

cleaning

specialist

Issue 4 Summer 2000

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

in this issue

*How we're cleaning
up at Costa Coffee*
- Page 3

*Finance: It's easy
to pay as you grow*
- Page 11



plus

*Special offer: Buy
three, get one FREE*
- Back Page



Your letters...



CHRIS Stephens of Carpetmagic (above), one lucky winner of a Prochem Spot-Pro during our 25th anniversary promotion, writes:

Dear Prochem

We are frequently called out to attend to emergency situations such as spills of coffee, wine etc and we often have to go at the end of a long day. It's a treat and very convenient for us not to have to get out the main machine. Indeed, now that we have a Spot Pro, we do not know how we managed without it!

Thanks, Chris. We were pleased to hear that Chris has bought two Comanches, reporting them to be "very reliable and the perfect choice for our our operation".

RAY Tolley of Total Home Care was another Prochem Spot-Pro winner:

Dear Prochem

I am thrilled to win the prize and look forward to

receiving the machine. I have great faith in the Prochem range of carpet cleaning products – 95% of all products I purchase are now Prochem brand.

KEN Wainwright of Alvechurch wrote in after he had received his Spot-Pro:

Dear Prochem

I have had my Spot-Pro Extractor for two weeks and I have found the performance of the machine to far exceed my expectations. To be honest, I find it hard to believe I have managed for the last 20 years without it – it's a truly practical and useful little machine.

I'm delighted to be a user of Prochem chemicals and equipment, and never fail to be amazed by their quality and value for money.

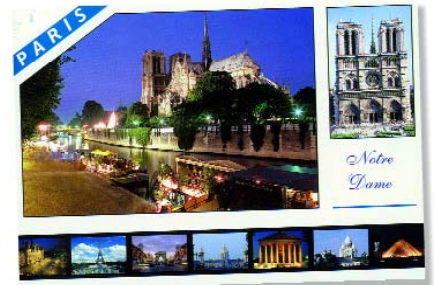
JOHN and Mary Little of Prochem Scotland won a trip to Paris in our 25th anniversary promotion and sent this card:

Dear Prochem

Visiting Paris is an amazing experience.

Thank you so much for such a wonderful trip – certainly to be recommended.

■ *Another Prochem winner is jetting off to Australia – see the story below.*



Contact point

Cleaning Specialist is published by:

Prochem Ltd
Oakcroft Road
Chessington
Surrey KT9 1RH
Tel: 020-8974 1515
Fax: 020-8974 1511
Email: Info@prochem.co.uk

Editor:

Peter Muir
PMPR
PO Box 61
Buckingham
MK18 3ZU
Tel: 01296 715228
Email: Info@pmp.co.uk

Designed and produced by:

Headlines
The Market House
Market Square
Winslow
MK18 3AF
Email: Info@corpnews.co.uk

© Copyright 2000 Prochem Ltd
Material may not be reproduced in whole or in part in any form whatsoever without written permission from Prochem Ltd

Around the globe with Prochem

IT was one lucky day for Jeremy Thorn, Managing Director at Watford janitorial supplier Clean Approach.

He found a £10 note and got four numbers in the lottery (£30). But crowning these was winning Prochem's 25th Anniversary Grand Prize: a £3000 'Holiday Of a Lifetime'.

Jeremy admits he does not recall entering the competition. "We get a lot of competition and promotion offers and I don't usually join in, but I'm glad I did this time!" he admits.

Jeremy, wife Elaine and their daughter Danielle are off to attend a family wedding in Australia as part of their prize, leaving the business in the hands of his nine-strong staff.

A member of the Jangro Group, Clean Approach operates a fleet of four vehicles to provide next day delivery to several hundred live accounts in the London and home counties region. The company

THANKS, Prochem:

Jeremy and Elaine Thorn with baby Danielle enjoy the Blue Mountains near Sydney.



provides a one-stop service, carrying stock of around 2,500 janitorial items and introduces new lines on a regular basis.

Three Weekends for Two in Paris were won by other distributors during Prochem's 25th Anniversary year.



CLEANING up: Spot removing at Costa Coffee in Aylesbury, Buckinghamshire.

Sweet seats stay spotless

PROCHEM specialist cleaning products are keeping up appearances for a new in-store look for coffee store operator, Costa Coffee.

When it comes to enjoying coffee, Britain is going the way of its Continental partners with an explosion in growth of High Street outlets.

Fastest-growing operator is the 200-store strong Costa. The company's roll-out programme is running at 70 stores annually and it is on target to grow to a total of 500 UK stores by 2005, according to Supplier Liaison Manager, Bill Hinton.

His job is to ensure suppliers are working to schedule and maintaining agreed high standards of product and service excellence.

A major revamp of Costa stores' branding and interiors, taking outlets away from a traditional wood and brass look to a more airy and chic appearance, incorporates specification of seating in two light colourway velour fabrics.

"We knew that a light fabric would

need prompt attention in the event of a coffee spill," said Bill. "The solution would have to be highly effective and capable of being applied simply and quickly by barista (coffee making) staff. Some sort of speciality kit seemed to be the answer."

He took the sourcing task to Costa's wholesaler, King UK, whose account manager Wendy Barker resolved this need with Prochem, a leading supplier of specialist cleaning solutions and systems.

She said: "Prochem offers a wide range for professional cleaners but in addition has a kit of solutions non-experts can use to tackle all manner of difficult spot stains. This was perfect for Costa's needs as it is unobtrusive and user friendly."

The Prochem Spot Remover Kit is a handy-sized, shrink-wrapped consumer kit of four spotting agents that are effective on most household stains including urine, blood, tar, grease and of course coffee, tea and other beverages. The kit comes complete with nozzle applicators and easy-to-use reference guide.

Prochem Spot Removal Kits, together with special brushes to keep the velour crumb-free and maintain its nap, are being issued to Costa stores in the UK.

Meanwhile, the opportunity to enjoy Costa hospitality is extending to other retail outlets, even banks. Bill said: "We expect to have 50 outlets in Abbey National premises by the end of next year."

Buy three – and have one free!

NEW to Prochem? Well, this is the magazine for finding more about the company's products – and save money as you try!

See the back page of this issue of Cleaning Specialist for details of the four different products available in the **BUY 3 GET 1 FREE OFFER** to discover the difference in July and August!



No quibbles

IN addition to its existing warranty scheme, Prochem can now offer a no-quibble service agreement for up to three years on its FiveStar (carpet version) and Polaris 500 extraction cleaning machines.

The new scheme is operated on behalf of Prochem by service agent Vaelensa's national network of mobile engineers.

The on-site service scheme is expected to be particularly popular with healthcare and hotel customers as well as Prochem's non-service distributors.

For further information call Prochem on 020 8974 1515

OK for takeoff

AIRLINES count among the world's most demanding specifiers, so it's nice to know that Prochem passes with flying colours.

The company's low foam extraction detergent S800 CARPETCLEAN XL, which is certified to SAE AMS 1631B for aircraft cleaning, has now been tested and has passed specified fire retardancy requirements for aircraft carpeting used by British Midland Airways.



TRAINING Course Selector

C2 Two day comprehensive extended carpet cleaning

Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning, All cleaning methods, protector treatments; plus surveying and basic sales.

CI Comprehensive carpet cleaning

Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning, All cleaning methods, protector treatments.

UI Upholstery cleaning

Includes: fabric -leather -curtains -dye test -shrink test -dry cleaning and shampoo.

HFI Floor cleaning & Maintenance

Includes: vinyl sheet & tile, linoleum, safety floors, wood, rubber, terrazzo -strippers -polishes -seals -maintainers.

SI Professional Sales Training

How to produce instant sales and build repetitive solid business.

PI Practical Cleaning Methods

Four 90-minute sessions in one day for: carpets, upholstery, floors, stain removal. All action -no theory. Ideal for new operators.

All courses are one day except **C2** which is two days.

Chessington	Date Selectors				
Course	AUG	SEPT	OCT	NOV	DEC
C2		19/20		14/15	
CI		5	11	7	13
UI		6		8	
HFI	2	27		29	
SI		26			
PI	9		4		6

DISCOUNT WHEN YOU BOOK AND PAY FOR ANY TWO OR MORE COURSES

Phone now to book and ask about special offers and other discounts

020 8974 1515

Regional	Course Selector	
Venue	CI	UI
Scotland	12 SEPT	13 SEPT
West Midlands	17 OCTOBER	18 OCTOBER

Oakcroft Road, Chessington, Surrey KT9 1RH, England.

Tel: 020 8974 1515 Fax: 020 8974 1511

Email: sales@prochem.co.uk www.prochem.co.uk

Our rolling roadshow



A Rolling Road Show concept delivering news and views from Prochem's sister business in the US could be adopted for use in Britain.

When it comes to getting the message across, Prochem's US colleagues load up into a custom-built truck and trailer (*above*) and hit the road to bring talks and product demonstrations direct to target audiences' doors.

The Prochem Rolling Road Show's most recent outing to visit America's major carpet mills has been a great success in communicating the importance of building relations between carpet manufacturers, retailers and cleaners themselves.

Said Prochem Inc. national marketing manager, Hank Unck: "The idea has great potential for the UK. Prochem Ltd has developed close relationships with floor suppliers and it is clear the principles behind the road show are very close to our own."

Forbo Nairn, Marley, Altro, James Halstead, Esco, Gaskell Textiles and Bonar Floors rank among major manufacturers with whom Prochem is in regular liaison.

Prochem Sales Director Martin Davies said: "The Rolling Road Show project has our full support and it is likely a similar initiative will be introduced to our UK marketing strategy."

Look the part

HOW you appear to a customer says more about your business than any amount of stationery advertising or van decals. If you want to look professional, look the part.

Many larger companies are specifying corporate clothing for employees. Smaller carpet cleaning businesses can also buy top quality and wear the Prochem brand into the bargain.

This new for 2000 premium range of baseball caps, polo shirts, Oxford shirts and fleeces is well cut and looks great, presenting the best possible image for wearers. The embroidered Prochem branding is unobtrusive and stylish and complements Prochem logos on trucks, equipment and packaging. You can even take your tea or coffee in style!

Check out the Prochem promotional range – prices from £1.99 to £39.95. Details





KEEPING busy: Adam Swan at the British Franchise Exhibition (above) and (right) at work.



Winning with true Dynamix!

REMEMBER reading about Hydro-Dynamix in the last issue? The Maidstone company run by Adam Swan had won a niche cleaning swimming pools using a Prochem Blazer Plus, in addition to a mountain of contract work.

Adam had another idea: starting a franchise based on Prochem truckmount technology. Now, after a highly successful launch at the British Franchise Exhibition in London, Hydro-Dynamix is the fastest-growing truckmounted cleaning business in the UK with five vans on the road in only 14 months.

"We've sold three franchises and taken reservations on two further areas," says Adam. "We took over a hundred quality leads at the show and expect another six franchises to convert from these."

Adam, a former franchisee and franchise development manager, is joined by Gary Davie as national sales manager.

The company has recently taken on contracts with a national building firm, a retail chain with 1,928 outlets, and a pollution control company that requires the on-site cleaning of oil separation tanks.

"We are a very progressive sales-orientated business and we desperately need franchisees, especially in the south," says Adam. "One-man and multi-van businesses are welcome, whether start-ups or existing businesses."

So, if you want to get into truckmount cleaning but do not want to work alone – here is the chance.

Further information on Hydro-Dynamix on 01622 715461. E-mail info@hydro-dynamix.com

Hydro-Dynamix Franchise – what you get

So what exactly does investing in a truckmount cleaning franchise with Hydro-Dynamix buy you?

- A five-day inhouse training programme covering all aspects of the machine's operation as well as carpet, upholstery and hard floor training techniques.

- A further 10 days training in the field.

- A pilot scheme, operating for nearly a year, has shown the franchise to be very profitable.

"The return on capital investment of only £13,500 is high compared with other businesses," says Adam.

The company has been accepted as a provisional member of the British Franchise Association.

Ten truckmounts

TRUCKMOUNT cleaning is taking off in the UK and more companies are buying them than ever. But when one takes delivery of its tenth truckmount, you know it's getting serious!

Don Salter of Competent Cleaning of Chester operates Britain's largest fleet of truckmounts – all Prochem machines. He bought his first in 1992; his latest is a Blazer.

The company employs seven cleaners. More vehicles than people? "Yes, crazy isn't it," agrees Don, "But we're in a transitional phase at the moment and recruiting. Rather than sell the vehicles, I am keeping them over the next few months until we have the personnel in place."

Competent Cleaners fleet of Fiat and Renault Master vans travel up to 60 miles from base to clean homes. After 25 years in business, Don has amassed a database of 35,000 names, 10% of which is turned around annually, providing plenty of work for those hungry truckmounts!

What is the attraction of truckmounts? "Marketing – they outperform portables," answers Don. "Customers like them and I don't think my staff would let me go back to portables. Truckmounts are so fast and powerful, we can take on more work and handle last-minute jobs."

Contact Competent Cleaning on – 01244 348211

Drum beats waste



LESS waste, easier to use, cost saving – it can only be good news, and this is just the packaging! These new chemical containers meet incoming EC regulation changes to materials handling.

Recent restrictions on the weight an individual can be expected to pick up mean that factory pack sizes are changing. That means 20 and 25 litre drums are now being replaced with easy to handle 10 litre European style packs. Benefits include lower packaging cost (and therefore some saving to customers), less packaging waste (benefiting the environment)

– plus these drums are stackable.
Details from Prochem on 020 8974 1515



“ I want the very best for my family so it’s reassuring to know that my carpets are cleaned with Prochem cleaning solutions. ”

Jenny Brown, Mother of Kirsty & Kate

It makes your job just that bit easier if you can show your customers how the cleaning solutions you use are made by the world’s leading manufacturer – they’ll recognise you as a true professional. Because Prochem make a comprehensive range of specialist cleaning solutions you can tackle any cleaning task safe in the knowledge that you’ll achieve the best possible results.

Prochem chemicals have been perfected over a quarter of a century in our own laboratories so you

can rely on just the right solution for the job in hand – general soiling, tricky staining, sanitisation and protection.

And it’s not just carpets that will benefit from Prochem solutions – we manufacture chemicals that clean and enhance hard floors and soft furnishings.

So phone for a catalogue and see how Prochem is your premier source for all your cleaning requirements – your customers will thank you for it.





'Just like Marks and Sparks'

WHETHER its commercial or domestic, Amazing Cleaners of Sutton, Surrey apply the same success formula.

Managing director Jonathan Rapley has an eye for detail: a necessity when you are providing quality cleaning at competitive rates. "We're not at the bottom end of the market but I liken this business to Marks & Spencer," says Jonathan. "You pay a bit more for some items, but you get a quality product that is tailored for your needs."

Jonathan puts the company's success down to listening to customers, understanding their needs, and then developing a solution that suits both parties. The company invests in quality staff – and it employs over 100 people – and optimises its investment in them: an IT checking system called Staff Check tracks the whereabouts of personnel as they go about their working day.

Another IT development is Robotag, a data capturing system that allows the keeping of records of quality control and health and safety surveillance visits. "These systems reduce manual

administration costs and provide customers with valuable data should they need it," says Jonathan.

Sourcing the right equipment is equally important and Amazing Cleaners buy equipment and chemicals from Prochem. "It's the best," says the MD. "You get excellent technical support and the products and service – particularly training – is always better than other brands. When you set high standards, that's what you need."

Jonathan expects the contract cleaning market to become more professional and more competitive. He says: "I expect there will be some weeding out of businesses which are not making the grade when it comes to quality servicing. It will become more a case of shape up or ship out."

His top tip for 2000? "Clean as much for better health as for appearance," he says. "Indoor air quality is becoming a bigger issue and customers will be looking out for a solution."

Further information from Amazing Cleaners on tel 020 8255 2494

Your questions answered...

Look out for more of your questions answered in this issue of *Cleaning Specialist*

Q: I know you do B194 Shockaway for carpets and fabrics and other surfaces, can I apply it to vinyl floors on top of metallised emulsion polish?

A: The short answer is yes – doing so will certainly remove static from vinyl BUT a far more effective and economical way would be to use C504 Prostat which is an anti-static floor polish.

Cleaning in the community

A NHS Trust scheme to occupy long-term psychiatric patients and increase their wage-earning potential has borne fruit in south London's Home Cleaning Services.

Set up in 1993 by Mark Bertram, a mental health worker at South London and Maudesley NHS Trust, the company today employs seven patients on both public and private sector contracts ranging from shops and tower blocks to a diplomat's home and the interior of a Mercedes Benz. Says Mark: "To my knowledge, there is no other scheme employing people living in psychiatric hospitals to work in the actual commercial world and paying more than a nominal wage."

He started the project in 1993 with a £1,500 grant enabling him to acquire cleaning equipment and chemicals. Prochem's Roy Pardoe supplied the Trust with a Prochem M3 and a Polaris 700 machine and recommended a range of solutions. Prochem also provided free training for the new company's workers.

That Home Cleaning Services are still using Prochem products speaks volumes. "The machines and chemicals are excellent and the company has been very supportive. We are very happy with the training provided," he said.

At present a part-time operation, Home Cleaning Services received two NHS Awards last year which Mark hopes will bring in the funding to take it closer to full-time status.

For more information, contact Nicky Roberts, Beacon Liaison Manager, Office Suite, Oak House, 108 Landor Road, London SW9 9NT

Find out more

IF you would like more information on any of the Prochem products mentioned in this issue of *Cleaning Specialist*, call 020 8974 1515 for your copy of the current Prochem Catalogue.

It's show time

PROCHEM is showing at Southern Clean 2000 at Sandown Exhibition Centre, Sandown Park, Esher, Surrey on 20th & 21st September, 2000. The company is also at The NCCA Conference at the Hilton National Warwick on 5th & 6th October, 2000.

cleaning USA

news Stateside from
Jim Pemberton

RESearchERS at the American Academy of Allergy, Asthma and Immunology Annual Meeting in San Diego reported that cleaning air ducts shows no significant improvement on allergic symptoms.

Leading researcher, Amy Tsay, set out to measure allergen levels in air ducts, specifically the duct which returns air to the heat pump system and the duct which carries back the filtered air to the room.

Cat, dog and mite allergen levels were tested in ducts from 20 homes.

Results showed that 18 of 24 homes contained detectable allergens in the bed, sofa or carpet.

In contrast, only 3 of 25 air duct samples from the 14 mite-positive homes contained any significant amounts of allergens.

Results showed that although cat and dog allergens significantly accumulate in air ducts, duct filters dramatically reduce allergen levels passing back into rooms, and are sufficient for reducing the circulation of allergens.

Researchers concluded that air duct cleaning is of limited value in reducing animal allergens in the home and is not recommended as a method for controlling mite allergen exposure.

The American Academy of Allergy, Asthma and Immunology serves as an advocate to the public by providing educational information at its Web site at www.aaaai.org

Household pests

- 75 per cent of homes have detectable allergens in their beds, sofas or carpets
- Typical bedding contains up to 250,000 dust mites
- Half of all allergy sufferers are allergic to dust mites
- Mites are blamed for many asthma attacks

PEST: Typical bedding can provide a home to up to 250,000 dust mites.



It's time to DUST

A NEW survey reveals that more than half of Americans never wash or dry clean their pillow, and one-third of Americans own a pillow more than five years old.

The dirty old pillows, comfy as they are, are a haven for dust mites. While most Americans know what dust mites are, only half are aware of where allergy-causing dust mites thrive – inside their pillows.

According to the survey, half of America's estimated 50 million allergy sufferers report allergies to dust mites – the

Number One in-home allergen. And four in five allergy sufferers (80 percent) report losing sleep as a result of their allergies.

The most likely cause is right under our noses: up to 250,000 dust mites live in the warm, moist conditions pillows and mattresses provide.

The proteins found in dust mite waste products and carcasses trigger allergy and asthma attacks.

"Many people are unaware of the allergens present in their environment that can make them feel miserable," said Dr Eric Gershwin, editor-in-chief, Allergy and Asthma magazine. "Dust mites are



take on the **MITE**

an invisible culprit when it comes to year-round allergies. In fact, the bedroom – where we spend one third of our lives – can be an allergy sufferer’s nightmare.”

Some people unknowingly make their beds a more desirable home for mites. Almost one third (31 percent) of survey respondents report going to bed with wet hair at some time. The extra moistness creates an even friendlier environment for dust mites.

Americans have plenty of pillows to act as cozy camps for dust mites. According to the survey, most people (52 percent) sleep with one pillow under their

heads every night, and more than one third of Americans (37 percent) sleep on two pillows – which adds up to hundreds of thousands of dust mites under their heads each night.

So how do allergy sufferers attempt to fight the mite?

Almost two-thirds of Americans (63 percent) wash their pillowcase once every week, but the bad news is that dust mites found in pillows and pillowcases are only eliminated if the water is 130 degrees Fahrenheit or hotter, which can be hard on pillows and bedding.

Your questions answered...

Q: I am often being asked to deal with fleas in carpets but do not like using an insecticide. Can you suggest any safe alternatives?

A: Yes. For infestation of fleas or dust mites, cleaning the carpet with a solution of S777 Crystal Green and B125 Clensan® is usually effective BUT, like all carpet cleaning, DO NOT forget to vacuum the carpet well first, with a twin motor commercial upright vacuum cleaner.

Q: Your Bazooka Gun and A401 Bazooka Spot Remover are very good at removing chewing gum but, how do you remove the black spots that come out on the carpet a week or two after removing the gum? I have tried Multi Pro and Fibre & Fabric Rinse but this was to no avail. Could we have a product for the Bazooka that does not cause this problem?

A: Having spoken to you about this “problem” I am pleased that you now understand exactly how the Bazooka works and that once you have removed the gum it is important to rinse and extract the gum and solvent residue out of the carpet. Leaving this residue in the carpet will (like any residue) re-soil quickly, which is what you are experiencing.

Back to your problem with the old black marks, the most effective product to remove these is E836 Enzyme Prespray which will break down the residue, then rinse extract with B109 Fibre & Fabric Rinse.

Q: I was given a sample of your new traffic lane cleaner S888 Ultraprep TLC and think it is an excellent product with a very pleasant fragrance and I would like to use it all the time, but why is it so expensive?

A: Thank you for your comments on S888, but expensive? I agree at first glance it would appear expensive although when you take into account the dilution rate, it actually works out more cost effective than some other traffic lane cleaners.

Upgrade your carpet cleaning machine and get a ...



Comanche



Cheyenne



Galaxy



Fivestar



Polaris/Supernova



Performer Truck Mount

... **free** training course

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

Choice

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

Value

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

free training

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

Call for a copy of our catalogue and the name of your nearest Authorised Distributor, or to find out about the Prochem LeasePlan (subject to status at participating dealers only).

finance



It's easy to pay as you grow

THERE are so many different ways of financing equipment purchase nowadays. One popular option for Prochem customers is LeasePlan, a service run on behalf of the company by KC Leasing. KC's **Karen Cottrell** talks about her work

HAVING equipment on finance keeps your cash and any 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.

With a lease, you can upgrade at anytime to suit your requirements should they change, and ownership can be obtained, should it be required, at the end of the lease.

If Prochem's mighty truck mounts do not suit your requirement, we can finance any Prochem equipment, for example, the Fivestar All-floor at £1095.00 + VAT. This will cost only £9.77 + VAT per week over a period of three years.

KC Leasing has been organising finance for Prochem customers for the last eight years. The company is a leasing brokerage, offering the Prochem customer the best rates and service. We have over 15 finance companies to choose from and

are members of the National Association of Commercial Finance Brokers, NACFB.

The range of Prochem equipment available to lease is extensive, from the Steameasy carpet extraction units and Polaris cleaning systems through to the truck mounted systems. We can offer finance on equipment costing from £1000 to £1 million.

KC Leasing has organised finance for small cleaning companies which have grown, purchasing more equipment on finance and are now very large.

When I started dealing with Prochem, most of the finance we organised was

for the smaller pieces of equipment such as the Steameasy 400 or Polaris 800; however we have noticed a good steady interest in the truckmounted systems.

Over the last two years more and more truck-mounted systems such as the Blazer Plus have been financed through KC Leasing. While smaller systems are still popular, the truckmount is number one.

These machines have become the "must have" in the domestic and commercial cleaning industry. Once the customer sees the fantastic potential in these machines they cannot go back to their original way of cleaning.

The benefit of leasing this piece of equipment is that you get it working for you without capital expenditure on your part, earning money from day one. The extra income this system will hopefully generate will pay for the fixed monthly rentals; and the rentals are 100% allowable as an expense for tax relief, often providing tax savings.

Some customers have come back to have a second truckmount on a lease, as the first system cannot cope with the extra work that it has generated.

The Prochem Blazer Plus is £6,995.00 + VAT to buy outright. To have it on a lease hire basis will cost only £38.52 + VAT per week over five years. This is with a minimum deposit of one month's rental at £166.90 + VAT followed by 59 fixed monthly rentals of the same amount.

The equipment could be yours today, paid from tomorrow's income. This facility is subject to the usual credit checks and status.

We have organised finance for large and small companies alike, from individuals trading from home to large specialist contract cleaning companies.

If a company has been trading for three years with a clean credit record it is likely that it will be approved with minimum formality. Companies trading for less than three years may be eligible for finance. Simplest thing to do is call the office and discuss your requirements and how we may be able to help.



For more information or a quotation (without obligation) tel. KC Leasing on 01827 282345

You'd never guess!

AM occasionally – but not always – surprised at the applications our products are put to.

Sometimes these come about due to a misunderstanding of the recommended usage. Other times the product has evolved a new role because a cleaner, housekeeper or domestic has tried it to resolve a problem that to date they have not found an answer for. And they have been successful.

There may be a perfectly sound reason for pre-soaking soiled bedding in a dilution of Urine Neutraliser or, alternatively, using Odour Fresh as an air freshener through a trigger sprayer.

Two rising stars in the Prochem range outside of the healthcare market which have soon developed alternative applications are “QMT” Stoneclean (A257) and Ultrapac Renovate (A217).

“QMT” Stoneclean was originally developed for removing soil, grease, limescale and cement residues from a variety of stone flooring surfaces. Because of its effectiveness on limescale however, it also does a very acceptable job on ceramic tiles, both vertical and horizontal.

The southeast of England has a high incidence of hard water and spots of



BIG news:
Ultrapac Renovate.

by **Martin S Davies**
Sales Director, Prochem

limescale quickly spoil the appearance of ceramic tiles especially if they are highly glazed and dark in colour. For stubborn stains around urinals and shower areas, for example in leisure centres, “QMT” can be applied using a scrubber drier or a single brush slow speed rotary. For vertical surfaces, it is best applied by damp wiping (rubber gloves please!)

The “big news” product of the moment, however, is Ultrapac Renovate.

With a great track record in restoration for shifting ingrained soils following fires

in buildings Ultrapac Renovate is gaining popularity throughout the cleaning industry among those with a particular problem to solve.

This safe, non solvent cleaner is now widely used on safety flooring and other applications include fibreglass gelcoat, UPVC windows and doors, patio furniture and all painted surfaces.

Another product with its roots in the fire restoration industry is Odour Neutraliser Gel (A222-G). This 500ml tub is a hit in the nursing home market, as well as garbage areas and dedicated smoking rooms which are springing up in many offices and factories.

With such a concentration of tobacco smoke in one room these areas get very smelly indeed! The powerful deodoriser neutralises odours for up to 90 days.

One word of warning about changing the intended use of any product is that users must always observe health and safety information on Safety Data Sheets.

Have you identified an alternative application for a Prochem solution? Please let us know – letters to Cleaning Specialist, PMPR, PO Box 61, Buckingham MK18 3ZU or email cleaningspecialist@pmpr.co.uk

A perfect package

PROCHEM believes in taking a systems approach to cleaning: that's to say, marketing chemicals and equipment as ready-to-go 'packages'.

“Combine the right solution with the right technology and you are most likely to get the job done,” says Sales Director Martin Davies.

One popular system is Fiberdri and now the company has extended it for 2000. Fiberdri is a dry carpet cleaning system based upon a natural organic compound (now also available in new 16 kilo economy re-fill packs) coated with bio-degradable cleaning agents. A new pre-treatment product, Crystal Cleaner, has been added to the system.

Fiberdri is perfect for use in noise sensitive areas, such as working offices, as the carpet is kept dry and its machines have very low noise levels. The TM3, TM4 and TM5 ranges feature contra-rotating brush action to work the dry compound into the carpet pile and help restore down-trodden pile.

Prochem can now offer the new 4 x 4 Renovator, a handy device that removes

loose dirt, brushes in the compound and then takes it up again, all in one action. Also available as a special upgrade for existing machines.

New to the system is Drysan DR300 liquid formula, which works as a universal stain remover, carpet cleaner (for light soiling) and prespray (for heavy soiling). Also new is Drysan DR500, a compound of tiny sponges which release a solution that dissolves dirt which is absorbed back for immediate vacuuming. The applicator is the new Drymatic DR700 machine.

Finally, have you ever cursed not having somewhere handy to keep essentials when you are cleaning? The new Fiberdri machine accessory holder can be mounted to a machine's handle and you can buy it alone or complete with dust and carpet brush, spray-bottle, measuring tape and a cloth.

Fiberdri provides a perfect turnkey cleaning system.

Details from Prochem Sales on – 020 8974 1515



SYSTEMS approach: (From the top) Fiberdri accessory holder; Drysan products; and Prochem Renovator.

PRESPRAY

the secret of success

THE idea of pre-spraying soiled carpet with a specially formulated chemical has been around for ages. It is only lately that more carpet cleaners have become aware how pre-spraying and rinsing is really the key to effective extraction cleaning.

Why do we need to pre-spray carpet and why can't we just rely on the extraction machine?

When soil extraction machines were first introduced there was a tendency on the part of the manufacturers to oversell their capability to remove soil from carpet.

There is a very short contact time – as little as a second – between the spray solution hitting the fibre and emulsifying the water soluble soil, before being extracted by the vacuum. It isn't possible for a mild extraction detergent solution to dissolve oily and greasy soils in such a short time-frame.

There were many untrained carpet cleaners increasing the strength of the machine tank solution with high pH chemicals: the result was over-wetting of the carpet with multiple wand passes and an increase in the risk of disasters such as shrinkage, browning and dye bleed.

The answer on heavy soiling and traffic lanes is to pre-apply a different type of chemical which rapidly dissolves the oils and greases which can then be rinsed away by the extraction solution. This principle applies whether you use a truck-mount unit or a portable extractor.

What is the difference between pre-spray and standard extraction machine chemicals?

Pre-sprays contain higher concentrations of the water-soluble solvents and high performance surfactants (detergents) needed to break down oily soils.

They also contain coupling agents which help to suspend insoluble soils which may otherwise be re-deposited on the fibre during the rinsing process. Most are also slightly more alkaline than ready-to-use extraction solutions and this helps to break down acidic soils and proteins and saponify (turn into water-soluble components) oils and grease.

High alkalinity – do we really need it

WHAT are the benefits of pre-treatment chemicals? Prochem Managing and Technical Director **Alan Tilley** explains all.

to clean dirty carpet? Alkalinity in the range of pH 9.5 to 10.5 will clean heavier soils more effectively than neutral pH detergents and is safe for most synthetic fibres. If cleaning wool, wool-rich or stain-resistant carpet, use a specially formulated lower (neutral) pH pre-spray, or neutralise the pre-spray by following up with an acidic rinse solution in the extraction machine.

Why can't you use a pre-spray formula in extraction machine tanks? Cost is one factor because pre-sprays are usually more expensive to manufacture than the extraction detergent formulations.

They are also designed to be left in the carpet for a few minutes "dwell time" before being extracted. They benefit from agitation or brushing action and so their application has been developed into a distinct and separate procedure.

What about applying pre-spray using the extraction machine wand, or spraying standard extraction detergent onto the carpet, wait a minute or two and then extract?

Most carpet extraction wands are designed to put down between 3 and 4 litres of solution per minute. You really need to apply pre-sprays at much lower volume because you don't want to over-wet the carpet. An output of 1 or 2 litres per minute at 25 to 30 psi is used for pre-spraying with a coverage of approximately 5 litres of ready-to-use solution over 50 square metres.

That's why pneumatic and electric spray applicators have been designed and developed for this purpose.

If pre-sprays are so effective why not pre-spray the whole carpet and just use water in the extraction machine tank?

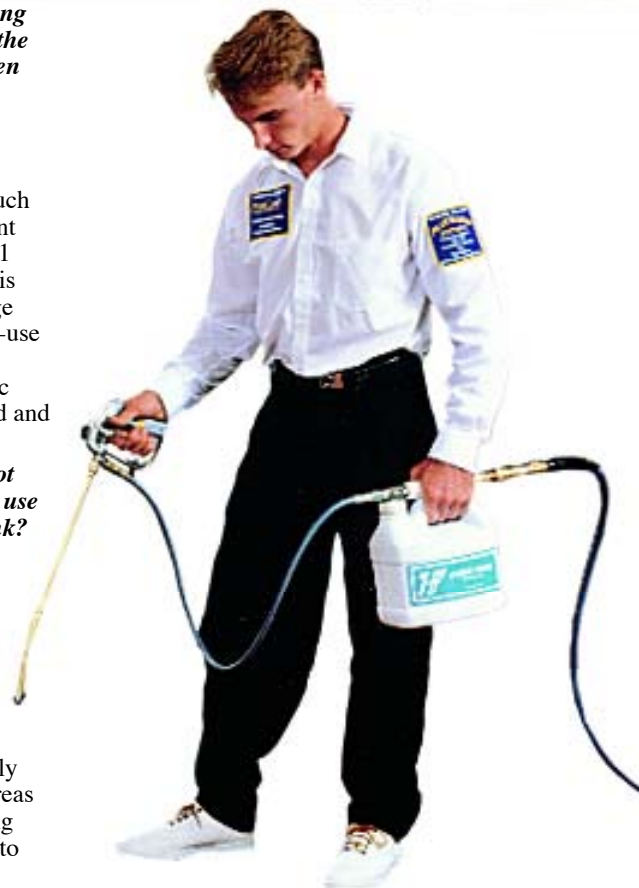
There are some very good reasons why you shouldn't do this.

There's cost: most carpet installations are only heavily soiled in about 20% to 30% of their surface area at entrance areas and traffic lanes which have the oily type soils that you would need the pre-spray to deal with. Apply a high concentrate pre-spray to all areas of the carpet and you end up applying unnecessary chemical to about 70% to

80% of the carpet.

If the average price of pre-spray in the UK is, say, £7.50 per 5 litres with a 1 to 10 dilution rate with water, then one litre of ready-to-use pre-spray solution is going to cost you somewhere between 12p and 15p! On the other hand, one litre of general extraction solution, (which is all you need for the low soil areas), with a use dilution of 1 to 100 is going to cost you between 1p and 2p.

Also if you miss any areas with the pre-spray, then these areas will only get cleaned with water. Ever tried washing dirty hands and greasy dishes without any soap or detergent?



The way we do it: Special report on Prochem



STRONG reputation:
The frontage of Industrial Cleaning Supplies' showrooms in Liverpool (left) and (below) inside, Prochem products form a major part of an impressive display.



Liverpool

Staying power

THIRTY-five years in cleaning products distribution makes Industrial Cleaning Supplies (ICS) in Liverpool one of the business's veterans.

Managing Director Malcolm Dodgson has been with the company for 25 years, 12 of which have been spent selling Prochem products. "Time moves on," he muses, acknowledging the importance of Prochem to the company's staying power.

"The range of chemicals it has is much broader than the competition," says Malcolm. "We have no problems selling these as the quality is consistently high.

"After a while we moved on to selling the machines, which we have had some success with also. And if there have ever been any queries from customers, then Prochem have always been very supportive in resolving them."

Malcolm manages a staff of 26 at showrooms and warehousing in Liverpool's Brasenose Road. He puts his success down to being long-established with a strong reputation for being more than simply a re-seller of products.

For example, the company provides training and sends members of its own staff on Prochem training courses.

He sees future growth in specialist chemicals. "Paper products are pretty

much the same at the end of the day, but chemicals provide a chance to be different," says Malcolm.

"Where most manufacturers will make one extraction detergent to do everything, Prochem will make a choice of solutions to meet different carpet constructions. Customers like this specialisation and attention to detail. This is where the future lies, and that can only be good news for Prochem."

Further information on ICS – 0151 922 2000

Southampton

National success story...

DISTRIBUTOR Wessex Cleaning Equipment & Janitorial Supplies is enjoying national sales success – and Prochem is playing a major role.

The Southampton-based company is one of Prochem's top distributors. "We keep on winning Top Distributor awards from Prochem celebrating exceptionally good sales, so we seem to be doing the right thing," laughs director Sarah Powell.

But the feeling is mutual. "We have taken sales reps on expressly to sell in Prochem products, though much of the

success is down to Prochem being a very strong brand name that has a lot of customer loyalty," she says.

Wessex sells primarily to the commercial sector, with the remainder of its business split between local government and the contract cleaners; its market extends the length and breadth of the country. The company employs a staff of 11 at its showrooms and warehouse at Northam near Southampton, where it recently opened a new trade counter.

What does Sarah see as the must-haves for the successful distributor? "Same-day delivery is becoming essential for some

distributors around the country

Coventry

Great minds think alike

WHEN Paul Barker talks specifics, he's talking success.

Because for this Coventry floor cleaning and equipment specialist, the two are one and the same.

Paul's company, PW Barker (Supplies) is the latest to join Prochem's authorised distributor list; and Paul sees Prochem as a likeminded business to his.

"Prochem are into providing specific solutions to customer needs. They are second to none in the carpet care sector because they have a vast range of specialist products. That's what my customers come to me for," he says.

Paul's business has been built up on

his belief in sourcing the best in the market for his customers.

The company, formed in 1974 to service and repair domestic appliances, has blossomed into one of the Midlands' major suppliers of commercial cleaning equipment and approved service dealers. It operates out of showroom and service premises on the city's Radford Road, headed by Paul, sales director son John, and a full time staff of eight.

From mop to road sweeper, Barkers' has a solution and its customer list now includes major names such as Center Parcs (Paul has the cleaning contract for three of the company's massive leisure resorts in central England), Marks & Spencer, B&Q, various local authorities, and some of the cream of UK motor



manufacturing: Rolls Royce Motors, Jaguar, Alvis. Contractor customers include Rentokil, ISS and Servicemaster.

Over recent years, the company has moved into the chemicals business.

"Most people start in chemicals and play around with machines later," comments Paul. "We're the other way round. Turnover has grown over the past few years on the back of developing chemicals business and we've gradually taken on more manufacturers."

"Prochem carpet cleaning technology and chemicals complement our range perfectly," he adds.

"They are a bit special because they make solutions specifically for carpets. Its a big range from a big name and the training courses are excellent. We can recommend Prochem training because Phil, our sales manager and our service manager have all been on them."

So what's the secret to making it over 25 years in the business? No surprises there: "Identifying customer needs and being specific in meeting them!" comes the answer.

Further information on PW Barker (Supplies) – 024 7660 1160

TALKING specifics:

The PW Barker (Supplies) showroom is packed with products aimed at meeting customers' needs.



customers and we have switched from using our own vehicles nationally to a courier service," she replies.

"Prochem products complement our distributorship with Nilfisk Advance machinery where we are again one of the top distributors, enjoying increased sales of industrial sweepers, industrial vacs and scrubber dryers. Buying on-line via the internet is on the increase and we have a web site to meet this need."

It's one thing to be promoting in a region, but quite another to aim for the entire country. "We advertise a lot," says Sarah. "Most of our enquiries come from

the cleaning trade press."

It helps having the right products to meet customer needs and that's where Prochem comes in, according to Sarah. "They are one of the best companies to work with. They really support us and everyone knows their name and likes their products."

Further information from Wessex Cleaning – 023 8023 4304
You can find out more about Wessex Cleaning on-line at www.wessexcleaning.com



SUCCESS story:

Mark Powell of Wessex Cleaning receives a Prochem award for exceptional sales.

DISCOVER THE DIFFERENCE!

AND SAVE UP TO **£57.90* + VAT**

BUY 3 AND GET 1 FREE – IN JULY AND AUGUST 2000
CHOOSE ONE OR ALL FOUR SUPERB PRODUCTS



**BUY THREE +
ONE FREE**



**BUY THREE +
ONE FREE**

A217 ULTRAPAC RENOVATE
(5 litres)

B129 FLUOROSEAL® PLUS
(5 litres)



**BUY THREE +
ONE FREE**



**BUY THREE +
ONE FREE**

S710 TRAFFICLEAN
(5 litres)

S773 DRY BLEND
(4 kilos)

*MAXIMUM SAVING BASED ON MANUFACTURER'S RECOMMENDED SELLING PRICE
OFFER EXPIRES 31ST AUGUST 2000.

FOR YOUR NEAREST

PARTICIPATING PROCHEM



PROFESSIONAL CHEMICAL AND EQUIPMENT COMPANY LTD, OAKCROFT ROAD, CHESSINGTON, SURREY KT9 1RH.
www.prochem.co.uk sales@prochem.co.uk