

cleaning

specialist

Issue 4 Spring 2001

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

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■ Cover photograph courtesy of David Lloyd Leisure, Brooklands, Weybridge, Surrey.

Rebrand for Europe

PROCHEM has been renamed as part of its commitment to a growing customer base in continental Europe.

The new company – Prochem Europe Ltd – heralds an expansion of Prochem’s sales and marketing function with the addition of new, key distributors for specific countries and a boost to the company’s distribution and fulfilment operations in readiness for an expected growth in market share.

“The development is primarily to meet enquiries from outside the UK for our products as well as stimulate interest in what we do in new markets,” says managing director Alan Tilley. “It is very much an ancillary to our UK operation.”

Prochem reports a steady growth in UK sales. “We have had an extremely positive year in every regard, reflecting

the quality calibre of our customers as well as the increasing demand for our products and services,” says Alan.

In the past 12 months, Prochem Europe has developed new distributors in Poland and Russia. “Interest in Prochem has been gathering momentum, most significantly in eastern European countries,” says sales director Martin Davies.

Further enquiries have been prompted by the launch of a new web site – www.prochem-europe.com – pitched specifically at non-UK customers. “The site is designed to set out our range of products and services and enable interested businesses to get in touch direct with us,” comments Alan.

“It has been very successful in achieving its aim.”

Sensational Spring Savers

Order any of the four Prochem models shown below (with the appropriate heater) and get:

- £100 off list price
- **FREE** one-day training course voucher worth £95
- **FREE** chemical starter pack worth £40



FREE chemical starter pack: choose from

Pack A – Contract Cleaners

- 5lt S710 Trafficlean
- 4k S776 Double Clean
- 5lt B144 Stain Pro
- 1lt E840 Citrus Gel



Pack B – Carpet Cleaners

- 5lt S709 Multi Pro
- 5lt B109 Fibre & Fabric Rinse
- 4k S777 Crystal Green
- 5lt B144 Stain Pro



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Conditions of promotion: Offer available at participating dealers only. Valid only during period 1/3/01 to 31/5/01 inclusive. Appropriate heater units to be ordered at the same time as the hot water extraction machine. Subject to availability.

DAMAGE: Prochem products and equipment helped clean up Britain after the storms and flooding last year.



Flooded Britain

PROCHEM EUROPE FEEDBACK

A STATE of flood alert across Britain during October and November saw significant increases in sales of cleaning and restoration products for Prochem Europe.

The company reported notable demand for its Microsan[®] sanitiser and cleaner. The Pro HP Turbodryer and truckmounted extractors also excited keen interest for Prochem Europe.

Sales director Martin Davies says: "It has been a very busy period for our sales department and distributors with increased business from cleaners called in to dry out flooded buildings.

A key customer is Alan McKane, of A&M Care Clean Services: "We bought 10 of these machines but could have done with 30."

Another Prochem customer with an interest in the fire and flood market is Munters. A leading disaster recovery company in the UK, it uses Prochem machinery, technology and chemicals.

"It has been all hands to the pumps during the flooding. We needed to get across to customers that no matter how much they wanted to wade in and retrieve possessions, they were in filthy, contaminated water and they needed

help in cleaning them properly," says marketing manager Lawra While.

Golden rule of recovery

While disaster recovery is an everyday business for Munters, for householders and businessmen affected, it is a once in a lifetime trauma. When the Munters technicians arrive, they are aware the householder is severely traumatised.

Says Lawra: "The first thing the team does is reassure the householder they are professional and authorised by the insurer.

"It is important every step of the restoration is explained and talked through.

"If the householder is told what is happening and why, then things are far smoother. Remember how vulnerable the householder is and do everything to try to smooth all real and imagined fears."



Your best clean-up picture!

MANY of you take pictures when working. Why not share with Cleaning Specialist readers in your best pictures of Britain on flood alert?

You could win a bumper pack of flood restoration chemicals for your effort! All you have to do is mail your pictures to Peter Muir, Cleaning

Specialist, PO Box 61, Buckingham MK18 3ZU. Don't forget to caption them 'My Big Clean-Up' and let us know where you were at the time.

Get your pictures in by April 30 and we'll enter them into the competition AND 'splash' the top three pictures all over the next issue! Good luck!

WIN! WIN! WIN! FLOOD RESTORATION CHEMICALS WIN! WIN! WIN!

Cleaning is sweeter

SWEET can turn sour, as Dave Sulston found out when the price of his success as sales planning manager for one of the UK's largest confectionery makers became too high. Now – thanks to Cleaning Specialist – he is enjoying success running his own cleaning business.

"I was working very long hours and was very stressed out," recalls Dave. In 1999, after 20 years with the company, he took redundancy.

"A friend of mine had a copy of Cleaning Specialist and I decided to contact the company publishing it.

"I didn't know much about the business, but could see potential in it."

Dave bought into the market with Prochem technology and chemicals. He also became a professional cleaner by attending the company's training courses at Chessington.

Dave has built up a business cleaning for estate agents in his local area. "My lifestyle is much better and healthier and I have lost three stone – for all the right reasons. This is the best business move I have ever made."

Best practice charts

EASY reference wall chart guides to using Prochem Europe cleaning solutions in the healthcare and hotel markets are available free of charge.

Prochem's *Hospital, Nursing and Residential Home User Guide* gives advice on dealing with urine contamination and the removal of stains such as blood and vomit and the application of effective extraction cleaning.

The *Hotel User Guide* covers coffee and tea stain removal and the prespray maintenance of dining and high-traffic areas.

"The hotel and leisure market are growing sectors with demanding cleaning needs," says Prochem sales director Martin Davies. "Their technology needs are similar. Hotel and care home owners both favour Polaris and Fivestar extractors for their power and ease of use."

They go their separate ways when it comes to chemicals. "Their client needs are different as they are resident for different reasons and stay periods," says Martin.

Contact Prochem Europe for these wall chart guides on – 020 8974 1515.

Ashbourne Homes picks a Prochem cleaning system

ONE of the UK's leading residential care home groups, Ashbourne Homes, is buying into the Prochem systems approach to cleaning.

Prochem Europe has sold Fivestar cleaning machines to many of the company's 160 homes throughout Britain through dealer Sun Choice UK.

Ashbourne Homes chose a systems package from Prochem that incorporates every aspect of the cleaning process – from the installation of machines and supply of chemicals to the provision of operator training and associated assistance via wall chart user guides.

The Ashbourne cleaning system includes Prochem Urine Neutraliser, StainPro, Extraction Pro and Odour Fresh: collectively a carpet cleaning and odour control system/package as featured on a free A3-sized wall chart that spells out how to use them.

Each machine has been installed by Prochem personnel, with full advice provided on their use, plus the basic health and safety requirements.



CLEANING care in homes: Prochem Europe has sold Fivestar carpet cleaning machines to

Eye-catching: Van fitted with a Prochem Performer Catalytic, pictured at a Surrey hotel.



IMMACULATE – the only word to describe Tom Sultana's VW Transporter, fitted with a Prochem Performer Catalytic.

Tom's business is called All Gleaming Clean – "so dirty vans are definitely out!" jokes Tom. His Bromley-based business employs a staff of three and is proof of the pulling power of Prochem truckmount cleaning technology.

"They are simply the best," says Tom. "We had been using Prochem portables for a while. We bought a Blazer Plus a

year ago and now we have upgraded to the dual-wand Performer.

"New business comes to me," he says. "Truckmounts sell themselves. I have come back to the van after a job and found four to five people waiting by it. They are curious; they have never seen anything like it. We get a lot of referrals and repeat business from previous customers."

Some people are put off by the perceived high cost of a truckmount; not Tom. "We have better prospects now and

can deliver a more competitive price to the customer because the Performer is so powerful," he says.

"You get more work done, more quickly. With the Performer, two of us completed a job in only two hours, which normally took six. We are picking up more commercial work now because people can't compete with us.

"Our sales turnover increased 40 per cent in the first year of using truckmount. You soon get your investment back."

New catalogue for Prochem Europe

A COMPREHENSIVE catalogue and guide to professional cleaning products has been published for 2001 by Prochem.

The 48-page publication coincides with the relaunch as Prochem Europe Ltd. Details on chemicals and equipment are covered, in addition to training services offered by the company.

Chemicals range from detergents to spot and stain removers; equipment extends from portable extraction cleaning

machines to top-of-the-range truck-mounted steam carpet cleaning systems.

Rotary and vacuum cleaning machines, upholstery and curtain cleaning technology, gum removal machines and fire and flood restoration equipment are also detailed.

The publication concludes with industry-approved training courses from the company and details on its growing range of promotional and leisure wear.

QUESTION: Christmas left behind some greasy finger marks on an almost new, peach coloured, acrylic velvet suite. What are the best products to remove these?

ANSWER: The best products are B108 Fabric Restorer (prespray) brushed in and rinse extracted out with B109 Fibre and Fabric Rinse. Remember to allow a little bit of dwell time for the B108.



Say goodbye to ear muffs

The new Steempro 2000 from Prochem cleans carpets deep down with whisper quiet efficiency.

The Steempro's new in-built silencer reduces noise levels dramatically, whilst offering maximum performance from single or dual vacuum models, the Powerflo and the Powermax.

Call for a copy of our catalogue and the name of your nearest Authorised Distributor, or to find out about Prochem's new Steempro 2000

Steempro 2000 Powermax in action.
Courtesy of David Lloyd Leisure, Brooklands, Surrey.



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Yacht you cleaning?

US cleaning specialist Dan Mabesoone, of Master Care, Norwich, Connecticut, has been managing some serious cleaning – on a yacht.

He reported in to Prochem in the US: “I purchased one of your new Prochem Truckmounts in September. I already have two other truckmounts: both by different manufacturers, but I am really much more impressed by yours.

“Although I was a little nervous at first about purchasing a truckmount with such ‘new’ technology, it’s as close to the perfect truckmount as you can get!”

Dan mailed in some pictures of a \$5 million, 120-foot yacht cleaned by his team.

“I had 600 feet of hose out to get to the boat. We cleaned about 1,000 square feet of carpet in about two hours. The downstairs carpet, which we did first, was dry when we finished, even with 600 feet of vacuum hose. And as you’re looking at the pictures, yes, that is a baby grand piano in the stateroom.”

(The above is reprinted courtesy of Trend Tracks magazine)

QUESTION: When a young household member watered a Christmas tree in a pot with green crepe paper wrapped round it, the paper got wet and the green colour has run on to the very expensive beige wool mixture carpet. What can I do?

ANSWER: From what you describe of the stain, and the fact the carpet fibre is wool, then there is little chance of completely removing the stain, although it may be possible to improve it slightly. I would suggest that you first of all spray the area heavily with B144 Stain Pro, agitate in and allow this to dwell in the carpet for approximately two minutes, then rinse extract out with B109 Fibre and Fabric Rinse. If the stain still persists then try E400, Red RX with a damp napkin and hot iron, following the label directions carefully. Two final points. Do not over apply the E400 and keep an eye on whether you are also removing the carpet dye.



Tough job: Simon Gerrard and team by the Oriana, only in the port for 12 hours!

A firm hand on the tiller

PICTURE this – you have hundreds of square metres of carpet to clean to near-new standards and only a few hours in which to achieve it because the environment you are working on is going to disappear.

Enter Simon Gerrard, a cleaning specialist with a firm hand on the tiller when it comes to cleaning cruise ships. His company, Gerrards Cleaning Services, has held the contract to clean carpets on ships operated by the P&O line at Southampton for eight years.

“It’s always a challenge but never dull,” says Simon. “Precision and speed are all. A ship like the Oriana or Aurora are only in port for 12 hours before leaving with a new complement of passengers, all of who will expect the ship to be as new.”

Simon has kept this business because his own crew delivers the goods every time. Gerrards’ approved choice of cleaning solution is Prochem truckmount extraction machines and Prochem chemicals.

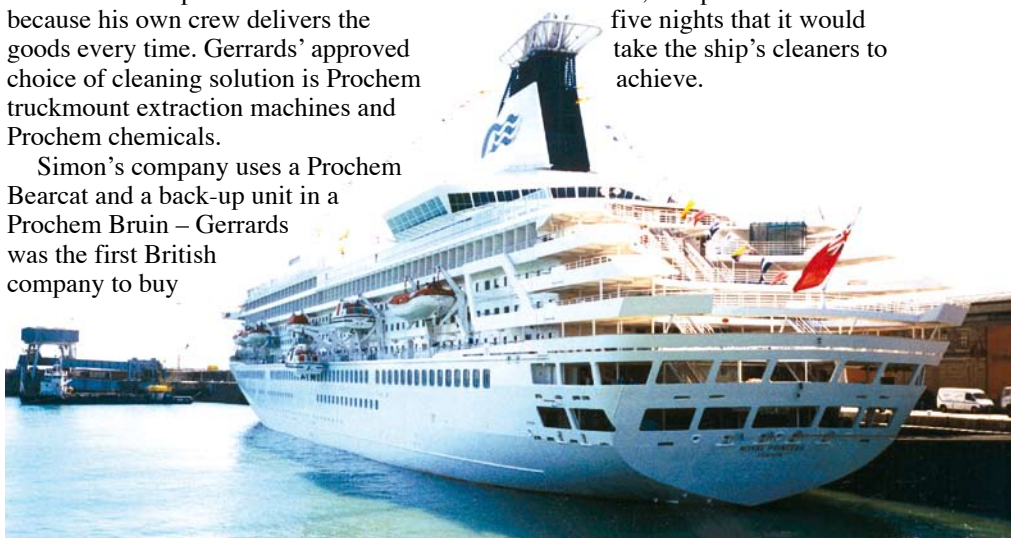
Simon’s company uses a Prochem Bearcat and a back-up unit in a Prochem Bruin – Gerrards was the first British company to buy

one. Both are mounted in Ford Transits, parked on the quayside while their operatives work throughout the ships moored alongside.

“The Bearcat has now completed 5,500 hours of cleaning time on its original parts and without ever having let us down,” says Simon. “The chemicals are unbeatable. Prochem’s products are leading-edge.”

Gerrards cleans the main public areas on P&O’s Oriana, Arcadia, Victoria and the new Aurora, which can each have up to 26 miles of floor space to clean. Gerrards’ is the work that the ship’s crew cannot manage in the time available. Using Prochem truckmount technology, the Gerrards team can clean the 700 sq yd carpet in the Oriana’s Crow’s Nest nightclub in three and a half hours, compared with the

five nights that it would take the ship’s cleaners to achieve.





No flight of fancy

THE aviation industry is one of the most demanding around when it comes to care and maintenance.

One of the UK's leading contractors in the specialist area of aircraft cleaning is using Prochem Europe systems.

Fernley Airport Services, part of the ISS Group, provides airlines with a comprehensive range of cleaning and related services from its bases at Heathrow, Gatwick and Stansted.

Services are determined by the amount of time an aircraft is on the ground. Contract manager Phil Matthews says: "We can be cleaning aeroplanes within 20 minutes on turnaround to a deep clean which takes up to 12 hours."

Fernley's Extended Services package is for when aircraft are available for a period of hours or overnight.

The Extended Turnaround and Overnight Clean includes all activities in the Turnaround Clean plus the

removal of marks on doors, surrounds and bulkheads.

The Deep Clean builds on the Overnight Clean specification through approved deep clean solutions with the addition of requested contracted items including ceilings, walls, carpets, seat frames, vents and ovens. Cargo holds are cleaned, swept, mopped out and dried as required.

Gatwick has four home-based airlines using Fernley Services. For this airport, Fernley has a carpet valet service based on its truckmounted Prochem Performer steam cleaning system, which provides full dual wand operation for fast and efficient carpet and upholstery cleaning on board aircraft. The unit is installed in a Peugeot Boxer van.

"The Performer is an excellent machine," says Phil. "We can drive it around the airport site in no time and it has a superb capacity and power and is perfect for accessing some of the more

cramped reaches of an aircraft interior.

"We use portables as well but the Prochem Performer even gets used for small stains simply because it does a better job on deep staining than a portable extractor would."

Next to its equipment, people are Fernley's most valuable asset.

"Our people are carefully selected, assessed and trained – not once but continuously. Materials, systems and equipment evaluation and upgrading is ongoing. We have a commitment to security practices, recognised as among the best in the industry."

New staff undertake comprehensive training, commencing with a 13-week induction course. They must complete a two-week training and assessment before they are assigned to a cleaning team or item of specialised equipment where they spend 11 weeks under the guidance of a qualified team leader.

Web Watch – www.fernley.co.uk

Keeping clean on the Underground

A MAJOR contract using a Prochem system to clean Underground trains on London Transport's Metropolitan line has been extended to include the Hammersmith and City lines.

The contract is fulfilled by Comatec UK, part of the Vivendi Group. Cleaning materials are supplied by Brentwood-based Maintenance Supply Co – a Prochem distributor for nine years, with a contract to supply 400 Comatec sites.

Comatec has contracts in the commercial and local authority market in addition to transport. It cleans trains for rail franchisee Connex, using Prochem Europe chemicals.

Says sales manager Andrew Packham: "The Underground contract got going when LU inspectors came to me to explain that train upholstery was not drying in time as cleaners were using too much chemical liquid.

"I recommended a foam alternative and

went with Martin Davies from Prochem to LU and demonstrated a systems solution that delivered stain removal, pre-spraying and shampooing."

This package, incorporating Prochem's B144 Stain Pro, B108 Fabric Restorer and B105 Fibre Shampoo, showed up the upholstery really well.

Web Watch – www.onyxgroup.co.uk/html/comatec.htm

Distributors in focus: Special report on how two companies

Southern's nice **NICHE**

BOURNEMOUTH-based machine supply and maintenance company, Southern Contracts has an unusual – but nice – niche.

The company supplies and services electrical appliances suitable for operation on electrical voltages and frequencies generated in the marine environment to all types of ships as well as offshore installations.

The supply and servicing of machines to P&O Cruises UK has been handled by Southern Contracts since its formation in 1964 by Norman Elphinstone. It had been trading under the Hoover name and was meeting the vacuum machine servicing and repair needs of the all of Southampton's liners.

In 1969, Southern Contracts began to supply the hotel, nursing home and hospital markets.

The company is now firmly established as a leading supplier of

commercial electrical floorcare and laundry machines.

A full range of laundry machines and electrical cleaning equipment is available with supporting janitorial hardware and floor cleaning chemicals. Free site surveys are offered and a maintenance-included rental plan is offered as an alternative to purchase.

Southern Contracts' P&O business includes the provision and maintenance of Prochem Europe cleaning technology and chemicals.

In addition to the deep cleaning of ships during their Southampton turnaround between cruises by Gerrards Cleaning Services (*see story on page 6*), P&O Cruises UK specifies Prochem Europe technology and chemicals for the cleaning of carpets on board its world famous fleet.

Machines such as the Prochem Steemeasy and Polaris are also favoured by P&O.

In 1984 the company decided to install computer equipment to control the large stock of spare

parts required to support its team of service engineers and the worldwide distribution of spare parts.

When a ship is in for a refit, a Southern Contracts engineer will be on board to see that all is well with the ship's laundry, catering and cleaning systems. Engineers from the company travel on P&O ferries between Calais and Dover looking after their repair needs on route. Engineers will travel with the ship to work, whether in Germany, Malta or Southampton.

Southern Contracts also supplies Cunard, now part of the US-based Carnival Cruises group. Tanker operators such as BP and Shell are also customers, as is the Ministry of Defence.

The success of his company, according to sales manager Adam Elphinstone, is attributed to the policy of only supplying well-proven equipment and, most importantly, giving an excellent after sales service.

Prochem has played a role in Southern Contracts' development: "We are very happy to sell and service Prochem products," says Adam.



ies are thriving on high standards of quality and service



COMMITMENT to service underpins the culture of the successful business in this day and age. Prochem Europe distributor Ace Janitorial Supplies Ltd is proof that the adage holds true.

“Our motto is A Total Concept in Supply,” says Paul Cullumbine, who with brothers Phil (sales) and Mark (accounts) run the 30 year-old family business. “You cannot sell a product alone, now,” he adds. “And we are very service focussed.”

Ace is a supplier of all cleaning and hygiene products and machinery.

The company also offers full and comprehensive maintenance contracts for the machinery it supplies, including regular servicing and PAT testing, and a general repair service to customers who have not purchased their machinery from Ace.

It also offers a machine hire service, both short and long term, across a full range of machinery, from carpet cleaners to ride on sweepers.

Ace has a substantial catchment area, servicing business from all over Yorkshire, Lincolnshire, Nottinghamshire and Derbyshire using three delivery vehicles and a service van.

The 14-staff distributor operates two showrooms on the main approach to Sheffield from the

Meadowhall M1 junction. Three years ago it also opened a large distribution warehouse and service centre adjoining its office building. The company is open to customers Monday to Saturday.

Ace has been dealing with Prochem since it opened its showrooms in the office building in 1988. The company sells almost every item from the Prochem catalogue. The entire back wall display of its showroom is dedicated to Prochem chemicals.

Buy Prochem machines from Ace, and you also get free training. “We are great believers in training,” says Paul.

The top floor of the Ace administration building also houses its own training centre. As with Prochem’s own Training Centre in Chessington, the Ace centre has different types of hard floors.

Ace gives free advice on all aspects of product use and suitability, and hosts and conducts various training courses. These include carpet and upholstery cleaning, floor maintenance, specialist computer and peripheral cleaning, kitchen and hygiene and also general cleaning. All courses are run by staff

trained to the BiCS level.

Training is provided largely for contract cleaners and nursing and hospital staff requiring COSHH training and machine use. “I think Prochem training courses are excellent,” says Paul (the first Prochem regional course in the area was held at Ace).

Business has been increasing for Ace. “The Jangro catalogue we have now gone into has certainly changed things,” says Paul. “It has prompted plenty of new business and we are expanding both our internal telesales team and external sales force to manage the extra work.”

And what’s selling? “Prochem chemicals all go well. On the machine front, we are doing well with the FiveStar and most recently the Steempro Powermax, which is very effective and very quiet.”

Paul had to go – he was going to be in early for Saturday opening.
Web Watch – www.acejanitorial.co.uk



Our motto is *A Total Concept in Supply...* you cannot sell a product alone.

– Paul Cullumbine

they're simply

ACE!



THE hotel and leisure market is a major source of business for Prochem Europe and cleaners using its products.

"It constitutes a fair percentage of our turnover and is growing year on year," says sales director Martin Davies. He puts this down to their need for top quality: "Owners have invested considerably and have demanding customers. They are discerning about the quality of what they buy. Prochem delivers quality at a competitive price."

CHECK IN, CLEAN UP!

Theatrical: Park Plaza Hotel – the place with design flair!



Read all about it...!

STEP out of the Shaw Park Plaza Hotel into the New British library and witness how Prochem took the coffee and tea stains out of the Portland Stone flooring at this prestigious house of learning. The solution used was B195 Coffee Stain Remover.

Other famous London landmarks which use Prochem technology are the Tate Britain in Millbank and Tate Modern on the River Thames.

QUESTION: Could you tell me how to apply B196, Synoflam 'S' to carpets?

ANSWER Sorry, you cannot put flame retardant on carpets. If the fire rating is important then suggest your customer buys a wool carpet, which is naturally self-extinguishing and will meet existing regulations.

HOTELS are becoming more individualistic, dumping the corporate look for something with more design flair. Which means they are more interesting to clean!

When Park Plaza Hotels opened its brand new hotel for central London, it opted to be just that bit different. In fact, it is almost theatrical.

"We set out to create a fresh, bright and modern look to distance ourselves from the more traditional four-star hotels in London," said David Sharpe, general manager of the Shaw Park Plaza, and design innovation has been a priority.

Architect Igal Yawetz has developed the new hotel from an original building housing the Shaw Theatre on the Euston Road. The project redefines the 466-seat theatre, creates a space for a 300-seat ballroom, and brings conference rooms, guest rooms, executive rooms and suites to fill the rest of the 16-floor building.

The hotel, next to the New British

Library, is targeted at London's demanding business community and cleaning and maintenance issues are a high priority. Executive housekeeper Patricia Leeds presides over a team of 58 to keep the hotel in top form.

A team of three cleans carpets in the hotel using a Prochem Polaris 800. "The cleaners have been trained by Prochem to use the Polaris and we have found it to be a very efficient and useful machine," says Patricia.

The job is made the more pleasurable for the bold, innovative treatments to the hotel interiors by EAA International which include unusual carpet patterns – a really fresh change.

Hotels in the capital using Prochem Europe products include The Berkeley in Knightsbridge, The Inter-Continental in Hyde Park Corner, the Britannia in Limeharbour, and the London Business School's hotel. Leisure businesses include Butlins and Center Parcs.

Hotels are the business for TJ

GO to work for cleaning contractors Tee Jay Carpet Care and you will also go to plenty of hotels. But not to stay!

For Tee Jay is a prominent supplier of cleaning services to over 20 hotels, large and small, from north and through central London down to Kent.

Over 60 per cent of the company's work is in the hotel sector. Hotel cleaning continues to grow, tripling the business's turnover for 1999/2000, according to Ann Ford, who manages the business with husband John.

The company came into the hotels business 20 years ago and has grown on the basis of recommendation. A staff of 14 are employed by the company which

uses Prochem Cheyenne hot water extraction machines; most travel from site to site, though a few are contracted to work full-time at some hotels.

All Tee Jay Carpet Care staff are put through Prochem training before going on site. "We are great believers in Prochem products and services," agrees Ann.

Last November, Tee Jay moved to larger premises in Weybridge, from which it expects to boost its retail sales and hire business. "The move brings us a larger shop for our chemicals sales and helps us meet the growing demand for machine hire," says Ann.

The company uses M3 machines and expects to need a Fivestar extractor soon.

THERE can be no half measures when it comes to maintenance in the cut and thrust of the corporate venue marketplace.

One of London's grandest is Westminster Central Hall, opposite Westminster Abbey, right at the heart of the city's tourist trail. It was built on the site of the Royal Aquarium Music Hall at the turn of the 20th century.

It opened in 1912 as a 'monumental meeting place' to be of 'great service for conferences on religious, educational, scientific, philanthropic and social questions'.

The Suffragettes met here before winning the vote for women in 1914, Mhatma Gandhi spoke in the Lecture Hall in 1932, and de Gaulle founded the Free French here in the 1940s.

More recently Central Hall has been in the news with events touching on the important issues of the day.

Customer services manager, Jim Brandon, uses Prochem Europe technology and chemicals to get the job done properly.

His team is responsible for the

cleaning standards from toilets to public and reception areas. The team has a regular schedule, though last minute bookings can make for some hasty reassessments.

"Flexibility is important," says Jim. "With so much carpet, we needed a supplier which really understood fabric care. Prochem attracted us with its range and its training support.

"Old buildings are more taxing to clean because of their layout, plus we can have up to 5,000 people in the building at any one time and they make for a lot of cleaning."

A range of Prochem chemicals is used to clean the Hall; Jim is a big fan of Prochem's Coffee Stain Remover.

At the moment, he uses a Prochem Polaris 500; he aspires to replace it with a larger Prochem SuperNova 1200. Jim is more than happy with Prochem products and service support: "Prochem is a professional supplier in every regard."

Cleaning with Style

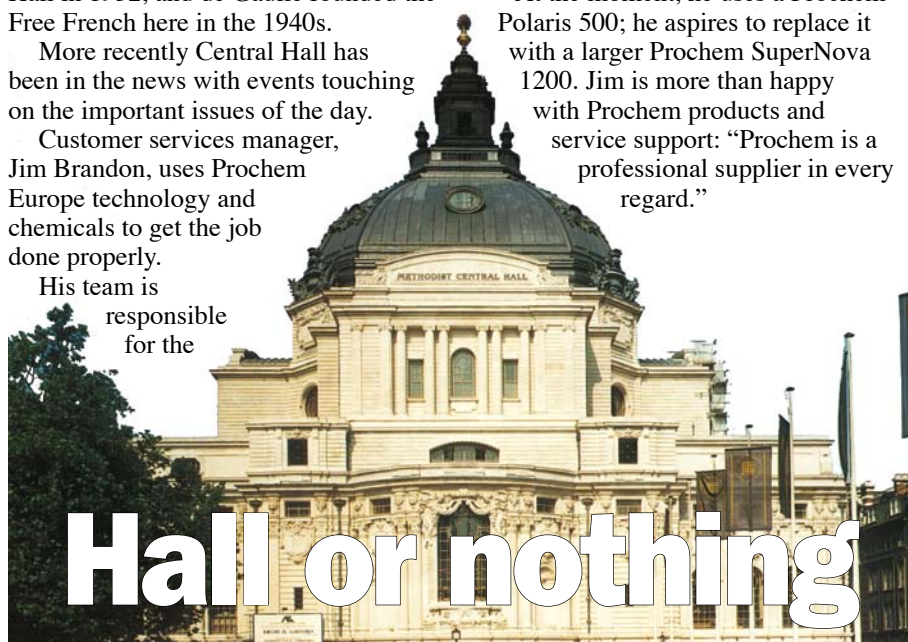
CONFERENCE centre management company, Style, is sourcing Prochem Europe carpet care and maintenance solutions for use at four centres in the south east through distributor Alpha Supplies.

Alpha provides Style's Executive Centre and Mansion House at Wokefield Park near Reading, and at Warbrook and Highfield Park near Basingstoke. The company additionally has supplied a Prochem Europe Fivestar extraction cleaning machine to the Mansion House at Wokefield Park.

The centres are managed by Style on behalf of the building owners, mostly large organisations such as Rank Xerox and Prudential, which use them for staff training and seminars. These companies have been gradually offering the Centres up for the use of other organisations and to the general public for marriages and similar ceremonies.

Alpha, who supplies Style, manages 27 centres across the UK from regional depots, facilitating the very prompt delivery expected by its customer.

Meanwhile, the success of the Prochem Fivestar at Wokefield Park's Mansion House has scored a sale for Alpha of another of these popular extractors to Runnymede Hospital.



Hall or nothing

Time to join the goldrush – with a Truckmount

THIS just in from Steve Lee of Prochem US's Trend Tracks magazine (and a cleaner in his own right)...

One of Steve's customers, JD, had called him and said the carpet in his small store needed cleaning. Steve scheduled the job in, turned up with his truckmount and began lugging pressure and vacuum hoses in to JD's showroom to clean a brown, contract carpet.

Steve got pre-spraying to the usual banter from JD and his assistant. As he worked, Steve spotted through the large windows two very 'woody' characters climb out of hiked-up four-wheel-drive pick-up and, stomping the mud off their boots, begin to walk in a slow, I-don't-get-to-town-much fashion, to the store.

Prespraying over, Steve went to get his cleaning wand to find the two

booted fellows gazing at his truck. "You sprain' for bugs?" one asked. "Cleaning carpet," Steve responded, and walked back into the building.

Further cleaning ensued until Steve came out again to get some Citrus Gel.

The two men continued to quiz him about his truckmount: "What's the tank for?" "Extracted soiled water." "What's the screen for?" "To catch small pebbles and stuff from entering the tank." "How much hose does that reel hold?" "Two hundred feet".

The men grew increasingly excited. "How tough is the machine?" "Will it run all day?;" "It will work two good men into the ground and not get tired at all," replied Steve.

Back in the store, Steve began to tidy up to leave. Rolling up the hoses

the found himself asked by one of his inquisitors: "How would you like to make \$75 a day?" Steve knew the price was low but asked: "Cleaning carpet?"

"Not quite," came the response, and then the explanation that the two owned a mining claim and wanted Steve to dredge the river bed for gold!

"It's got all the power we need to clean acres of mining claims. You said it'll run all day and even separate nuggets from water," said one of the men.

Steve declined this invitation, recalling a gun battle amongst miners over a claim some years before.

Going back into the store, JD said: "I wish those two would strike it rich and buy me out. Then I could move to Mexico and live like a king."

JD owns a prospecting store.

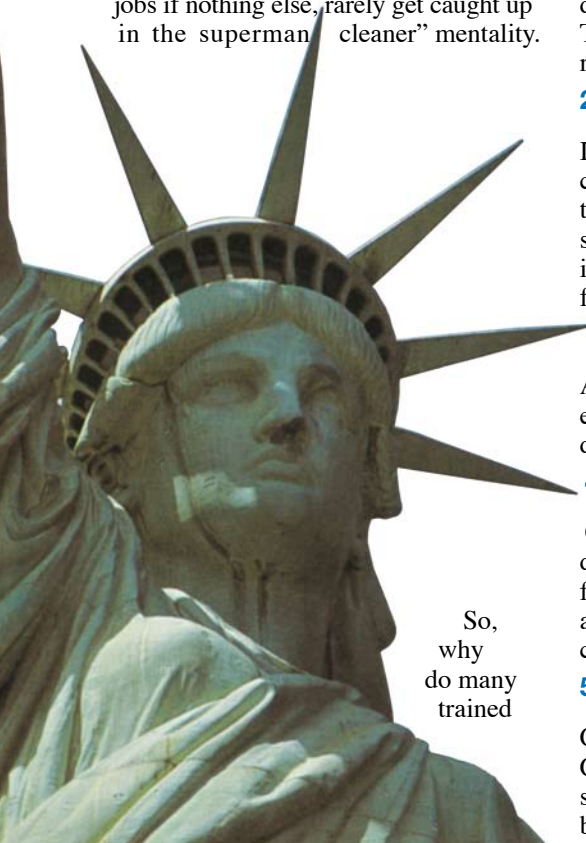
cleaning
USA

Cleaning stateside

reported by Jim Pemberton of the E-clean Observer

MOST upholstery damage claims are caused by trained, certified technicians.

We used to believe it was over confidence, especially on the part of owner operators. However, most employees, out of fear of losing their jobs if nothing else, rarely get caught up in the superman “cleaner” mentality.



So,
why
do many
trained

technicians damage upholstery? Here are the reasons why management failure causes damage claims and complaints:

1. Lack of follow through:

Whether employees are trained in a classroom or on-the-job, most managers don't “inspect what they expect”. They don't follow up with inspection, reviews and discussion.

2. Lack of proper cleaning agents:

If a technician is trained to use special cleaning agents on delicate fabrics, but they aren't on the truck, what is he or she to do? If management won't invest in proper materials, don't offer to clean furnishings that require special care.

3. Lack of equipment and tools:

As with the cleaning agents, asking an employee to use improper equipment is demoralising at best, risky at worst.

4. Lack of money/time:

Cleaners are often told to get the work done in a time frame too short to allow for complete testing and inspection, and rarely enough time to use proper cleaning, finishing, and drying techniques.

5. Lack of commitment:

Cleaning firms advertise “Trained, Certified Technicians” and other statements about quality and satisfaction, but frequently make a mockery of

these claims with poor organisation, sloppy work, and no insistence that “everything promised” gets delivered!

SOLUTIONS...

1. Start at the top:

Don't complain that you can't get good help! Make your company a good place to work, insist your people perform excellently – “inspect what you expect”.

2. Give them what they need!

If you want to clean fabrics safely and effectively, train and equip your staff with the most up to date technology. If you give them ineffective products or equipment, the effect will spread far beyond the occasional damage claim.

3. Price it right:

Avoid: “If this is all they will pay, this is all we will do”. Say instead: “For what we charge, we give our customers the very best job anywhere, at any price.”

4. Commit to excellence:

Neat, clean equipment and uniforms aren't “window dressing”. They create an environment of pride, and remind people you expect them to excel. Most damage claims are caused by over wetting, over agitation or improper solutions. But the real reason is too many managers don't deliver what they promise because they don't deliver what the employee needs to do their job.

Research needed

THEORIES regarding harm from the misuse of antimicrobials and antibiotics have contributed to confusion. The trade journal Contracting Profits, has published an article based on an interview with Dr Michael Berry, research professor at the University of North Carolina.

It says we are being bombarded with theory without research to support it – and that “what looked like an action to stop using antimicrobial agents, really was a call for more research to narrow possible causes of a worldwide spread of bacterial strains that are harder to kill”.

Repeat customer myths

ACCORDING to the White House Office of Consumer Affairs, the average business never hears from 96 per cent of its unhappy customers. For every complaint received, a business will have 26 others that are unreported, six of which are serious.

Our industry treasures a myth regarding repeat customers.

This myth is making large numbers of professional carpet cleaners vulnerable to sharp, aggressive competition.

Many are unaware they have a problem because of this pervasive myth.

No matter where you go, you will

hear carpet cleaners stating: “I do good work, and 90 per cent of my jobs are repeat business”. Most carpet cleaners think that just because they get repeat business they are doing things right.

Unfortunately, repeat business by itself doesn't really mean that much. Finding a new carpet cleaner costs so much lost time and aggravation that customers often stay with the cleaner they already know, even if they are dissatisfied – until someone else comes along.

So, if you get repeat orders, make sure you really know that the customer is calling you because your service is excellent, and the results long lasting.

Hard floor protection pack

NATURAL stone flooring is growing in use but keeping it clean means keeping it protected. Prochem Europe has a new twin-product solution in R603 Stone Seal and C505 Prosafe.

C505 Prosafe is a ready-to-use floor maintainer with satin finish which cleans, polishes and protects floors, leaving them with a friction-enhanced, slip-resistant finish. Its partner in stone care, Stone Seal could be described as a 'Scotchguard for stone'.



The clever idea behind it is to ensure that the newly-cleaned stone stays that way by applying a hi-tech water-based fluorocarbon oil and water-repellent coating that protects invisibly – unlike wax alternatives.

It works particularly well on semi-porous and terracotta surfaces, including sandstone, concrete, grout and brick.

A clear concentrate liquid, it can be applied by sprayer, brush, roller or mop.

Less price, less waste

BETTER for the environment and selling at a keener price – that's the message in new packaging for Prochem's Fiberdri and Valuedri dry carpet cleaning compounds.

Based on a natural organic compound coated with biodegradable cleaning agents, Fiberdri now also comes in larger, 16 kilo re-fill boxes. Valuedri contains biodegradable ingredients and agents to absorb soil and moisture and is now available in 18 kilo re-fills.

The new packaging reduces waste and enables a reduced price – so there are benefits all round.

A \$10 million cleaner

A NEW sanitiser and cleaner from Prochem Europe has been developed at a cost of \$10 million.

Microsan is based on a \$10 million research investment in the US. The result is a highly effective solution that is both EU and US registered against bacteria (including MRSA), viruses (including Hepatitis B and HIV), fungi, algae and mildew.

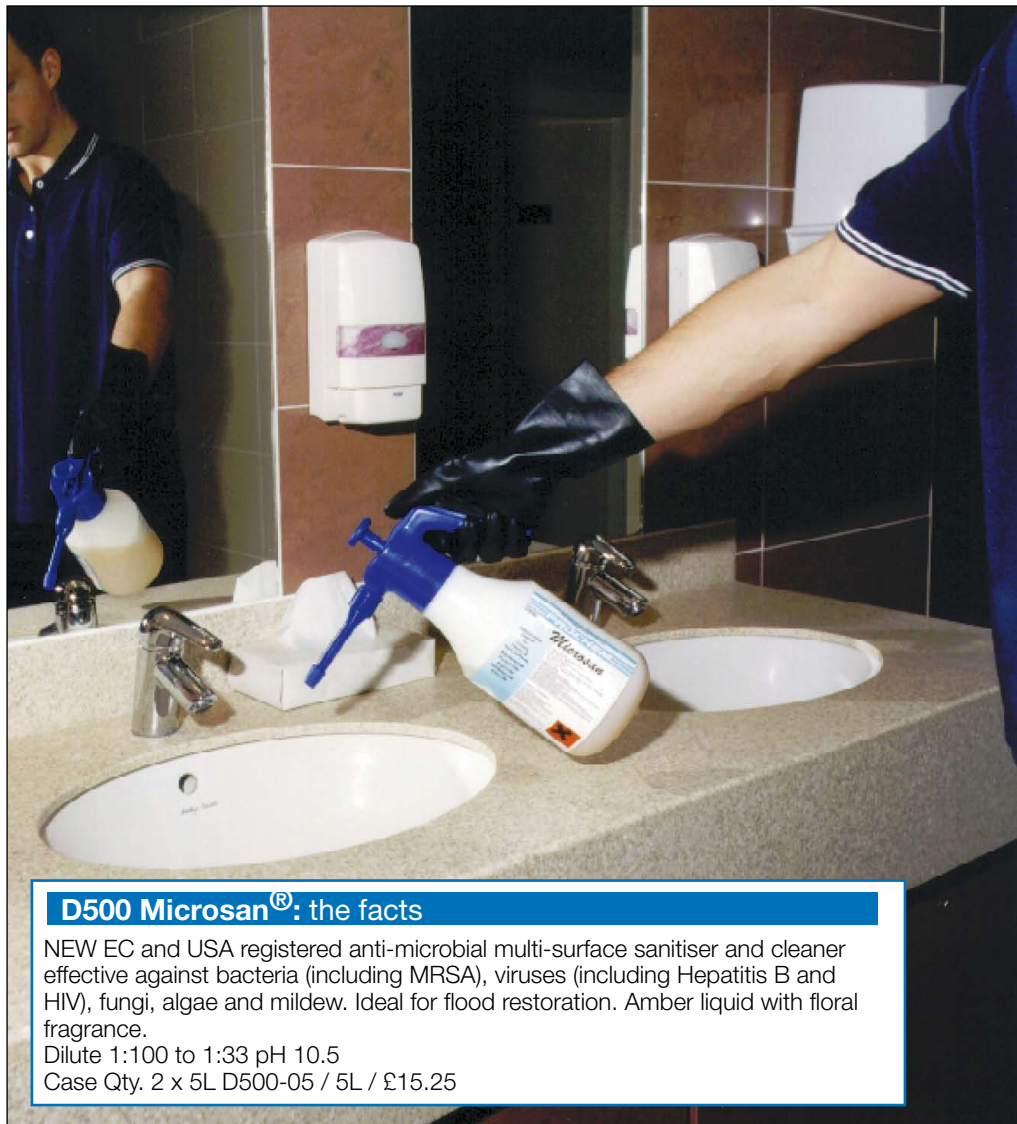
Microsan is being marketed by Prochem as a standalone multi-surface sanitiser and cleaner solution and for use with its range of carpet cleaning machines.

"The practice of buying into a systems solution to a cleaning problem is gaining ground," said Prochem sales director Martin Davies.

"We are constantly researching into optimising the performance of our products by teaming them up to create a total package that does the whole job."

D500 Microsan is a multi-surface sanitiser and cleaner concentrate in one. EC and USA registered, this anti-microbial chemical acts against bacteria, viruses, fungi, algae and mildew and has major applications within the growing flood restoration market.

This product complements perfectly the range of Prochem odour control products already in use in nursing homes, hotels and other environments where carpet hygiene is important.



D500 Microsan®: the facts

NEW EC and USA registered anti-microbial multi-surface sanitiser and cleaner effective against bacteria (including MRSA), viruses (including Hepatitis B and HIV), fungi, algae and mildew. Ideal for flood restoration. Amber liquid with floral fragrance.

Dilute 1:100 to 1:33 pH 10.5

Case Qty. 2 x 5L D500-05 / 5L / £15.25

Steempro – it's the lion without a roar!

Major upgrades for Truckmounts

TWO major upgrades are features of Prochem Europe's most comprehensive Truckmount offer yet.

The new compact Blazer Plus benefits from a larger vacuum, while the new rugged Super Legend SE has a 20hp Kohler engine.

The Blazer is set up in a few minutes to provide powerful vacuum, solution pressure and instant heat, up to 250ft from its vehicle. Cleaning is continuous with automatic water and chemical feed and an optional pump-out system.

The Legend SE is a single operator high-steam carpet cleaning machine with fully adjustable thermostatic control, in-built silencer, water pump clutch and flood extraction diverter. The Legend SE delivers instant power and heat up to 350ft from the truck.

Buy one – get two packs free

PROCHEM really means to get Truckmount customers going this year. Buy any unit from the company's range and get – free of charge – a Chemicals Pack and Leisurewear Pack.

The Chemicals Pack contains S776 Double Clean, S800 CarpetClean XL, S710 Trafficlean and B124 Odour Fresh solutions.

To look – as well as mean – the business, the free truckmount Leisurewear Pack includes a navy and grey cap, white polo shirt and sleeveless fleece. Each is branded with Prochem's logo, signifying association with a brand leader in the professional cleaning market.

Every new truckmount also gets a voucher to be redeemed against a free one-day training course at Prochem's Training Academy, or one of their regional venues.



STEEMPRO 2000: One of the most powerful and quiet portable extractor ranges in the world.

THE latest addition to Prochem Europe's carpet and upholstery cleaning machine range demonstrates just how much can be achieved without making a lot of noise.

The Steempro 2000 is one of the most powerful and quiet portable extractor ranges in the world.

Its secret lies in its use of an internal silencer that renders its high-power vacuum and pump system to whisper quiet. And that matters: "More and more customers are after machines that pack a punch, but quietly, and this is how we aim to meet that need," says sales director Martin Davies.

"Noise is coming up the environmental debate agenda: cleaners want to use quieter machines, as do their customers.

The other advantage is Steempros can be used in noise-sensitive areas where work is in progress, reducing time on site."

These lightweight and manoeuvrable machines are ideal for single operators. Power options include single and dual three-stage electric vacuum motors, 70psi and 100psi pumps and a new design clip-on inline 3kw heat exchanger which provides instant hot cleaning solutions. There are two Steempro options: Powerflo and even more powerful, Powermax.

Both models come with wand, hoses and optional Glidemaster stainless steel hand tool for cleaning stairs, edges and heavy staining, and a free one-day training course at Prochem's National Training Academy, in Chessington or at a regional venue.

Call Prochem on – 0208 974 1515.

I've gotta have one



IT did not take long for word to get out about Prochem Europe's new Steempro 2000. The first customer was Michael Morgan, of London's Carpet Care Systems, who opted for a Steempro Powerflo model, supplied by London distributor Allbright & Shiny.

"It is a great machine. It gets used every day and in three weeks had almost paid for itself," says Michael.

His company, which also operates a Prochem Comanche, concentrates its business in its local Islington area. "Our

No hiding these stains

LEATHER upholstery presents all manner of problems when there's been an upset, and Prochem is ready to respond with enhancements to its solutions ranges for 2001 that look – and smell – quality.

New to the range are E672 Leather Cleaner and E675 Leather Conditioner.

The new formula



cleaner contains speciality surfactants and neatsfoot oil and has a light lemon fragrance.

The Conditioner finishes the job off by replacing natural oils, restoring lustre and suppleness and helping protect the hide in future use.

It also contains neatsfoot oil, conditioning agents and – cleverly – radiates a rich leather fragrance upon application.

Just the job for finishing off a fine piece of furniture.



FINE furniture: Leather upholstery cleaning problems are over – enter E672 and E675!

££ The value of training ££

PROCHEM, the UK's leading commercial provider of training to professional cleaners, is providing a range of courses this year.

Courses cover carpet cleaning (with a choice of one- and two-day courses), upholstery cleaning, hard floor cleaning, and a four-in-one course which includes practical sessions on all of the above as well as stain removal.

Courses are held at the company's Chessington, Surrey, headquarters and at venues in Bristol (March), Manchester (April), Newcastle upon Tyne (September) and Dudley (October).

"Training is right for every business," says training and technical

manager, Spencer Young. "Being trained means staying ahead of your competitors. By learning the latest techniques and methods, you have an immediate advantage.

"Get trained – it will repay you again and again.

Prochem Europe, with over 40 years' experience, can help."

For an information leaflet on training for cleaning, please contact Prochem on – 0208 974 1515.



A new hand tool

THIS year sees the introduction of a new hand tool to the Prochem Europe range in its Easy-grip model.

This is the easy-to-use tool for extraction cleaning of upholstery. The stainless steel tool has a 0.2 gpm spray tip, an internal solution hose and a 6ft vacuum hose, which is connected to the extraction machine hose assembly.

In common with all Prochem technology, the Easy-grip is precision-engineered for reliability and long-life (see page 28 of the Prochem catalogue).

Gel for rusty stains

THERE are cleaning solutions on the market for rust and similar hard-to-shift stains, but they are highly acidic and require careful usage to comply with health and safety rules. Prochem Europe is introducing a solution that is easier all round.

B198 Rust Remover is a new, economical gel for the removal of rust, iron mould and old bloodstains on carpet, fabric and clothing. This clear viscous gel is not classified as corrosive or harmful and does not require chemical neutralisation and so is safer to use than strong acid products.

Its thickened formula ensures that it clings to all types of surfaces, ensuring good contact time and making it a highly effective cleaning solution.

2001 TRAINING COURSE DATES

CODE	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
C2	30/31	-	-	3/4	-	5/6	31/1 AUG	-	-	9/10	27/28	-
C1	16	14	13 CHESS. 21 BRISTOL	11 CHESS. 24 MAN.	15	13	10	-	4 CHESS. 18 NEWC.	17 CHESS. 23 DUDLEY	6	12
U1	17	-	14 CHESS. 22 BRISTOL	25 MAN.	16	-	11	-	5 CHESS. 19 NEWC.	24 DUDLEY	7	-
HFI	24	-	28	-	23	-	18	-	26	-	21	-
SI	23	-	-	-	22	-	-	-	25	-	-	-
PI	-	7	-	18	-	20	25	-	-	3	-	5

All courses to be held at Prochem's National Training School, Oakcroft Road, Chessington Surrey, with the exception of the courses held at Bristol, Manchester, Newcastle upon Tyne or Dudley, as indicated in the Date Selector.

All dates correct at time of going to press but may be subject to change.

You can have a truckmounted carpet cleaner from only

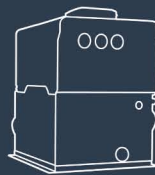
£80.60
per day*

Now there's no need to worry about the cost of having a cleaner that delivers that extra power, suction and versatility demanded by today's professional carpet cleaners.

The Blazer "Plus" truck-mounted steam carpet cleaning system provides powerful vacuum solution pressure and instant heat to the carpet wand - even 250 feet away from the vehicle. The system takes only a few minutes to set up and offers performance that cannot be matched by portable electric machines.

Prochem engineers will fit the totally self-contained unit, allowing you the peace of mind that only Prochem technical back-up can give. Plus the comfort and knowledge that low overheads will enable you to offer your customers - whether you are cleaning a house, a hotel or an airport - the very best in professional carpet cleaning, for a long time to come.

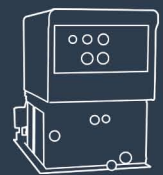
*Lease-hire available from around £61 per week, subject to status, based on 36-month Leaseplan, excluding VAT. Deposit equal to first three months' payment. 100% tax relief.



Blazer Plus



Legend SE Catalytic



Performer Catalytic



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