers to attend a customised version of Prochem upholstery, carpet and hard floor cleaning courses.

Paul Robinson urges more cleaners to take up the opportunity. "We are experiencing increased levels of interest in this type of event," he says.

"We suggest anyone interested in learning more about the craft of cleaning get in touch with their local Prochem distributor and suggest they host an event.

"It's a fabulous way to improve skills and network with colleagues and even competitors!"

Check www.prochem.co.uk for details of an event near you.

WHAT YOUR PROCHEM DISTRIBUTOR CAN DO FOR YOU

HOSTING free product events for customers is only one 'extra-mile' benefit that being a Prochem Europe distributor brings.

There are over 350 Prochem distributors throughout the UK so you don't have to travel far to view Prochem product solutions and get expert advice on which is the best for your needs.

Distributors get plenty of advice and support from Prochem so they have lots of knowledge to share. The company holds training events for distributors and its area sales executives provide product training and machine demonstrations for distributor staff, and there are regular repair workshops for their engineers too.

Find out more about what your local Prochem distributor can do for you. They are listed at www.prochem.co.uk

i INFORMATION POINT-TECH SUPPORT

Prochem customers can get technical advice about cleaning from authorised Prochem distributors. The company itself runs a technical helpline from 8.30 am to 5.00 pm, Monday to Friday, while further advice, such as on spot and stain removal, can also be found at www.prochem.co.uk

Alternatively visit the enquiries page at www.prochem.co.uk and use the Training & Cleaning Advice request link.

PERFECT MATCH



The Steempro Powermax – the UK's most popular carpet extraction machine; and new high performance S775 Extraction Plus with pH boosters – the perfect match for fantastic carpet cleaning results.

Visit www.prochem.co.uk or call 020 8974 1515 to request a FREE catalogue



GROUND-BREAKING SOLUTIONS FOR A NEW DECADE OF CLEANING

The decade starts with a comprehensive 2010 offer of new cleaning equipment from Prochem Europe combining high performance with compactness together with increasingly sophisticated chemical solutions.

At the top of the technology offer, the company's extensive offer of truck-mounted extraction machines is further enhanced with the launch of the new **Peak GTX** dual operator unit.

■ PEAK PRACTICE

Powered by a durable liquid-cooled 25 hp Kohler engine, the **Peak GTX** provides high performance, durability and simplified maintenance. The patented heat exchange system offers plenty of heat for single or dual wand operation, while the Tri-lobe blower provides quiet vacuum power up to 120 m (400 ft) from the vehicle. Perfect for commercial cleaning work, the Peak is probably the ultimate in truck-mounted cleaning

power in the UK right now.

For those upgrading from portable electric machines or even starting a cleaning business for the first time, the compact, simple and affordable **Blazer GT** is the perfect solution.

■ BLAZING

The latest development in the Blazer brand, it still runs durable components and Prochem's patented heat exchange system but now on a newly simplified design on a corrosion-resistant frame to offer powerful vacuum, solution pressure and instant heat to a new 4-jet carpet wand, while extra hose for 2010 means the unit can work at a distance of 76 m (250 ft) from the vehicle.

The Blazer GT can be set up in a matter of minutes, after when carpet cleaning is continuous thanks to fully automatic water and chemical feed, while even continuous emptying is possible with the optional waste pump-out system.

The self-contained Blazer GT is even more so with its optional sub-mounted 227 litre fresh water supply tank offering total self-sufficiency for users in areas such as airports and residential cleaning.

■ COMET

Prochem has not neglected its portable range this year either. For sheer ease of operation, the new **Comet** is hard to beat.

This low-cost, self-contained carpet extraction cleaner weighs only 18 kilos, making it light enough for anyone to handle, while its compact body design and fold-down handle makes it easy to transport and store.

Small enough to clean in tight spaces and corners, the Comet still boasts bags of power to perform well in any situation.

A revolutionary bladder design eliminates the need to pour solution into the machine. Operators only need to fill the bucket, set it on the machine, close the lid and begin cleaning. The machine is simple to use with just one on-off switch and easy to maintain: just remove two safety screws and the machine opens like a clamshell for fast service.

Additional features include patented self-adjusting, self-levelling brush, handle adjustment to operator height, patented lift-off bucket for easy filling and emptying, see-through recovery dome and fold-down handle for easy storage.



■ PRO SOLUTION

And then there's a new Prochem solution with all the versatility to dry and wet clean carpets and floors all in one machine: the new **PRO 35**.

With IPX4 wet cleaning certification, this unit comes complete with renovator, brush covers, transport trolley and blue standard brushes, while soft carpet and hard floor brushes are optional.

Use it on carpets in conjunction with **Fiberdri®** carpet dry cleaning compound or **S745 Procaps** encapsulation spray cleaner. Use it on studded rubber, PVC, safety flooring and all types of tiles and stone floors in conjunction with Prochem hard surface cleaners and the brown stiff floor brush or the black extra-stiff floor brush.

Also new to the Prochem 2010 technology range is a versatile two-speed single-disc rotary machine for bonnet buffing and shampooing of carpets and stripping, scrubbing, buffing and polishing of floors.

The **Floor Pro** incorporates an ergonomic handle with lever-operated positional control and a two-speed switch for 154 rpm low-speed scrubbing and stripping and 308 rpm high-speed buffing and polishing all types of floors.

A 430 mm (17") floor pad and bonnet drive board is also included with the machine and a 12 litre solution tank and scrubbing, polishing and shampoo brushes are optional extras.

Accessories to the Prochem range include the **Rondomatic** 5 litre sprayer. Suitable for applying carpet pre-sprays, deodorisers and protectors, this unit features an impact-resistant polyethylene tank with Viton® seals, stainless steel pump rod and spray lance, safety valve and 8004 fanjet nozzle.

For quick drying of carpet, furniture, floors and flooded areas, nothing beats the new lower-cost **Aqua-Dri** professional air mover. Lightweight and stackable, it boasts a heavy duty 1/2 hp

3-speed motor, superefficient 9.5" blower wheel, and generates 2,400 cfm in a compact easy to handle

but heavy-duty construction. It also has plenty of reach thanks to a 7.6 m (25 ft) power cable.

■ CHEMICAL OFFER

Prochem Europe is widely regarded for its chemicals offer, both in terms of new solutions and enhancements to existing lines.

S775 Extraction Plus is a new and improved formula replacing Extraction Pro, the popular professional low-foam cleaning concentrate for use in carpet soil extraction machines.

With new pH boosters to help break down heavy soil and grease and optical brighteners to enhance the visual finish of the cleaned carpet, Extraction Plus solution is clear and stable at high temperatures and dries to a powder residue.

It incorporates a new low-foaming surfactant system which helps prevent foam build-up on the carpet and in the machine recovery tank. Extraction Plus is suitable for use on most types of carpets, subject to pre-testing as directed.

The healthcare market is an enormously important user of Prochem products. Developed exclusively for it, **B112 Neutra-Soft®** is an all-in-one extraction cleaner, urine neutraliser/deodoriser and rinse agent for use in carpet and upholstery soil extraction machines.

Neutra-Soft® eliminates urine deposits and odours by dual action acidic neutralisation of ammonia residues and odour pairing of complex malodour molecules.

It leaves carpets and fabrics clean and soft and the new surfactant technology in the formula helps prevent resoiling. Furthermore, it is a WoolSafe Approved maintenance product for wool carpets and rugs.

Prochem's association with one of the best-known names in carpet protection is enhanced by a new ready-to-use protective treatment that keeps carpets looking cleaner longer and provides protection from soils and spills.

TM2401 Scotchgard™ Carpet Protector can be applied to most types of carpeting and

can be applied with equal success to new or freshly cleaned carpet that is either damp or dry. It provides a protective barrier to resist soil and make spot-cleaning of forced-in stains easy with conventional techniques.

These latest technology and chemical introductions and developments assert Prochem Europe's continued dominance in the UK's professional cleaning products marketplace.

Says Paul Robinson: "Prochem has a long-held reputation for spearheading innovation in the marketplace and it can only be reassuring for our valued customer base to see us continuing to offer a high-quality frontline product offer combining optimum performance with affordability in what we recognise as a challenging marketplace."

AT A GLANCE: **BLAZER GT**

Why buy?

Latest development of established entry-level, single-wand truck mount brand

Key points:

- **Powerful** – cut cleaning times by 50% compared to a portable
- **Fast** – most carpets dry enough to walk on after just one hour
- **Reliable** – Briggs and Stratton 18 hp V-twin unit is proven and thoroughly dependable
- **Big reach** – comes with 150 ft of vacuum and solution hoses and new 4-jet wand



www.prochem.co.uk/blazer.htm



NOT JUST GREEN

— WHY NATURAL MAKES MORE SENSE

When Prochem Europe launched its acclaimed Natural Range last year, it met with the important approval of the 'green clean'

lobby. Inevitably, one could argue. But what was interesting was how cleaning specialists who were not necessarily working off the eco-platform were also tapping into what the range has to offer.

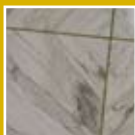
Paul Reynolds, Chemical Product Manager, E H & S, explains why three specific solutions have gained the interest of not only 'green' cleaners, but those still using more conventional chemical products. Here's which ones – and why you may want to try them.

E309 NATURAL STONE CLEANER

Another recent addition to the Prochem range, this is a concentrated professional-strength, water-based product for the cleaning and maintenance of all fine natural stone floors including marble, limestone, terrazzo, saltillo, granite, travertine, ceramic tile and brick. Containing specially selected surfactants and solvents, it helps to remove oil and soils from porous stone and with a gentle neutral pH is particularly suitable for sensitive stone applications where acidic stone cleaners

(such as QMT Stoneclean) or harsh alkali chemicals may not be suitable.

Natural Stone Cleaner is available as a 5 litre concentrate and 1 litre ready-to-use spray.



E247 NATURAL CARPET DEODORISER

Unique within the Prochem Europe range, this is its only bio-enzymatic deodoriser, effective against organic soils and malodorous substances, including urine and other offensive and problematic odours.

So how does it work? By means of a two-phase action: natural biological cultures in the product digest the organic matter and break down any problem compounds such as urine while, a powerful odour absorber chemically alters and neutralises volatile odours rendering them undetectable i.e. non-volatile.

Encapsulation technology within this product prevents any sticky residues, whilst the natural lavender, orange and peppermint fragrance leaves a pleasing smell.

How is it applied? By carpet pressure spray applicator (as per instructions)



and then allowed at least a 15-minute dwell time for the biological cultures and deodorisation process to work, with a final rinse extraction. Remember that this is not intended as a deodoriser additive and due to its bio-enzymatic action, not recommended for use on wool.

Natural Carpet Deodoriser is a ready-to-use product available in 1 litre spray and 5 litre pack sizes.



E457 NATURAL MULTI-SURFACE CLEANER



Verified by independent testing, Natural Multi-Surface Cleaner has been formulated using a blend of surfactants to create a powerful cleaner for all types of hard surface and floor cleaning. Effective at removing the toughest oily and greasy soils, whilst being safer for

the environment than more aggressive cleaners, it has a pH of 7.5 and is safe for use on most surfaces, without the need for harsh acids and alkalis.

Natural Multi-Surface Cleaner is available as a 5 litre concentrate and 1 litre ready-to-use spray.



i INFORMATION POINT

www.prochem.co.uk/natural_range.htm

THE PALACE DOCTOR

Fancy cleaning palaces, top hotels, super-yachts in the sun? Peter Collier did it – and now he's looking for another cleaning professional to take his place.



Dubai has developed into a worldwide hub over the last five years. The plethora of palaces, five-star hotels (and a seven) plus tourist attractions guaranteed to get jaws dropping suggest that once the present economic downturn is over, this most populous state of the United Arab Emirates will be well placed to continue its 'Hollywood appeal'.

Expat Brit Peter Collier has no doubt about it.

It was the sheer drive and ambition of the place that drove Peter, a textiles specialist and latter-day carpet manufacturer, to move to the city.

Peter had his sights set on the lucrative top end market for the finest fabrics: the huge buildings, certainly, but also the airline and yachting sector. All were in a state of boom.

When Peter arrived in 1999 he was soon supplying and fitting hand-tufted carpets to a range of clients, including the landmark 7-star Burj Al Arab Hotel and various royal palaces.

An upholstery division was established to complement the flooring and was soon picking up business for hotels and super-yachts.

As time passed, Peter realised that this type of business alone would be difficult to sustain given the periodical nature of procurement. He spotted an opportunity.

"I was continually being asked about problems with carpets, particularly cleaning related," says Peter. His research led him to Prochem, where he began to pick up some real knowledge of the industry.

"Prochem were generous with their expertise and I was soon in a position to apply that knowledge," says Peter. "I have dealt with the company ever since, buying their machines and chemical products.

"I select suppliers and build close working relationships. I choose the best available and work with them for the long

term," he says, adding; "Price is not an issue."

Peter formed a new company, Carpet Doctor, in 2001. Its first client was the iconic Burj Al Arab, which the company services to this day.

"It wasn't long before we spread our wings to other hotels, including the Grand Hyatt and Fairmont," Peter recalls.

An early association with royal households has also been maintained and Carpet Doctor now also cleans palaces.

This has led to other such residences, and during last summer the company cleaned carpets and upholstery in four palaces in the Emirates of Abu Dhabi, Dubai and Sharjah.

With no competition, at least not at the professional end of the market, business continues to grow and over the last two years the company has been contracted by Emirates Airlines to clean aircraft carpets.

"It's demanding work due to the number of aircraft and the airline's high standards," says Peter.

"Where once we cleaned one aircraft a day, we will be expanding the operation to three and Emirates have now acquired Prochem Everest truck mount cleaning machines for the work.

Peter knows that to give satisfaction to clients of this kind demands exemplary service. His staff, who are mainly Filipino, are

well-trained, polite and very hard-working.

"By treating them fairly they are very company-orientated and share our aim to attain the optimum customer satisfaction and we work days, nights, weekends or holidays if necessary," says Peter.

He is under no doubt about the future potential of Carpet Doctor in the United Arab Emirates, particularly in light of its high-profile clients.

However, Peter has decided to retire in 2010. And that means someone else could be about to fulfil this dream.

He is looking for an individual or company to take on this prestigious client base and is happy to continue as a part-time consultant.

"I've had a great time but I am not getting any younger," he says.

"I couldn't have imagined when I started working over fifty years ago that my chosen career of textiles and dyeing would lead me to the most exotic city in the Middle East. I am very glad it did – but it's someone else's turn now."

Peter is selling the Carpet Doctor brand, its assets and staff as a ready-to-go concern.

If you feel up to the challenge, get in touch with him at Carpet Doctor by emailing collierp@emirates.net.ge



AT A GLANCE: EVEREST

Why buy?

Fast, powerful, dual operator truck-mounted carpet, upholstery and hard surface cleaning system.

Key points:

- Sheer power! Liquid-cooled 68 hp Hyundai engine
- supersmooth Gardner Denver Tri-Flo vacuum blower generating up to 650 cfm
- Multi-stage heat exchanger providing constant hot cleaning solution with two-

wand operation at up to 3,000 psi

■ Innovative design – chemical simulator valve, console illumination for night operation, diagnostic indicators and more

■ Easy to use – simplified design means no-hassle operation and maintenance.

INFORMATION POINT

www.prochem.co.uk/everest.htm



MARKET YOUR WAY OUT OF RECESSION

When times get as tough economically as they are now, the old adages creep out, ranging from the self-defeating: "Desperate measures for desperate times" (e.g. start discounting) and the foolish: "Ignore it and it will go away!" to the more positive: **"When the going gets tough, the tough get going"**, says Prochem's Linda Sinet, Training Academy Development Manager

Prochem Europe was a child of economic depression all the way back in 1974. It survived another recession in the early 1990s. You can guess which of the above the company favours.

Get marketing

When times are hard, many small businesses make the mistake of pruning back the marketing budget in an attempt to save money. This is their first big mistake, because in difficult times small businesses need marketing more than ever. Indeed, if anything, they should be stepping up their marketing activities.

First and foremost you need to build up and expand your customer base: and that means drawing potential customers away from your competitors.

You can get the edge on your competition by offering something more or something completely different from what the competition offers.

- Prochem's 'green' cleaning products called the Natural Range are very appealing to the increasingly growing eco-aware specifier.
- If you have never offered maintenance programmes to small commercial customers such as B&Bs, guesthouses, nursing homes, this might be the moment to find out about Prochem's new maintenance spray cleaner, **£745 Procaps**. Give reasons to keep coming back.
- Are you systematically offering protector treatment?
- Are you trained and equipped to offer upholstery and hard floor cleaning services?
- Try a different category of customer that you haven't yet marketed to. This could be anything from a nursing home where specialisation

in sanitising and deodorising is appreciated to a local caravan park or marina.

- Realise that to win your competitors' customers, you have to outshine your competitors in every possible way.

Make the most of existing customers

- It is easy for anyone to implement a 'call-back' system just by filing away their customer's details by date and contacting them a year later.
- Never be afraid to ask for referrals. If you have just cleaned a carpet and your customer is delighted this is the time to act.
- A delighted customer is also the one who might be susceptible to another service. Promote your upholstery, hard floor or protector services. Not providing these yet? Why not?
- Treat your customers well and recognise the potential of creating more sales opportunities from a loyal customer. Try 'one armchair cleaned free' or '3 bedrooms cleaned, stairs for free'.

And 'Buddy Marketing' costs practically nothing at all.

- Pal up with another small business (let's say a landscape gardener or blinds installer) and you distribute their leaflet when you distribute yours. You leave their card too when you complete your job. They do the same for you.

- Make sure you give your business card to absolutely everyone and that all your contact details and even a memorable slogan are on every piece of business stationery that you use.

Let your van sell you

You are driving around in an ideal promotional tool.



Sign-writing your van with all your business details is really worth the investment.

And sell yourself

You are your own best salesperson. Participate in local charity events, sports events, schools' activities, church, scouts' and community events.

You can find out from all the local schools and colleges if they would be willing to mention you in school event programmes. Very often schools, churches and charitable organisations will be looking for prizes to raffle or auction for fundraising.

Why not offer to clean a room or a piece of furniture for free? This will cost you an hour or so of your time but your name will start to circulate in the community and your profile will be raised.

Reduce cost

- Check insurance policies and make sure you are getting the best deal.
- Regroup jobs and surveys in the same area and cut your fuel bills.
- If you finish a job early, get a few on-the-spot surveys in the same area or drop leaflets in the area.
- Encourage communication by email, and reduce mailing and telephone costs.
- Only mix the quantity of chemicals you need and follow the correct dilution rates.

Use your time well

Revisit both potential customers and those who may be able to pass on work such as carpet retailers and letting agencies. The Prochem Sales Manual – 'Selling Carpet Cleaning' – has ideas and sales projects to help you build your business.





FINANCE – LEASING CAN BE MORE PLEASING

More businesses are recognising the value of leasing as a useful, low-cost option to buying machines, buildings and specialist services when sales are slow and cash flow tight.

Having equipment on finance keeps cash and bank facilities free for working capital and short-term funding needs. VAT can be reclaimed if you are VAT registered and lease payments are fixed for the full duration of the term, avoiding the effects of inflation and making cash flow forecasting and budgeting simpler.

Leasing is also a useful means of hedging against obsolescence. With a lease, you can upgrade at any time to suit your requirements should they change, and ownership can be obtained, should it be required, at the end of the lease.

Lessors have an interest in their assets. Some lease deals include servicing and sometimes this can be achieved at lower cost than you would pay for a wholly-owned machine.

In today's tough economic climate more businesses are looking for ways of conserving their cash flow. Leasing is a perfect alternative when purchasing equipment.

Prochem Europe's leasing partner, Kennet Leasing, has the experience and expertise within the cleaning equipment industry to know that every customer is different. Finance packages are structured to suit specific user requirements, with flexible terms and

competitive rates.

"Unlike most banks who currently look for reasons to decline, we look for reasons to approve," says the company's Cathy Bellamy.

Kennet offers finance options for equipment costing as little as £1,000 + VAT.

Tax efficiency is another popular reason for leasing. Every payment made on a lease is 100% tax allowable, meaning that this finance route could significantly reduce your tax bill.

"Kennet finance documents are 'Fixed Term Agreements'," she stresses.

"This basically means that at the end of the agreement, a customer's payments automatically stop and he or Cathy can then choose to obtain

ownership of the equipment for a small one-off payment.

As always, watch out for the small print.

"Many finance companies use a 'Minimum Term Agreement' which means that it is your responsibility to notify them that you wish the agreement to end," she continues.

"Failure to do this allows them to continue to take the monthly payments and therefore could cost you considerably more than the equipment is worth!"

"Every payment made on a lease is 100% tax allowable."



INFORMATION POINT

For further information, or a no obligation finance quote, call Cathy Bellamy on 01675 469225 or contact the Prochem sales office on 020 8974 1515 or email sales@prochem.co.uk



Paul McKenna prepares to board

SACRÉ BLEU!

PROCHEM POWER ABOARD ONE OF THE WORLD'S LARGEST YACHTS

One of the world's largest private yachts has included Prochem cleaning technology in a Southampton refit.

The 114 m long ocean-faring luxury vessel Le Grand Bleu has been equipped with a Prochem Steempro Powerplus portable extraction cleaning machine in a contract including training, accessories and ample supplies of chemicals for extensive cruising, by Redhill-based JMS Janitorial Supplies.

Sales Director Paul McKenna takes up the story: "We didn't know about the ship until we won the tender so it was very exciting to go aboard for the first time.

"The ship is beautifully fitted out and there are extensive amounts of carpets to cabins, state rooms and recreational and dining areas as well as crew quarters, so it fast became apparent why it needed a powerful and fast machine like the Steempro."

Paul, together with Prochem Europe's Roy Pardoe, trained

the ship's six-strong cleaning staff on how to get the best out of their new machine.

"We had to go below deck but fortunately the ship has a lift!" says Paul.

In fact, Le Grand Bleu is the perfect sea-going solution for the seriously wealthy with an eye on creature comforts.

Built in Bremen in 2000, it was sold by its American businessman owner to Russian billionaire Roman Abramovich, who commissioned an internal refit designed by Terence Disdale and the addition of a 16 ft swim platform. It also has two helipads, a motor cruiser for a tender and numerous jet-skis accessing the sea via waterline 'garage' doors.

The ship is self-sufficient and ecologically sound in the process.

Its latest refit included a new 'green' wastewater treatment system that allows the ship to reuse the wastewater after treatment rather than discharging the wastewater overboard into the sea.

Paul is in contact with the

"The machine is working well, with more than enough power. They said it gives a whole new meaning to carpet cleaning!"

ship's housekeeper whilst Le Grand Bleu is at sea and the response is encouraging. "The machine is working well, with more than enough power. They said it gives a whole new meaning to carpet cleaning!" he reports. Prochem chemicals similarly get the thumbs-up from the crew, with **E840 Citrus Gel** specifically cited as a winner for dealing with staining.

i INFORMATION POINT
www.janistore.co.uk



AT A GLANCE:

STEEMPRO POWERPLUS

Why buy?

The largest machine in the Steempro range, it's ideal for the contract & professional carpet cleaner

Key points:

- **Powerful vacuum** – 3-stage Ametek motors providing 240 cfm of air movement
- **Powerful pump** – 100 psi pump gives strong flow over a long period
- **Big reach** – 25 ft solution and vacuum hoses with an extra 25 ft extension solution and vacuum hose option



HIGH ROAD IS KEN'S 1ST CHOICE

It's one of the most exhilarating driving experiences imaginable. Inches from the road, engine roaring behind you, mud and sand flying everywhere as you bounce wildly about the winding, hillock-packed track.

No, not another new Prochem truck mount extractor, but a turn round Tralee Rally Karting's 250 m off-road dirt track circuit, a bone-shaking maelstrom metres from the shoreline near Oban, one of the jewels of the Scottish landscape.

If you didn't find it exciting enough, you could always talk cleaning with owner, Ken Cameron.

Ex-airborne soldier, former instructor at Prochem Europe's Chessington Training Centre, latterly running Prochem regional training days in his native Scotland, and owner of 1st Choice Cleaning Specialists, Ken is a man of many talents.

Off-road karting is the latest and Ken's relocation of 1st Choice Cleaning from

Weybridge in Surrey to his family home over the border has provided him with the perfect opportunity to realise a dream.

Ken started in the cleaning business in 1986. "I had known Ron Tilley of Prochem for many years and got involved with Prochem as an instructor after getting trained myself," he says.

Like many professionals in the business, Ken took cleaning up as a temporary measure and found he liked it. "You get out and about, meet lots of people and are your own boss," he says. "I thoroughly enjoy it."

That said, 1st Choice is staffed by Ken's neighbour (and cousin) with the help of a local lad from Benderloch, the nearest village to his croft on 3 acres of fields adjoining the local beach.

"The karting idea came to me when wanted to put fallow land to some use and enjoy being outside doing something that was exciting and fun for me, too."

Karting is certainly that. "There's a real buzz for kids and adults to jump into one and just go for it," says Ken.

Ken's eight karts rock along at up to 30 mph – "that's fast when you are inches off the ground!" says Ken – and are adapted for off-road with harnesses and roll cages. Yes, you can roll these!

"The track is only operating in the tourist season when the weather is drier and we don't want people coming from too



Cleaning the decks of the Princess

far to be disappointed by lack of availability," he explains.

The quieter side of Ken's commercial life involves running a good family run cleaning business.

Ken tends not to overdo advertising, as his business comes mainly via reputation.

1st Choice is mainly in the residential, office and hotel cleaning markets. "Winter is a busy time, when the hotels and B&Bs have finished their season," says Ken.

That said, the company also cleans the luxury cruise ship 'Hebridean Princess' when she puts into Oban weekly for a turnaround. "She's a lovely ship and beautifully fitted out," says Ken.

Ken uses Prochem portable extractor machines (a Comanche and a Steempro) and chemicals. "Well, I would," he says. "All those years training people into the 'Prochem System' have left their mark!

"But in truth, they are great products and you naturally turn to the best you can get."



Cleaning at sea with Prochem



AT A GLANCE: STEEMPRO POWERFLO

Why buy?

The entry-level Steempro machine draws on a great brand pedigree.

Key points:

■ **Power** – single 3-stage motor gives 150 cfm of air moved. Duplex Flojet pump provides 70 psi – very reliable, too.

■ **Easy to use** – adaptable, manoeuvrable with a 12" single jet stainless steel wand that's light and easy to use.

■ **Upgradable** – optional heater that will provide hot water up to 60° C.





WHAT MAKES A PRODUCT WOOLSAFE?

Paul Reynolds, Chemical Product Manager E H & S, explains why you should consider using a Prochem WoolSafe-marked product when cleaning wool carpets and rugs.

We all get a bit cynical about accreditation bodies and associations seemingly doing little more than spinning their own PR agendas, but WoolSafe is proving an exception.

Dedicated to the promotion of quality care for wool and synthetic

carpets and rugs, it has been testing and certifying suitable products since 1991.

Prochem Europe has long recognised the importance of attaining WoolSafe Accreditation for its products.

In fact, the company has invested significantly in the development of solutions that are safe for use on wool

with currently fourteen products in its range boasting WoolSafe accreditation.

The WoolSafe mark is an endorsement that the product bearing it has passed the necessary tests to the highest standards set by the WoolSafe Organisation.

Testing times

To gain accreditation, a product must undergo rigorous testing in accordance with WoolSafe's Protocol.

This may involve over twenty different tests, to check the product performs correctly, safely and effectively. Tests include the assessment of the product's cleaning and spot removal performance, and ensuring it does not have any detrimental effects on wool carpets in terms of colour fastness, quick resoiling, fibre damage or odour.

WoolSafe checks include pH,

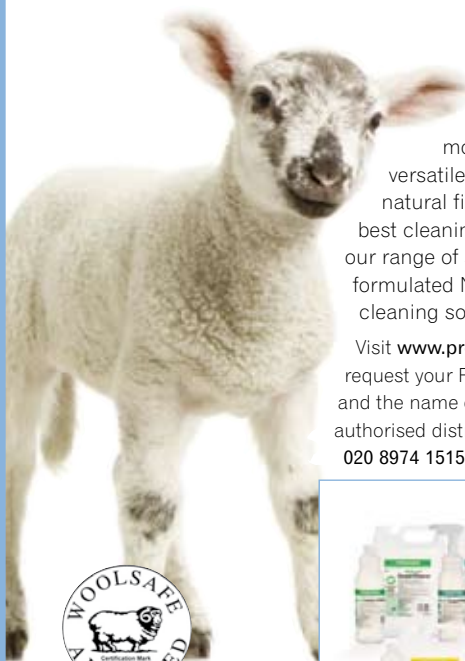
the presence of oxidising agents, reduction agents or fluorescent brightening agents, and resoiling.

The quality controls governing WoolSafe products don't stop there though. Existing WoolSafe products are subject to an annual re-evaluation to ensure they continue to meet the organisation's stringent standards.

WoolSafe cleaning products are worth opting for because the accreditation does what it says. A Prochem WoolSafe product has been independently tested and shown to be suitable and safe for use on wool.

Used correctly, it diminishes the likelihood of colour bleeding, bleaching, rapid soiling or fibre damage, and consequentially the risk of potentially expensive customer complaints.

WE LOVE WOOL



Wool is possibly the most beautiful, versatile and durable of natural fibres. For the best cleaning results, use our range of specially formulated Natural carpet cleaning solutions.

Visit www.prochem.co.uk to request your FREE catalogue and the name of your nearest authorised distributor, or call 020 8974 1515.



PRODUCTS

Prochem offers a range of WoolSafe Approved products for both carpet and upholstery, ranging from presprays, spotters and shampoos to extraction detergents and rinse agents. The company's products are regularly assessed by WoolSafe with **C803 Fiberdri®** the very latest to pass WoolSafe's stringent tests and thereby now be deemed 'WoolSafe Approved'.

Here's a checklist of Prochem's current WoolSafe approved ranges:

B112 Neutra-Soft®
S781 Liquid Woolsafe
S780 Fibresafe Gold
B107 Prespray Gold
B109 Fibre & Fabric Rinse
B106 Fine Fabric Detergent
B122 Neutral Pro-Spotter
C803 Fiberdri®

E772 Natural Carpet Cleaner
E728 Natural Carpet Foam Shampoo
E717 Natural Carpet Prespray
E779 Natural Carpet Powder Detergent
E343 Natural Carpet Spotter
E157 Natural Carpet Rinse

NEW LEGISLATION

REACH FOR THE ANSWER



Two new and important pieces of legislation are making a major impact in the chemicals industry. Aaron Saunders, Chemical Compliance Administrator, explains what these are and what changes are taking place.

Introduced to increase confidence in the safe use of chemicals, the Registration, Evaluation, Authorisation and Restriction of Chemicals regulations encourage the substitution of particularly hazardous substances with safer alternatives.

These regulations, more simply known as REACH, require manufacturers or importers of chemicals to register their chemicals to ensure that better information about potential hazards and how to handle them are safely and effectively passed

down the supply chain.

Closer to home for end-users, REACH takes over the requirements of the Safety Data Sheet (SDS) document and specifies that content is standardised, delivering via 16 subject headings in a mandatory order (the sharp-eyed may have noticed that sections 2 and 3 of Prochem Europe's have swapped places).

Other important changes include the addition of a contact email address on every SDS, exposure scenarios, and the registration number of substances (where available).

CLP NOW

Another regulation meriting attention, CLP is to harmonise methods and practices of chemicals Classification, Labelling and Packaging across Europe.

Part of the community's Globally Harmonised System (GHS), it targets classifying chemicals more consistently and irrespective of which country they come from.

Substances will be classified under CLP as of December 2010 with preparations following five years later, during which period SDSs and labels will undergo transition from the display of the old CHIP information to the CLP requirements.

Under CLP, the established system of risk phrases and safety phrases will be replaced by hazard statements and precautionary statements.

These will mostly be direct replacements and have quite obvious correlations, but CLP – which also introduces new hazard pictograms replacing the established hazard symbol – goes into more depth than conventional CHIP classification.

**INFORMATION POINT**

For more information on REACH, the HSE's website is very helpful. Visit www.hse.gov.uk/reach/bitesize.htm

THIS LOOKS LIKE A JOB FOR – SUPERCLEAN!



CLEANING GREASE AND SMEARS FROM HARD SURFACES CONSTITUTES A LARGE PART OF THE COMMERCIAL CLEANER'S WORKLOAD.

So it's no surprise then to see sales of Prochem Europe's new formulation **A232 Superclean** rocketing.

Superclean is a quick-drying, non-residual spray cleaner for glass, plastics, laminate floors and most hard surfaces. Specially formulated to effectively remove soils and grease from hard surfaces whilst leaving a streak-, smear – and residue-free finish, this versatile solution is ideal for cleaning windows and mirrors.

It is also suitable for cleaning laminate floors with a spray applicator and then absorbed using a flat mop, microfibre flat mop or bonnet.

Superclean comes in 1litre spray and 5 litre pack sizes and can be used neat for glass cleaning or diluted 1:1 for general surface cleaning.

"When we launched the new formulation, we were quietly confident that users would be impressed with its improved performance," says Prochem's Paul Robinson.

It seems his confidence was justified. With sales rising fast, it is clear that more cleaners than ever are recognising what great results can be achieved with Superclean.





TRAIN – AND RIDE OUT RECESSION

Tough times call for tough measures – but training need not be the slog you think, writes Linda Sinet, Training Academy

Development Manager.

The answers for many are to be found in Prochem Europe's acclaimed training offer. If you have concentrated on the domestic market up until now, you may want to find out about differing maintenance methods to offer commercial customers, such as guest houses and pubs.

Know the new trends

New solutions can tap into emergent buying trends. Prochem's eco-friendly Natural Range,

for example, will inevitably appeal to customers seeking more environmentally-sustainable solutions. Protector treatments will prolong the life of carpets as well as provide stain protection.

Delegates come from different walks of life and can range from established carpet cleaners to those looking for a new career.

If you are the latter, consider attending the Two Day Course. For a refresher course or to get the essential aspects of carpet cleaning under your belt, the One Day Course will be ideal.

More flexibility from 2010: past attendees of a C1 can now attend the second day of the C2, enabling you to practise a hands-on survey and learn more about setting up a carpet cleaning business.

Trainees – their feedback

GRANT WHYTE,

ETHI CLEAN

► Grant Whyte has recently set up a brand new business called Ethi Clean. Grant had been a manager in the care sector for many years but redundancy prompted him to make a career change and set up his own cleaning business.

Grant has now been on all of the courses offered by Prochem. He was impressed not only by the dedicated training facilities at Prochem's Chessington headquarters, but also by the great variety of practical demonstrations in cleaning and stain removal presented.

ALAN NORWOOD,

STAY CLEEN LTD



► Alan Norwood, of Stay Clean Limited, on the other hand, already has a well-established business in contract cleaning.

However, it made good business sense to have something

to fill in the gaps should the economic situation get worse. Carpet cleaning was the obvious solution, so Alan came on the Two Day Course to make sure that he was going to do it right.

"What I gained most of all was confidence," said Alan.

TRAIN A WAY OUT OF RECESSION

'Knowledge is power' is a wise saying.

So if you have not already done so, make 2010 the year to train your way out of recession.

Prochem Europe is the UK's principal commercial provider of training to professional cleaners with courses taking place throughout the year at the company's dedicated training centre in Chessington.

Check out our 2010 Chessington course dates in the table below and call or email now for availability on 020 8974 1515 or to training@prochem.co.uk

A quick reminder: Code abbreviations are C2 (two-day carpet course), C1 (one-day carpet course), U1 (one-day upholstery course), HF1 (one-day hard floor course)



INFORMATION POINT

Prochem can help you learn everything you need to know about cleaning carpet, upholstery and hard floors.

For more information and links to email enquiries about courses, visit www.prochem.co.uk/training.htm

■ TRAINING COURSE DATES 2010 – CHESSINGTON

More information on Prochem Europe training at www.prochem.co.uk/training.htm

CODE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
C2	–	9/10	–	–	11/12	22/23	–	–	28/29	–	2/3	–
C1	19	–	9	20	18	15	13	–	7	12	16	14
U1	20	–	10	–	19	–	14	–	8	–	17	–
HF1	26	–	23	–	–	8	6	–	21	–	23	–

DEFINING DEFOAMERS

Cleaning machines clean (of course) – but they also need cleaning from time to time, too. Sludge and waste matter builds up in any motor or engine; leave it and something is going to go wrong eventually.

For example, an excess foam build-up in the waste tank of an extraction cleaning machine can clog the vacuum motors, causing serious internal damage. That's why it's important to use a defoamer.

Prochem Europe sells several defoamer products to help prevent the excessive formation of foam in waste tanks.



Three liquid products are available: **S760 Liquid Defoamer**, **S761 Contract Carpet Defoamer**, and **E764 Natural Carpet Defoamer**, as well as a powder version: **S762 Powdered Defoamer**.

LIQUID DEFOAMERS

➤ S760 Liquid Defoamer

This is the premium Prochem defoamer with a high concentration of silicone material to effectively reduce foaming. Sold in 5 litre size containers.

➤ S761 Contract Carpet Defoamer

This liquid defoamer is a concentrated silicone-based material which works in the same way as the other defoamer products but is a more economical choice. Sold in 5 litre size containers.

➤ E764 Natural Carpet Defoamer

This liquid defoamer (forming part of the Natural Range) is a concentrated silicone-based material which works in the same way as the other defoamer products. This product is formulated so that it breaks down naturally and safely in wastewater disposal and treatment. Sold in 1 litre and 5 litre sizes.



HOW TO USE . . .

liquid defoamers

STEP 1 (fig. 1) Refer to the label, check the amount of defoamer to use proportionate to your recovery tank size.

STEP 2 (fig. 2) Dilute the required amount of concentrate in a small amount of water and feed this solution into the vacuum hose* whilst the vacuum

motor is switched on, or add the defoamer solution directly to the machine recovery tank.

STEP 3 (fig. 3) In cases of more severe foaming, increase the amount of defoamer concentrate you use.

Never add the defoamer solution to the cleaning solution tank.

powdered defoamer

STEP 1 (fig. 4) Pre-dissolve 15 ml (1 measure scoop) of S762 Powdered Defoamer in a small amount of cold water and feed this solution into the vacuum hose* (fig. 2) with the vacuum motor switched on, or add the diluted solution directly to the waste tank.

STEP 2 (fig. 3) Increase the amount of S762 used for more severe foaming problems or sprinkle the S762 powder directly onto the carpet before extraction cleaning.

Never add S762 Powdered Defoamer to the cleaning solution tank.

** This option depends on the type of machine you are using but Prochem trainers recommend if possible adding solution to the vacuum hose of the machine as you use it. This way the defoamer coats both the inside of the hose and machine waste tank more effectively. Just check the waste tank for foam whilst cleaning.*

POWDERED DEFOAMER

➤ **S762 Powdered Defoamer** This silicone-based product works in a similar way to liquid defoamers but has the benefit of being in powdered form: economical, concentrated and available in 2 Kg size tubs.



DEFOAM OR NOT?

Is the use of a Prochem Defoamer worth the outlay for another chemical? Why is it necessary? In our experience the consequences of not using defoamer can be serious.

Foam build-up in the waste tank can cause damage to vacuum motors, rendering them useless. As foam builds up in your waste tank it cannot raise the shut-off float in the tank; this allows foam to enter the vacuum motors – as we all know electrical motors and water do not mix. The foam and water mix gets into the bearings and causes them to rust, putting unnecessary strain on the motor which in turn causes it to overheat and burn out.

Vacuum motors are a relatively expensive item. You then need to add in the relevant labour cost plus the VAT and if you then add in the downtime and missed jobs it becomes clear that the cost can be significant.

When you consider the above, the cost of Prochem Liquid Defoamer begins to look like the cost-effective option with a list price of £14.50 per 5 litres. So to answer the question; is it worth it? As you can see the answer is yes!



DESCALER- DO WE NEED IT?

It's a frequently asked question by truck mount users calling the Prochem Europe service department.

Limescale can give lots of problems: blocked pipes, heat exchangers and filters, damaged valves and temperature sensors leading to overheating, loss of water pressure and poor performance.

And with a new heat exchanger costing up to £300 plus labour and downtime costs, it makes sense to regularly descale. In hard water areas, once a month should be sufficient.

Prochem **E551 Truck Mount Descaler** is a liquid inhibited descaler for the effective removal of hard water deposits from Prochem truck mounts and the



New and damaged female quick connects

protection of truck mount components. Its special formulation means it is not classified as corrosive to skin, making it safer to handle than conventional acids.

With a list price of £12.95 for 5 litres and a one-hour down time period to carry out a full descale, the benefit of descaling is a no-brainer.

HOW TO USE . . .

Begin by ensuring you are wearing the appropriate P.P.E. such as overalls, gloves and safety glasses, etc, as recommended on the label & Safety Data Sheet.



STEP 1 Disconnect the truck mount water inlet and solution outlet hoses. Drain half the water from the water box leaving at least three litres behind.

STEP 2 Start the engine running on warm water (not hot) and pour one litre of truck mount Descaler into the water

box to dissolve. Let the Truck Mount run for fifteen minutes to remove the limescale.

STEP 3 After treatment, immediately reconnect the water inlet and solution outlet hoses and flush with water for five minutes.

STEP 4 Add 250 ml of **D488 Powerclean** to the water box and run

for a few minutes to neutralise the acidic conditions. Flush again with water for a few minutes to remove the detergent.

STEP 5 In cases of severe limescale build-up within a machine, a more concentrated solution of Truck Mount Descaler can be used in the water box and then the solution can be circulated for a longer period of time before flushing (see product label for more details).

