

cleaning specialist

Issue 23/2013

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

Cracking the code p11



Prochem truck mounts – all the Rage p4-5



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Profiling the industry's
fastest growing franchise p8-9

Training - Can it be
done in a day? p15


PROCHEM
EUROPE
www.prochem.co.uk

WELCOME...

Prochem Europe has been experiencing strong demand for its diverse range of speciality chemicals with sales of technology holding steady despite dropping sales in overall market terms as the UK continues to face challenging times for its economy.

This latest issue of our magazine reflects a relatively positive state of affairs for this company and marks also, in news of Prochem products and their use by professional cleaners, a key reason why the company's trading remains buoyant.

Prochem and its customers are not for standing still – users expect suppliers to keep them apprised as to what industry can bring them by way of best value as well as emergent technologies.

Our features section offers plenty of free advice. Making the most of Prochem Technical Support services, how to tackle stains, keeping up to speed on environmental issues, and solving the puzzle of 'QR Codes' are all on offer in this issue.

Some news is inevitably in a state of flux: that's why you will find links to our dedicated news website – www.prochemcleaningnews.com – to get the latest.



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Published by: Prochem Europe Ltd, Surrey KT9 1RH,
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Designed by: HEADLINES CORPORATE NEWS LTD,
Milton Keynes MK9 2AE

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EXCEEDING EXPECTATIONS

LETTER TO THE EDITOR



Dear Sirs,

Prochem Fluoroseal® Plus

I thought you would like to hear the story of a delighted carpet cleaner and an ecstatic customer.

When a customer had a plain green 100% wool Axminster carpet laid back in 1996, I treated it with Fluoroseal Plus. (I should add right away that it's never been re-applied).

Parties were regular events at this particular home and I cleaned the carpet at 18 month intervals, following WoolSafe best practice procedures. A 2001 clean came straight after a Christmas party, where the red wine had clearly been flowing!

To my surprise, even though the protector was nearly five years old and with two previous cleans, every spot, stain and mark was removed with standard cleaning procedures and without spot or stain treatments of any sort.

Now – move the clock forward another

10 years. My customers have been retired for some time now and the cleaning intervals are further apart. Another Christmas party has been held and red wine and port have again been flowing freely, with some significant spillages evident.

I feel there's no way I can achieve the same results as before. And so it was to be.

Indeed, the stains were only about 98% successfully removed, the faint shadows remaining successfully treated in the usual way!

As a comparison, this afternoon I attended to another customer's red wine stain. This unprotected 80/20 wool/nylon twist pile carpet would not yield the stains to cleaning and the spillage needed specialised stain removal treatment.

Rarely in my professional career do products exceed my expectations.

But for a protector to not only excel in terms of performance, but also to blow durability expectations off the chart is indeed a miracle of sorts.

So thanks to Prochem for producing a terrific product that has not only made my life easier but helped reinforce the greatest asset any business can have – customer loyalty.

There is no way this customer will ever change to another carpet cleaning company and part of the reason for this is down to Fluoroseal Plus.

Yours faithfully,

Ken Wainwright, Alvechurch, Birmingham

PROCHEM AT THE CLEANING SHOW

Look out for Prochem Europe at the 2013 Cleaning Show, NEC Birmingham, 19–21 March 2013.

With such a full programme of attractions and the largest number of exhibitors yet, as well as a co-location with the very popular IMHX materials handling event, The Cleaning Show 2013 is set to be the biggest and best ever and Prochem Europe is exhibiting. For the latest news on Prochem Europe at The Cleaning Show, visit:



WEB WATCH

<http://prochemcleaningnews.com/>

ROYAL WARRANT OF APPOINTMENT

TO HM THE QUEEN AWARDED TO PROCHEM EUROPE ...

Prochem Europe has received the Grant of a Royal Warrant of Appointment to Her Majesty The Queen for the supply of carpet cleaning products.

The award is a mark of recognition to individuals and businesses for the supply of goods and services to The Queen, The Duke of Edinburgh or The Prince of Wales for a period of five years or more. It also reflects the recipient's environmental performance and sustainability.

There are currently approximately 800 Royal Warrant holders, holding over 1,100 Royal Warrants between them.

The Royal Warrant empowers the holder to display the Royal Arms in connection with the business in accordance with The Lord Chamberlain's Rules.



Prochem managing director, Alan Tilley, commented: "The Royal Warrant is a prestigious mark of recognition and we are extremely proud to receive it."

Congratulations to Cleaning Systems UK

Prochem Europe distributor Cleaning Systems UK has received the Grant of a Royal Warrant of Appointment to Her Majesty The Queen in Scotland for specialist cleaning services.

Jamie Pearson, managing director, said: "The appointment has proven to be a great

motivator and will lift our profile and increase our customer confidence. Specialist cleaning services can be technically challenging, and this is a great reward for services to The Queen provided over the last 10 years."

Royal Warrant for a Princess

Still in Scotland, and luxury small ship cruising company Hebridean Island Cruises has become the only travel brand currently with a Royal Warrant from The Queen.

The cruise line operates the world's smallest luxury cruise ship, the 30-cabin Hebridean Princess, offering itineraries taking in the highlands and islands of Scotland and Ireland.

The ship is cleaned using Prochem Europe products by Oban-based 1st Choice Cleaning Specialists when she puts into the port for a weekly turnaround.

PAUL ROBINSON

UK AND INTERNATIONAL SALES MANAGER



GOODBYE TO PAUL

One of Prochem Europe's most public faces, Paul Robinson is leaving the industry after 14 years with the company.

"I shall miss the cleaning business, customers, many of whom have become friends, but most of all my colleagues at Prochem," says Paul. "This has been a great company to work for, with some fabulous products."

Paul joined the company as Sales & Training Executive for Midlands and the North in 1998. In 2003, he was appointed National Sales Manager on the death of Martin Davies, Prochem's Sales Director, and by 2009 had become UK & International Sales Manager, tasked with developing primarily European business.

"The market has changed a lot over the years," says Paul.

While he sees the most significant driver in the growth of the internet as a sales and marketing tool, recession seems to have forged more harmonious relationships between competing suppliers.

"Contrary to what we may suppose, tough times can make for nicer people," he laughs.

Paul's new role as sales director for a Birmingham medical supplies company necessitates a move from the cleaning sector, but he hopes to keep in contact with old friends.

"Paul has been a tremendous asset to Prochem," adds Prochem Europe managing director Alan Tilley.

"We're all sorry to see him go but wish him the very best in a new role, managing fresh challenges."

PROCHEM CLEANS WORLD'S LARGEST HOSPITAL SHIP

When a leading humanitarian aid charity sought a suitable stain removal product for the world's largest charity hospital ship, Prochem Europe was happy to donate a solution in Stain Pro.

Mercy Ships, the international charity that provides free medical care and humanitarian aid to some of the world's poorest people, is now using Prochem's Stain Pro water- and solvent-based alkaline protein spotter, for carpeted areas on board its hospital ship, the Africa Mercy.

Converted from a Danish rail ferry to a state-of-the-art hospital ship, the vessel – staffed by an international crew

of dedicated volunteers from over 40 nations – has six operating theatres, X-ray facilities and CT scanner, a pharmacy and a laboratory.

Judy Polkinhorn, executive director of Mercy Ships UK, said: "We are grateful for the generosity of Prochem Europe.

"This donation will help Mercy Ships continue to provide a high quality living environment, with the satisfaction of knowing materials and rooms are cleaned with products that are low in toxicity and of high quality."



WEB WATCH

www.mercyships.org.uk

KD MASTERS THE SAPPHIRE

If ever there was an advocate for investing in truck-mounted carpet cleaning, it's Keith Dugard of KD Contracts in Dover.

Keith has bought a **Sapphire Scientific 370SS** from exclusive distributor Prochem Europe for his new Renault Master van – and he's ecstatic about both.

"My van was getting older and like my previous truck mount was having a few major problems. So, my overall investment was relatively significant. But the vehicle and Sapphire are a perfect fit," he says.

"The Sapphire is more powerful, better priced and struck me as well-designed, ultra-reliable and efficient. I love the machine!

"The installation has been carried out expertly and the finished effect is great. I cannot thank Prochem enough for the professionalism and courtesy shown to me throughout," says Keith.

"I have yet to rack out the van so that all



the other necessary bits of equipment and chemicals are stored safely and neatly.

"In the meantime I am extremely proud of my new purchase," he adds.

Founded in 1980 as a general contract cleaning company, KD Contracts switched full-time to residential cleaning 15 years ago – "more profitable and better appreciated", Keith sums up.

The company specialises in cleaning

carpet, upholstery, oriental and area rugs, curtains and other soft furnishings.

Two years ago, Keith took a training course to learn how to clean and seal marble, stone, tile and grout so, in addition to looking after textiles, is able to maintain or restore hard flooring.

Keith had a team working with him but is back to working solo, which he prefers for

the added flexibility and simpler logistics. He travels from his Dover base throughout Kent and into neighbouring Surrey.

"The Sapphire is so much of an improvement over the last machine I had," he says. "Technology has advanced the boundaries of what the machine can do performance-wise and in terms of controllability. No wasted fuel, no wasted water. It really is so very much better.

"I did a special job at a restaurant in Deal where a greasy carpet came up like new with one pass of the wand. Brilliant!"

Keith uses Prochem Europe chemicals and accessories for his new investment. "I use **Filter-Out** simply because it's very good. **Fibre & Fabric Rinse** is great too, and has a lovely smell."

No regrets, then? "Far from it," is the reply. "I feel better about my business, the image I am presenting and the job that I can perform."



WEB WATCH

www.kdcontracts.co.uk



technology

The Sapphire truck mount range from Prochem ...

While each offers specific service values, the Sapphire Scientific truck-mounted cleaning extractor machine range all share common benefits in producing high levels of power from the smallest chassis, simplifying maintenance and saving users valuable vehicle load area space.

For those thinking about setting up a truck mount-based carpet cleaning business or wishing to graduate from portables to truck-mount performance, the **Rage** is a natural choice.

The new machine offers high-quality components and superior engineering in a truly affordable package including wand, two 50 ft sections of 2 in. vacuum hose, two 50 ft sections of 1/4 in. high-pressure hose, one 50 ft section of water inlet hose and – as with all these machines – installation into your vehicle is included.

The **370SS** takes half the

space of other truck mounts while delivering better heat and vacuum power. Features include through-frame belt cooling and the use of premium components such as the flagship 20 Kohler V-Twin engine, ensuring long service life and reduced costs.

A unique patent-pending heat diverter system keeps the water at the correct temperature while it prevents Sapphire truck mounts not bypassing or dumping from flooding water to the waste tank, no matter how much time elapses.

This saves water and preserves space in the waste tank, allowing

operators to keep cleaning carpets longer.

The new Sapphire **570SS** Premier truck mount boasts the latest heat exchange technology for superior temperature consistency and offers all the advantages of the Sapphire line – high performance, high heat and durable build – plus advanced triple-source heat cogeneration to produce steady, powerful heat for fast, consistent cleaning.

Built from the ground up for dual



ARROWCLEAN HITS TARGET

WITH UPGRADE TO TRUCK MOUNT TECHNOLOGY

Former *Times* newspaper printer Chris Bamping stopped the presses back in 1986 to start a new career as a professional cleaner.

Now he's celebrating the 26th anniversary of Arrowclean by trading up to the latest in Prochem truck-mounted technology.

Chris has treated himself to one of the most recent additions to the extensive Prochem truck mount range: the new Sapphire **370SS**.

"I've been using Prochem solutions since day one but this is my first truck mount," says Chris. He has made the jump from a Prochem Cheyenne portable carpet and upholstery extraction cleaning machine and is already noticing the difference.

"I'm thrilled with the machine," he sums up.

"It's more powerful, faster working and looks even more professional."

Highly efficient Sapphire Scientific truck mounts and carpet cleaning accessories are engineered to deliver maximum performance and durability. Common to all five models in the range is a heat exchanger technology that captures and retains heat efficiently, providing precision thermostatic control for a constant hot cleaning solution.

Sapphire truck mounts are built on a unique narrow platform that leaves more space in an existing van or enables its use in smaller, more fuel-efficient vehicles.

Chris has his installed in a brand-new silver Nissan Primastar: a combination that quickly caught the eye of customers.

"I have picked up new business on the strength

of people just seeing the machine," says Chris, adding, "I soon made my money back!"

Formerly a domestic market supplier, Arrowclean's business mix has changed dramatically over recent years with only 20% of the company's income today derived from homeowners.

Chris puts it down to the current economy but is upbeat about a relatively thriving commercial sector in his Surrey catchment.

"My business comes primarily from offices, hospitals, shops and property management agencies," he says.

"The lettings market is pretty strong in these parts and tenants and landlords alike are regular customers for a thorough clean to keep up

with their mutual agreements."

Chris has always used Prochem Europe chemicals and remains a fan of the **Multi Pro** general purpose pre-spotter and traffic lane pre-spray for carpets as well as troubleshooting **Solvex**, the water-rinsable, non-volatile blend of penetrating solvents and detergents for gloss and emulsion paints, nail polish, varnish and solvent-soluble inks on carpets, fabrics and other surfaces.

Sapphire Scientific truck mounts are CE certified and include full installation, training and service back-up in the UK by Prochem from its Chessington headquarters.

i WEB WATCH
www.arrowcleanonline.co.uk



wand residential and commercial applications, the **570SS** is powered by a 31 hp Kubota petrol engine utilising a tube-and-shell heat exchanger, plus the Sapphire patent-pending Thermal Well system to capture all the heat needed to tackle the toughest cleaning jobs.

Hard-surface cleaning is one of the fastest-growing segments of the cleaning business and, with square-foot billings often twice as

much as carpet cleaning, it's easy to see why.

For those wishing to expand into the lucrative hard surface cleaning business, Prochem has introduced the Sapphire **2500HS** Premier Hard Surface truck mount. A true hard surface cleaning machine, this unit delivers the flow and heated pressure needed to rapidly clean tile, grout, stone, concrete and more.

This versatile machine can also be used as a powerful carpet cleaning truck mount, or for restoration extraction and cleanup, giving the edge over unheated

units, delivering more vacuum, more solution pressure and a faster, deeper clean.

Users can also work longer and more efficiently thanks to the machines' sub-mounted freshwater tanks.

Sapphire tanks hold up to 70 gallons, allowing longer cleans between refills and boosted efficiency of operation.

These products are easy to maintain and economical to operate. A new Short Reach Service Design has no component more than 10in. from the outside, putting all belts, filters, oil drains

and other service points within easy reach. The machines also have an exclusive through-frame belt cooling design that extends belt life to help reduce maintenance costs.

Easy-to-remove access panel and side hoods allow for quick service. Sapphires have a reduced number of parts, with simplified wiring and shorter interior hoses for better access, performance and durability.

i WEB WATCH
www.prochem.co.uk/sapphire_truck_mounts.htm

PRODUCT INNOVATION FROM PROCHEM EUROPE

■ APPLE BLOSSOMS FOR MICROSAN

Prochem's award-winning **Microsan®** sanitiser and cleaner is being re-launched with a pleasing fresh apple blossom fragrance.

The move comes after the solution's floral citrus fragrance was removed to ensure that its formulation was in full compliance with the product biocidal efficacy data in the REACH and Biocidal Products Registrations.

Now a new re-formulated Microsan is on the way with a fragrance that will last for the entirety of the product shelf life of around two years while eliminating the slightly saponaceous (or soapy) odour of the active quaternary compound ingredient.

An EC registered anti-microbial multi-surface sanitiser and cleaner, Microsan is effective against bacteria including MRSA, viruses including Hepatitis B and HIV, Bird flu and Swine flu.

■ B104 FIBRECLEAN

Spray maintenance cleaner for commercial carpets & upholstery

Fibreclean is a soil encapsulating formulation designed to clean carpets and wet-cleanable fabrics by spray and brush application. It can be applied regularly as spray maintenance cleaner to carpet traffic lane areas and upholstery seating to help maintain the brightness and appearance of carpet and furnishings in commercial buildings and transport environments. Fibreclean is a concentrate that should be diluted 1 part to 10 parts of warm water. Carpet or fabric should always be pre-

tested for colour fastness and possible colour or texture change with diluted solution before proceeding. Fibreclean should not be used on water sensitive upholstery fabrics.

For best results always vacuum carpets and upholstery and treat spots and stains before the application of Fibreclean.

For carpet maintenance cleaning, apply the diluted solution lightly by pressure sprayer then brush with carpet pile brush or cylindrical brush machine such as Prochem's Fiberdri TM4 or PRO 35 unit. Do not over apply, which may result in longer drying time. Carpet should be touch dry (approx. 30 to 60 minutes) before re-use. For upholstery maintenance, apply diluted solution lightly by hand pump-up sprayer to all body contact areas of upholstery fabric then brush with upholstery hand brush and leave fabric to dry thoroughly before re-use.

■ ENDEAVOURING TO BE BETTER

Prochem Europe is expanding further its substantial offer of portable carpet and upholstery extractor cleaning with the launch of the new **Endeavor**.

Packed with a host of new features to provide power, performance and convenience in a brand new extractor design, the Endeavor's specifications include dual 6.6" high performance, low noise vacuum motors, handle-mounted wheels for easy vehicle loading, top front-mounted controls and new front-mounted wand stowage.

The smart and practically-designed

Endeavor also features as standard Prochem's ultra-reliable 150 psi induction motor pump and a slide-in version of its advanced Heat 'n' Run in-line stainless steel heat exchanger.

An optional 250psi induction pump is also planned to be available.

The machine comes complete with hoses and 2-jet Glidemaster stainless steel wand and, as with all Prochem cleaning machines, a free training voucher to ensure users get the very best from their machines.

■ WORLD'S LIGHTEST TWO-MOTOR CARPET CLEANER IS DYNAMIC

The lightest professional two motor carpet cleaner ever built has been added to the Prochem Europe range.

The new **Dynamic 380E** is equipped with a patented weight distribution system, both of its motors being positioned on the base housing with accessories located on the lower part of the suction body.

Install the DCS converter and in 10 seconds, and without any tools, the machine is ready to use as a dry compound brush unit to dry-clean rugs and carpets.

Weighing only 7.8 kilos, the new Dynamic offers a cleaning width of 38 cm (14.9") and comes with extension



hose, telescopic wand, crevice tool and upholstery tool as standard.

■ GETTING IN A FOAM

Prochem Europe has further extended its distribution of the Swiss-built Birchmeier range of quality spraying equipment with the launch of the new **Foam-Matic 1.25P** and **Foam-Matic 5E** foam spraying units.

The Foam-Matic 1.25P is a pump-up hand sprayer with foam nozzle ideal for application of carpet and upholstery shampoo and detergent cleaners for hygiene, vehicles and vertical surfaces.

The Foam-Matic 5E is a professional quality polyethylene sprayer with foam lance and EPDM seals, suitable for application of foaming alkaline detergent cleaners for vehicles, hygiene and vertical surfaces.

Typical applications for the Foam-Matic sprayers include automotive, equipment, doors, walls, trolleys, canteen, kitchen, showers and other sanitary surfaces, venetian blinds, windows, balcony rails, building fronts, chairs and seats.

i WEB WATCH

www.prochem.co.uk/spraying_&_restoration_equipment.htm



PROCHEM PUTS PRESSURE ON BETTER CLEANING PERFORMANCE

Prochem Europe has introduced induction drive pump technology to its popular **Steempro** range of carpet and upholstery cleaning machines.

Pump failure is the most commonly-perceived nuisance for the professional cleaner, particularly half way through a job.

That's why, after extensive service trials, Prochem has changed the pumps on its successful Steempro Powermax and Powerplus models to 150psi induction drive pumps as standard fitments.

"Traditionally, pumps of this kind fail because of worn carbon brush wear," explains Prochem Equipment Product Manager John Hattersley. "The outcome is usually costly and loses time on the job."

"Induction pumps enable a drive shaft to turn using opposing magnets and without the need for carbon brushes."

The good news for Steempro purchasers is a quieter and more efficient motor designed to run continuously, without the need for a pressure switch. Pump pressure is greater than with carbon brush pumps and with its own cooling fan, the new induction model does away with overheating issues.

Existing Steempro users are not missing out. The new 150psi induction drive pumps can be easily retro-fitted into older machines.

Steve Matczak at Farnborough-based



SM Cleaning Specialists changed both of his Steempro 2000 machines from a 100 psi diaphragm pump to a 150 psi induction pump 12 months ago.

"Since that time I have found a considerable difference in the performance of my machines," he reports.

"The pump gives out more pressure, especially if I need to use up to 100 ft. of hose, and heavy-duty stain removal is easier and more successful because of more efficient rinse and extraction. My Steempro 2000 now sounds and feels better to operate."

Another convert is John Ford at Vacuums4U of Guildford, who sees increased reliability as a factor for changing pumps.

"Most customers are happy to have an upgrade to this quieter, more powerful and more reliable pump," he says. "I have fitted them in my own machines and totally recommend them."

i WEB WATCH

<http://www.prochem.co.uk/machines.htm>

PROCAPS WINS WOOLSAFE APPROVAL

Encapsulation carpet cleaning solution **S745 Procaps** has won Prochem further accreditation to the WoolSafe Approval Scheme.

Procaps is a soil-encapsulating low moisture, low residue carpet cleaner with enhanced soil resistance and soil release for interim carpet maintenance cleaning. Formulated with superior soil release agents and advanced polymer technology to lift and encapsulate soil, spots and stains, Procaps' rinse-free formula enables the

solution to dry quickly to a dry crystalline finish that is easily vacuumed away. Procaps is safe for use on wool, wool-mix and stain-resistant carpets (subject to pre-testing).



i WEB WATCH

<http://www.woolSAFE.org/uk>

PROCHEM LAUNCHES VIDEOS ON MACHINE USE AND MAINTENANCE

For cleaners keen to understand more about Prochem technologies and for existing users keen to get the best from our products, this new initiative launched with two 8-minute 'how-to' video films for web streaming and DVD. The films cover the use and maintenance of the Prochem Comet and Fivestar carpet and floor

cleaning machines and the Polaris self-contained carpet and soil extractor.

The third and latest film is a practical guide to operating and maintaining the Steempro carpet soil extractor. All films also provide advice on choosing and using the right chemicals.

To watch, just click the links beneath each machine specification on the Prochem web site and media site:

i WEB WATCH

<http://www.prochem.co.uk/machines.htm>
<http://www.prochemcleaningnews.com>



PROCHEM CUSTOMER IS UK'S FASTEST-GROWING F

The UK's fastest-growing franchise is storming into the disaster restoration market using Prochem Europe technology and solutions.

Greater numbers of escape-of-water insurance claims due to record rainfall in the UK in the past year have seen an increase in the need for damage restoration companies and King's Lynn, Norfolk-based Tempest Restoration has risen to the challenge, despite a consistently challenging economy.

Managing director and professional cleaner Martin King sees the proof in the figures, with his company attaining 21 franchises across the UK in just under 12 months.

"We're delighted," he says. "At a meeting in August with the British Franchise Association, I was told we were the fastest-growing franchise in the UK, with the closest expanding franchise only opening six branches in the same period."

Established in 1990, Tempest Restoration offers complete project management for restoration services including carpet and upholstery cleaning, wooden floor cleaning, fire and water restoration services, and contents restoration.

Offering a 24/7 call-out service for people when their home or business has been damaged by a fire or

flood, the company uses the latest systems, equipment and products to ensure operatives can efficiently and effectively restore the policyholder's home or business to its pre-incident condition with minimal disruption.

"Our policy is to get on site within 24 hours for a fire and four hours for a water damage claim," says Martin.

"We have the latest technical truck-mounted carpet and upholstery cleaning equipment required to clean even the toughest soiled carpets and upholstery, providing a safe cleaning solution.

Carpets and upholstery which have been



affected by a fire or flood in some cases can be cleaned," says Martin. "Our technical team is professionally trained to use specific products to eliminate the odour of smoke residue and bacteria to provide a clean and sanitised environment.

"We do our utmost to ensure premises are returned to pre-incident condition with minimal disruption.

We also offer a

protection service to carpets and upholstery so that spillages can be removed more easily, which helps with the safe control of certain harmful bacteria and germs and to protect and prolong the condition.

The past year has been a very exciting time for the company after deciding to make the move into restoration franchising.

"The key factor in driving the business is continually researching requirements to ensure we provide the most up-to-date systems and services."

The expanding business supplies its franchisees (known as branches) with equipment at start-up. Included in the

franchisee package is the Prochem **Steempro Powerplus** portable extractor and company-recommended optional Prochem **Blazer GT** truck mount in addition to Prochem chemicals.

The big brother to the popular **Steempro Powermax**, the Steempro Powerplus has the extra capacity and high power vacuums to tackle really big jobs quickly and professionally, saving time on refilling and emptying. Its optional **Heat 'n' Run** in-line heat exchanger also provides a continuous hot cleaning solution.

Compact and affordable, Prochem's Blazer GT meanwhile is perfect for cleaners upgrading from a portable, providing powerful vacuum, solution pressure and instant heat to the carpet wand at a distance of 76 m (250 ft) from the vehicle.

Totally self-contained, the Blazer GT utilises durable components and Prochem's patented heat exchange system. Set-up time is only a few minutes, then carpet cleaning is continuous with fully automatic water and chemical feed and even continuous emptying with the optional waste pump-out system.

Tempest also offers a national carpet, upholstery and rug cleaning service, Martin being well established in the professional

"Our policy is to get on site within 24 hours for a fire and four hours for a water damage claim."

RANCHISE



cleaning sector via his company Xtraclean. "We have been buying Prochem products for years now and they continue to perform extremely well," says Martin.

Tempest shares Prochem's training ethos. Its branch owners also receive the best and most up-to-date training into the processes involved to identify and restore fire- and water-damaged properties and contents.

At 21 years of age, latest branch owner Luke Ruddiman is also the youngest member of the Tempest team.

"After touring parts of America and seeing the impact and excitement surrounding franchises, I decided to come home, stop working for someone else and make it happen for myself," says Luke, who now operates the Tempest Restoration Huddersfield branch.

Luke is off to a flying start and is already considering employing others.

"I was lucky enough to have a job before I set up this branch," he says. "Now, I want to be able to offer work to an apprentice and help someone else get involved and work in an industry which I believe has so much to offer."

WEB WATCH

www.tempestrestoration.co.uk



BUYING INTO THE BRAND

For some cleaning professionals, making the supplier switch is a 100% commitment. If the brand really works, you really buy into the brand.

One such is Simon Carroll at Warwick-based Cleaning Knight.

The family-run independent cleans carpets, upholstery and leather fabric in its home town and the surrounding area of Leamington Spa, Kenilworth, Rugby, Knowle, Stratford-upon-Avon and Southam.

Three years ago, Simon and his team of two faced a dilemma in what to do about recurring reliability issues with his upright portable extraction machines.

"They kept on having to go back for repair and frankly it got to a stage where a move to a new supplier was a commercial necessity," Simon tells us.

He looked into an alternative in Prochem Europe's machine range and, specifically, the **Steempro Powerplus** carpet and upholstery cleaning machine.

Big brother to the popular **Steempro Powermax**, the machine's extra capacity and high-power vacuums struck Simon as the solution to tackling the really big jobs as well as saving time on refilling and emptying.

And with the optional **Heat 'n' Run** in-line heat exchanger, the Powerplus – which comes with hoses and **2-jet Glidemaster stainless steel wand** – can also provide a continuous hot-cleaning solution.

Cleaning Knight bought a Powerplus – and then it bought another. "Well, it fast

Cleaning Knight
Professional carpet, upholstery and leather cleaning

became apparent that we had a machine that was powerful, completely robust and great to work with," says Simon. "Seeing the benefits prompted us to invest further with Prochem."

In fact, Simon has been buying Prochem ever since.

"Buying chemicals from the Prochem range also made sense to us," says Simon. "We have found some specific solutions like **Fibre & Fabric Rinse**, **Multi Pro** and **Odour Fresh** simply invaluable everyday items to have to hand on site."

And when Cleaning Knight sought a truck-mounted cleaning solution for its growing customer base, split around 70/30 in favour of domestic, the team again returned to Chessington, this time to source a model from the company's new Sapphire range.

The new **Sapphire 570SS** truck mount boasts the latest heat exchange technology for superior temperature consistency and offers all the advantages of the Sapphire line – high performance, high heat, and durable build – plus advanced triple-source heat co-generation to produce steady, powerful heat for fast, consistent cleaning.

Cleaning Knight is delighted with its Sapphire truckmount. "Exactly the same performance values as the portables but with more power! We're very satisfied," says Simon.

WEB WATCH

www.cleaningknight.co.uk



ENVIRONMENTAL PERFORMANCE

A RECORD OF CONTINUOUS IMPROVEMENT

Commitment to the environment is a key aspect of attaining a Royal Warrant of Approval.

New Royal Warrant-holder Prochem Europe (see latest news, page 3) has always taken its environmental responsibilities seriously, measured by the continual improvements being made to reduce the environmental impact, of its operations and products.

During recent years a number of significant environmental improvements have been made to the Chessington, Surrey manufacturing site and to the products produced there.

In 2008, major work was carried out on the roof of the warehouse in a bid to significantly improve thermal integrity and lessen the building's overall dependency on heating.

Large panes of Georgian wired glass and corrugated roofing were replaced with high-performance insulated roofing panels, incorporating sections of clear translucent plastic designed to let daylight in while reducing heat loss.

The impact of the new roof was immediate, with staff commenting on how the ambient temperature in the warehouse was now much more consistent and comfortable to work in.

Since installation of the new roof, some

of the overhead heaters previously used to keep the building warm have become redundant and been removed, while the use of the remaining heaters has reduced dramatically resulting in a noticeable reduction in the company's energy use.

INTELLIGENT LIGHTING

In 2010 an overhaul of the Chessington warehouse lighting system was commissioned with the fluorescent tube light system replaced with a more energy-efficient solution incorporating programmable sensors which monitor light levels and detect motion, providing illumination only when needed, and only for as long as required.

Careful consideration has also been given to the positioning of the lights, once again to ensure their most efficient use.

In 2012, Prochem carried out a review of its recycling and waste disposal procedures.

Recycling cardboard, white paper and polythene waste produced at Chessington is a well-established procedure but the company has always sought to further increase the amount proportionally recyclable from general waste.

After discussions with a number of waste contractors, Prochem has employed the services of Grundon Waste Management to increase its recycling rates.

Consequently, the separation and recycling of further elements of waste including coloured paper, magazines, envelopes, metals, HDPE and PET plastic bottles commenced. This has resulted in a significant reduction in the

amount of general waste produced by the plant's manufacturing and office activities.

LIGHTER PACKAGING

Further reductions to the environmental impact of products have also been made in 2012, with the change to a new 5L container design, 10g lighter than the one used previously.

As Prochem uses thousands of these containers every year, this represents a significant reduction in the packaging weight of its products, with the associated environmental benefits of less packaging waste, and lower energy use in relation to the containers' transport.

"The move to lighter packaging also accords with our commitment to the continuous improvement in the management of our environmental impact" says Prochem Europe Chemical Product Manager and EH&S, Paul Reynolds.

Taken as a whole, these measures have all contributed to reducing the company's environmental impact. That said, it continues to set objectives and targets that will result in continual improvement of environmental performance.

There is more information on this topic in Prochem Europe's Environmental Policy online at <http://www.prochem.co.uk/chemicals.htm>



NEW CHEMICAL LABELS – DO YOU UNDERSTAND THEM?

All chemical product labelling is currently undergoing a series of significant changes as part of a global initiative to harmonise symbols, information and advice.

To help increase awareness and understanding of these changes, the Chemical Hazards Communication Society (CHCS) has launched

a useful new website on the topic which provides simple explanations for the new pictograms being deployed on chemical packaging, together with some basic advice on safe handling.

More at www.facebook.com/understandthelabel and <http://twitter.com/labelmeanings>



WEB WATCH

www.understandthelabel.org.uk



CRACKING THE QR CODE

Spotted those funny little square bar codes on packaging and advertising posters yet? They're QR codes and they are all the rage. But what are they?

They may seem new but QR codes (short for Quick Response) have been about for some years now with American and Japanese businesses leading the field, while the UK is now among the top 10 largest users of these codes in the world.

So what do they do? If you have a smart phone, an iPhone or Android device, simply scan one of these 2D matrix barcodes and you will be immediately redirected to a website providing you with more information on the product being advertised on the packaging or ad that you scanned.

Smart phones on increase

Don't have a smart phone? More and more of us are using smart phones and soon more of us will be using them to go online. Predictions for the smart phone's performance in 2016, point to them having

an impressive 67.4% market share within four years' time.

QR codes are interesting because they enable immediate information retrieval. In essence, they link offline with online. They do it simply and quickly.

If you have the right kind of phone, simply download a free code reader app (the smart phone provider's app store will give you details of some of the most popular QR readers and many of them are free) and off you go.

So who is using these codes? Hotels: guests can check-in, access their rooms, pay for internet access, and then check out, by scanning the appropriate QR codes.

Businesses are putting a QR code on the front door that links to a file with their opening times, phone numbers and website.

Restaurants are putting them on menus. Snap the code and your phone opens a complementary web page in its browser.

Ford, Pepsi, Ralph Lauren and Starbucks are amongst major brands using QR codes to help customers find out more about their businesses and products.



AT A GLANCE: QR CODES CLOSER TO HOME

Prochem Europe product catalogues, adverts and business cards all carry QR codes: why not make these your starting point for exploring the world of QR codes?

What can they be printed onto?

Almost anything, ranging from...

- product labels
- literature
- business cards
- adverts in magazines
- promotions and giveaways
- vehicle graphics
- workwear.

They should not be printed onto curved surfaces or very shiny surfaces,

though, as the phone camera will struggle to focus on the image. These crafty little codes mean any cleaning business can now develop a mobile marketing strategy that's affordable and simple.

You've got the website: now drive traffic to it and get it paying you back!



All your carpet cleaning requirements from just one source



CLEANING SOLUTIONS



CLEANING MACHINES



TRUCKMOUNTS



ACCESSORIES



SPARE PARTS



TRAINING



One name.

Over 2000 products and spare parts.

We've got all you need for the perfect cleaning job.

From cleaning solutions to cleaning machines...

From spares to repairs...

And not forgetting our industry renowned training.

They're all designed to give you better results and bigger profits.

So there's just one phone number and one website you need to make a note of.

If only everything in life was as simple.



Visit www.prochem.co.uk to see our full product range and specifications and the name of your nearest authorised distributor, or call 020 8974 1515.



FORESTDALE PICKS UP DISTRIBUTOR OF THE YEAR AWARD

Congratulations to Mitcham, Surrey-based cleaning and janitorial products supplier Forestdale Business Services.

The independent, family-owned company has become Prochem Europe Distributor of the Year.

"Business is going very well despite difficult trading conditions in the market," says managing director John Baker (pictured above left).

A staff of 34 includes a knowledgeable, dedicated customer service team supported by four fully stocked warehouses offering more than 50,000 sq ft and the company's own fleet of 12 vehicles providing a 24-hour delivery turnaround within the M25 and the Home Counties.

Customers include hotels, offices, schools and contract cleaners. Walk-in business is welcomed with a thriving cash and carry counter.

"We provide the service, grow business on reputation and ensure quality by only buying the best," says John.

"We've been buying Prochem carpet cleaning machines and chemicals for 30 years now which measures the high regard we have for them."

John particularly rates Prochem's **Steempro** portable extractors and chemicals **Multi Pro** and **Extraction Plus** though, as he tells us, Forestdale buys "pretty much across the Prochem range".

John values Prochem's service as much as his own and is happy to send his customer services team to train at Prochem's centre in Chessington.

"Ultimately our goal remains to provide our customers with quality products, superb value and unparalleled service," says John.

"In this business, you're only as good as your suppliers. So, it's especially good to receive this award from one as valued as Prochem!"

i WEB WATCH
www.forestdalebs.co.uk/

BUSINESS

A bendy forklift is bringing benefit to one successful Prochem Europe distributor following a move to new premises. Suppliers of one of the largest ranges of cleaning products in central England, Janitorial Direct has relocated to new premises near Kidderminster while enjoying 20% year-on-year sales growth following a successful investment in its online presence.

The 20-year-old, £1.3 m turnover company has moved to 5,500 sq ft premises on the town's Hartlebury Trading Estate, a logistics hub close to the M5 motorway, where consideration to warehouse design and logistics has brought a 30% improvement in productivity.

"We have been able to expand our capacity without taking larger premises by using a special articulated forklift designed for narrower aisles with restricted turning rooms," enthuses managing director Julian Gaze. "It means we can have more aisles with added height and that means better space use."

The other draw has been the building's office area. "It's simply bigger and better than before," says Julian. "We had a major rebrand with the move and these premises are aesthetically better suited to representing our image today."

That image has changed over the years

for a business that started originally as a carpet cleaning company in the local domestic and commercial markets before branching out into more specialised cleaning including high dusting, kitchen cleaning, stripping and sealing hard floors and degreasing factory floors.

Today, Janitorial Direct supplies a range of more than 4,000 product lines to a diversity of customers from domestic users to businesses and local authorities.

In addition to regional sales to universities, schools and leisure



'EXCEPTIONAL SALES' FOR START-UP DISTRIBUTOR

Business is going well in a relatively buoyant market in Germany for Prochem Europe distributor Reinigung 24x7.

Winner of an Exceptional Sales Award, the company is primed to move this year to larger premises in the Oberhausen area.

"Prochem branding and its reputation for quality have enabled us to make good inroads into the local market," says Reinigung 24x7 CEO Zhulian Atanasov (right in our picture).

It's a good start, too, for the former chemical engineer and computer



specialist who entered the carpet and upholstery business in 2010 looking for a lifestyle change.

Carpet cleaning and maintenance is relatively neglected in Germany, where hard floors are favoured over fabric. Zhulian decided to improve the company's skills base, and in June 2012 won certification for upholstery and carpet cleaning as well

UP 20%

AT JANITORIAL DIRECT

environments, the company ships throughout the UK and exports to Ireland, Europe, UAE and as far as Australia.

This broadening of reach is put down to Janitorial Direct's work in getting its online presence in place.

"We have invested in internet marketing and consequently saw a growing amount of business from organisations like the Environment Agency, BT, Network Rail,

the National Trust and Transport for London all looking to source online," says Julian.

"We are also lucky to be able to offer brilliant customer service and advice from a well-trained and committed telephone support team. These people underpin the regional and national existing customer base and the increasing internet-focused business."

A new website is now on the way and the brand has been further expanded recently with the development of a Washroom Services Division.

Prochem Europe is an established supplier to Janitorial Direct. "We have strong demand for Prochem as a brand," says Julian. "We stock the full range of chemical solutions and find **Steempro** and **Polaris** extractors sell very well.

"We sold 17 machines to a fire and flood restoration business recently and one of our facility management customers has bought Prochem technology from us. We are going well despite challenging conditions.



WEB WATCH

www.janitorialdirect.co.uk

as passing courses in leather care.

"It was fascinating to go on the courses and see Prochem machines and chemicals in all the delegates' vans," says Zhulian. "We have learned a tremendous amount from the time spent on training."

Zhulian values the specialisms to be found in the Prochem range. Reinigung 24x7 has found strong demand for urine neutralisation products for homes and commercial premises where dogs are present. Prochem solutions such as **Odour Fresh**, **Urine Neutraliser** and **Neutra-Soft®** are particularly popular.

To get further bearing on the cleaning marketplace, Zhulian visited the ISSA/Interclean show in Amsterdam. Prochem Europe was an exhibitor.

"It was very useful for us to see Prochem in the international context and realise that it's a company of reputation with a good future," he says. "Our mission is to present Prochem as a world leader in carpet and upholstery cleaning products to the German market and we are well equipped to do so in my opinion.

"No other company offers such a comprehensive programme of products spanning treatments for carpets and hard floors to portables and truck mounts, as well as pre-sprays and detergents, sanitisers, deodorisers and protectors."



WEB WATCH

www.prochem-europe.de



Telesales team benefited from the training.

EXPRESS TO KING'S CROSS

Already the UK's leading provider of training to professional cleaners, Prochem Europe has extended its remit to include on-site courses for distributor staff.

Says Prochem sales and training executive Phil Jones: "Training is widely regarded as a must for cleaners but we shouldn't lose sight of the needs of others associated with cleaning, not least of all office-based sales personnel taking enquiries from end users."

One early adopter is Prochem distributor Janitorial Express. Business is booming for the north London-based company, prompting a recent move from three units to a nearby centralised facility just off Caledonian Road.

Just a mile from the exciting new 67-acre King's Cross Redevelopment site and only a couple of miles from Arsenal's Emirates Stadium, the new premises provides – at 13,500 sq ft – twice the previous capacity.

Janitorial Express is one of a number of distributors taking in-house training from Prochem. "Our telesales team found Prochem training enormously useful," says company director Gary Fage.

Another positive factor for the company is its membership of the Jangro Group. Jangro is the largest network of independent janitorial distributors in the UK with a turnover in excess of £150 m pa.

"Being a member of Jangro and therefore sharing in the benefits of its buying strength is very good for us," says Gary. "We get the best from manufacturers and are kept abreast of innovations such as online training, which is on the way.

"Prochem sells well across the board here. It's among the top brands and is well known across our customer base."



WEB WATCH

www.janitorialexpress.co.uk/

HOW TO MAKE THE MOST OF PROCHEM'S TECHNICAL SERVICES

Running a Training Academy in addition to developing and marketing cleaning technology and solutions puts Prochem Europe in the enviable position of being one of the market's leading technical advice resources.

The company's Technical Helpline and the Cleaning Technical Help page on Prochem's website are available for cleaners with a problem job on the go. When calling or emailing, the more information you can give the better, so it pays to be ready before you make that call.

WHAT'S THE PROBLEM?

First, we need to know what product you are using. We're off to a slow start if you say "the one with the green label", so please check your product label before you call.

Depending on the type of problem, it will also be necessary to know what sort of fibre and carpet construction you are dealing with. Have you identified the type of upholstery fabric and looked for labels? Do you know if the carpet is tufted or woven? Complete all the necessary tests before you call.

If the problem is a stain which you can't remove or you don't know how to tackle, find out how old the stain is and what caused it – spillage, urine, unknown? Was the spillage hot or cold? A hot liquid may open up the fibres of the carpet and the stain is generally harder to remove than a cold spillage.

If the stain is unknown, have you tested to see whether it is greasy or not? Have you tested the pH with litmus paper or a pH meter? The pH will usually give a good indication of the type

of stain. The colour of the stain can be another clue.

WAS THE STAIN ALREADY THERE WHEN YOU STARTED THE JOB?

If the stain was present before you started the job, it should have been pointed out to the customer and noted on the Survey Sheet. It may also be a wise idea to take a 'before' and 'after' photo and it can be helpful to email this photo to the technical team at Prochem for a better understanding of the situation.

If the stain appeared after the cleaning process – or disappeared when you treated it but came back after drying – this is because there was residue from the spillage on the backing of the carpet, or within the filling of the upholstery, which has wicked up the fibre during the drying process.

You simply need to treat it again and get the area as dry as possible as quickly as possible to avoid more wicking.

What colour is the carpet or upholstery fabric? Pale carpets will obviously show up a stain more easily than a dark carpet but, on the other hand, you will have the possibility of using a dye remover such as Red Rx or lighten up the stain with controlled 'bleaching' using Oxibrite.

Another reason why we ask about the colour is because dyes react in different ways. Blues in particular are prone to change to brown if subjected to high alkalinity.

WHAT DID YOU DO?

Which brings us to the question: what did you do? If a problem is the result of cleaning, it will be useful to know exactly what process you used. Did you read the label and follow the application instructions?

Did you use the correct dilution rate? Many cleaners feel that measuring out the correct amount of concentrate is time-consuming, but you will probably find that leaving dilution to guesswork is a surefire way of using too much product.

This is not only costly and wasteful, but solutions which are too strong could also be harmful to fibres. So make sure you have a simple plastic graduated measuring jug and always add your product to the water and not the other way round.

Is your machine functioning properly? Make sure that jets are not blocked and that the vacuum power is adequate to avoid over-wetting which can lead to all manner of problems.



GETTING HELP

Prochem's Technical Helpline operates during office hours, 8.30am–5.00pm. At all other times, and if you would prefer to get a written answer, you can email an enquiry via the link on the home page at www.prochem.co.uk (then just click on 'Training and Cleaning Advice').

Apart from all the information

on the product label, which should normally be enough to carry out the cleaning job to satisfaction, you should also consult the Safety Data Sheets and Product Specification Sheets on the Prochem website. Click on 'Cleaning Technical Help' and you will also find a comprehensive stain removal

guide and many other resources. You can download and print Information Sheets containing common cleaning questions and answers which will save you time and the cost of a call.

WEB WATCH

For help, call (in the UK) on 020 8974 1515.
www.prochem.co.uk/cleaning_technical_help.htm



TRAINING: CAN IT BE DONE IN A DAY?

Can you really start cleaning after just one day of training? Linda Sinet advises. . . .

When people inquire about training courses at Prochem Europe, I am often asked: "Is one day enough to teach me all I need to know to be able to clean carpets?"

My answer to that is: "Enough to be able to clean carpets, yes! To know all there is to know about carpets, their cleaning and maintenance problems and how to rectify all manner of challenging situations – probably not!" For that you will need the magic ingredient of experience.

But to gain experience you have to start somewhere: that's why a training course at Prochem is a wise investment.

We all learn from our mistakes. But mistakes can be very costly: a ruined carpet could put you out of business if you aren't properly insured.

A day at Prochem brings you an aggregation of experience, diluted into a day.

HOW COMPLICATED IS CLEANING?

Rather more rarely, I hear the question: "Do I really need to have a whole day of training? Surely cleaning carpets can't be that complicated!"

Here I would also have to agree to some extent: cleaning carpets is fairly straightforward. But only as long as you know what you are dealing with and you are aware of the pitfalls.

Nine times out of 10, your cleaning job will be without risks and the result will satisfy your customer (don't ever forget that this is what you are aiming for because repeat custom will assure your future income).

But every so often you will come across a carpet that may shrink or stretch; a white carpet that breaks out in brown blotches after cleaning; a stain that changes colour; dyes in a rug that bleed irreversibly or just simply a carpet that won't come clean!

On your day's training at Prochem you learn how to recognise the possibility of all the above: we teach you how to identify fibres, recognise different types of backings and carpet constructions, test the stability of dyes and choose the right chemicals for both cleaning and stain removal.

Yes, there is a fair amount to take in but you will go home with a comprehensive reference manual and, above all, you take

"Above all, you take with you a new confidence in your ability."

with you a new confidence in your ability as a carpet cleaner.

And you will have met the training team at Prochem, so if you get a bit stuck you always know who to call or email for some advice.

TRAINING FOR THE BUSINESS START-UP

Prochem also offers a second day of carpet cleaning training especially designed to help those who are setting up their own business.

You get hands-on practice at carrying out a full survey; learn how to sell your service and sell it well through correct pricing and timing of jobs; and have the opportunity of



discussing health and safety issues, waste disposal, insurance and any other questions that you might wish to raise.

You also see further stain removal techniques and learn more about rug cleaning, dyes, sanitising and protector treatments.

There are dates on the Prochem Europe training calendar where you can do the two days consecutively. Or if you prefer, come back for the second day at a later date.

You can add further strings to your bow by offering other cleaning services: the Prochem National Training Academy provides one-day courses in Upholstery Cleaning and Hard Floor Cleaning and Maintenance.

To find out more about what you can expect from a training day at Prochem, visit www.prochem.co.uk/training.htm or call 0208 974 1515 to discuss your specific training needs.

Good luck!

WEB WATCH

www.prochem.co.uk/training.htm

TRAIN WITH PROCHEM IN 2013 . . .

With more than 35 years of experience in running professionally recognised courses, the Prochem Europe training programme covers all of today's key floor and fabric cleaning disciplines and more, giving

you the skills you need to maximise your performance and drive your business forward. Find out more about the Prochem path to professionalism – plus our 2013 training dates – at www.prochem.co.uk/training.htm



STAIN REMOVAL HOW TO SUCCEED

Successfully removing stains from carpets depends on your ability as a cleaner to analyse the stain, identify the carpet fibre and carpet construction, choose the appropriate product and apply it correctly.

Without this knowledge, stain removal will always be hit-and-miss and could cause permanent damage to the carpet fibre or set the stain.

So, to start, find out as much as you can about the stain.

In the best case scenario, the customer tells you what the spillage was. However, if they weren't there at the time of the staining or have simply forgotten – you're on your own.

So your first step in the identification process is to decide whether the stain is permanent, as with strong dyes such as hair colourants, old urine stains, and many hardened stains from paint, varnish and adhesive spillages.

The nature of the carpet is also an important factor when deciding if the stain is permanent.

Pale wool fibres will take in dyes and colouring from food and drink far more easily than synthetic fibres. On the other hand, a large oily spillage on a synthetic fibre will be very difficult to remove because synthetics absorb oil more easily.

The next step is to ascertain whether the stain is water soluble or solvent soluble. Solvents will not remove water-based stains such as drinks, while water-based stain removers will have little or no effect on greasy, oily stains.

To test, pass a folded pad of white tissue paper over the stain: an oily stain will most likely leave a trace on the pad; water-based stains and dye stains will not leave any trace.

If in doubt, always try the solvent stain removal product first, rather than the water-based stain remover; once the stain is wet solvents won't work.

Carpet cleaners often hope that they will find one miracle product that will deal with all types of stains. Unfortunately this could never be the case.

In fact some stains, because they have left both water-soluble and oily residues

and possibly even a residual dye stain, require several different stain removal products, used in the correct order.

You may find it helpful to test the pH of the stain with litmus paper or a pH meter. If the stain is acidic, it should be treated with an alkaline product and vice versa.

STAIN REMOVAL SOLUTIONS

Water-based products

STAIN PRO: this is for all protein or organic stains which include most food and drinks such as juices, sodas, fresh tea and coffee, wine, but also blood, vomit and excrement.

COFFEE STAIN REMOVER: some drink spillages may leave a residual tannin stain. Tannin is a strong dye and needs an acidic stain remover. It is found in tea, coffee, red wine, beer, Coca-Cola and many fruit juices. Coffee Stain Remover can also help with watermarks and other yellow and brown discolorations.

RED Rx: this is a dye remover and it is effective on most food and drink colourings, some water-based inks and dye stains. However, it could also take the dye out of deep coloured fibres so its use is usually restricted to pale fibres.

Solvent-based products

SOLLVALL SPOTTER: a solvent for spot cleaning oil, grease, adhesives, tar, gum, oil-based paints etc.

SOLVEX: a water-rinsable solvent for spotting gloss and emulsion paints, nail varnish, varnish and solvent soluble inks.

CITRUS GEL: this is a citrus solvent and detergent based liquid gel for all greasy, oily stains, particularly on carpets with solvent-sensitive backings such as latex and bitumen. It will also soften up hardened chewing gum.

Other Prochem stain removal products and problem solvers are available for specific problems, including rust, stains on wool carpets and rugs, fire residues and soot, draught marks, jute browning, chewing gum etc.

HOW TO APPLY STAIN REMOVAL PRODUCTS

CORRECTLY

■ First **remove any solid matter** with a spatula or blunt knife.

■ Pre-test a small section of the stain with the stain remover to check for any adverse reaction or colour change.

■ Pre-test the stain removal product and procedure in an inconspicuous area.

■ Apply **water-based products** by trigger sprayer, feathering out beyond the stain.

■ **Agitate** the product gently into the fibre with a brush if the stain is deep-seated.

■ **Blot** with a clean white towel or pads of folded tissue paper. If there is no transfer to the towel or pad then you are not using the correct product for the type of stain.

■ If indicated on the product label, **rinse-extract the entire area** using Fibre & Fabric Rinse in the machine.

■ **Solvent stain removal products** should be carefully applied onto the stain and blotted immediately to avoid spreading the stain.

■ Some hardened stains will require a longer dwell time in order to soften the residues.

FINALLY...

Always follow the instructions on the label.

WEB WATCH

<http://www.prochem.co.uk/training.htm>
http://www.prochem.co.uk/spot_&_stain_removers.htm



REMOVE SOLID MATTER



SPRAYING WITH STAIN PRO



BLOT



SPOTTING WITH SOLLVALL



AGITATE



RINSE THE AREA



USING CITRUS GEL ON CHEWING GUM