

cleaning

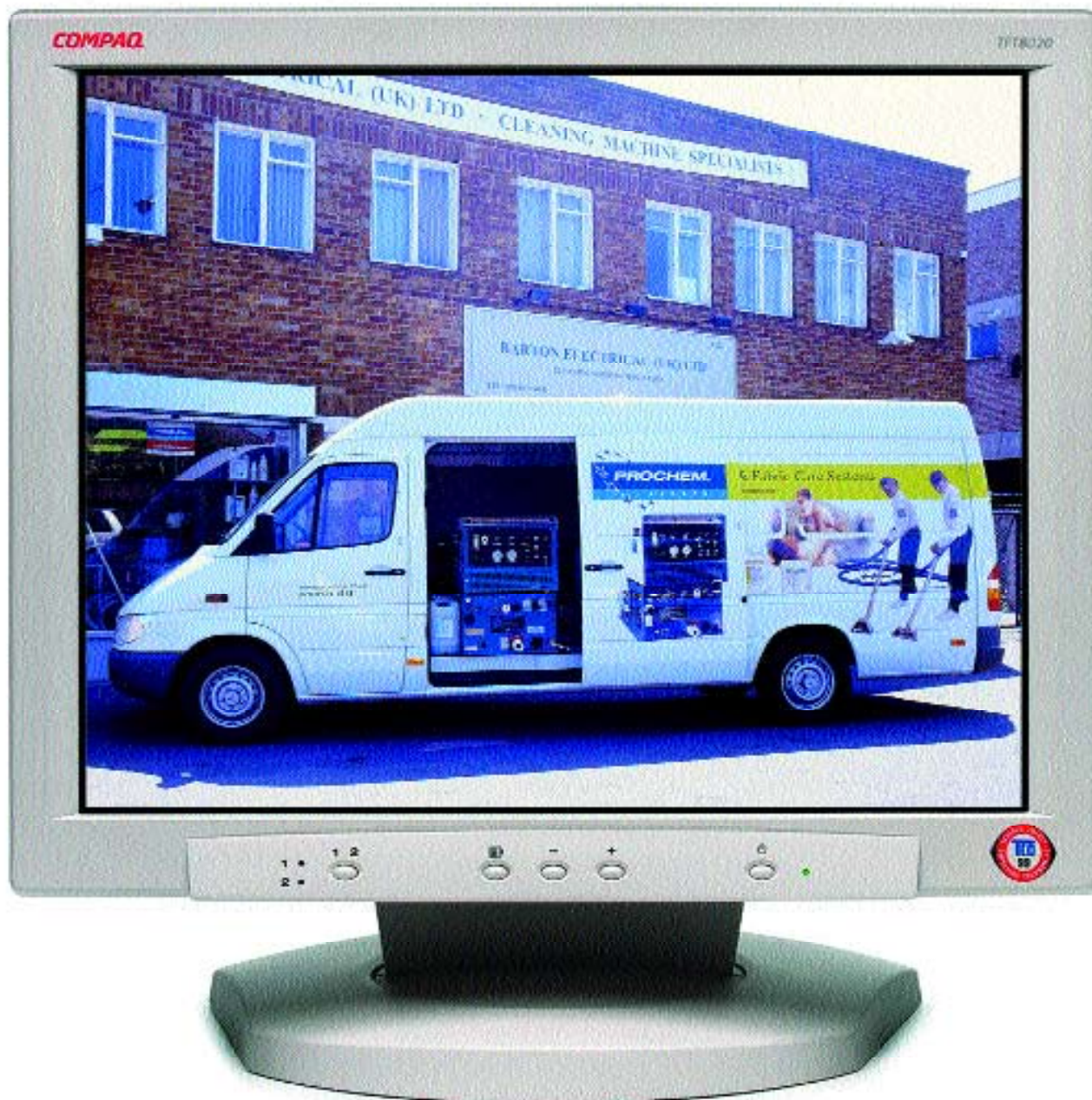
# specialist

Issue 6 Summer/Autumn 2001

news and information from

**PROCHEM.**

for the carpet, fabric and floor care professional



**Training:** Our custom van hits the road  
- see pages 10 and 11

**Internet:** Cleaning up on the worldwide web  
- see pages 8 and 9

**Barton:** Five years as top dealer  
- see page 13

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# Product news

## Steempro – ‘best yet’

STEVE Cardy at Cematic Cleaning Services is another satisfied Steempro customer. Steve has been buying Prochem products since 1986 and also uses a Prochem Cheyenne and a Steemeasy 400. But it's the Steempro that has really turned his head. "The Steempro is simply the best portable yet from Prochem," he says.

Cematic specialises in domestic carpet and upholstery cleaning in the Cheam area of Surrey. Steve says: "Cheam has a good residential market for cleaning and a machine like the Steempro is ideal for it. It's very powerful, not too big and is very quiet."

## No clocking off

THERE'S no clocking off for some truckmounts! The search for testament to the durability of Prochem truckmount technology has ended at Shearpride Services in Aberlour, Scotland.

The cleaning contractor has two Bruin truckmounts on its fleet, the older of which has clocked up an incredible 14,760 hours of use – a UK record, says

Prochem Europe. "This machine has outlived the Ford Transit carrying it – and that had 250,000 miles on the clock when it died!" says Shearpride manager Norman Shearer.

Norman says that the Bruins are reliable machines – his are using 90-95 per cent original parts – but also stresses the importance of regular maintenance.

"They get serviced by us every month. We change the oil and check over all parts and replace where necessary. This month, we are changing the drive belts," he says. "Look after them and they will look after you."

Shearpride has plenty of work for the metre-hungry Bruins. "It's not unusual for these machines to be fired up at eight in the morning and still be running at five o'clock that night."

## Beat The Clock...

*CAN anybody claim to have a harder-working truckmount than Norman Shearer at Shearpride, Scotland? If your Prochem machine has completed as many or more hours, then do let us know!*

# Letters to the editor

## More happy customers of Prochem training expertise: Terence O'Reilly of CarpetClean pens

Dear 

I am writing to record my deep appreciation for the expert assistance and support provided by Peter Hargreaves and Spencer Young.

I have just finished cleaning two seven-foot sofas that were covered in blankets thanks to twins who used them as dinner plates. In the words of a very happy client: "The sofas are transformed" – and the blankets are redundant. All I had to do was apply what had been so effectively taught at the upholstery training course.

Over Easter, I spent more time on my knees than the Pope cleaning up 107 stains caused by a lady's dachshund. Following a consultation with Spencer, I was able to obtain a result which produced a reference that if I was working in Rome, I would be

required to be addressed as St Terence, the miracle worker.

You can turn a Mission: Impossible into another satisfied client. I look forward to further consultations with Peter and Spencer, who I regard as two of the Pros in Prochem.

**And here is one from Spencer Davies of SDC Cleaning (see more news from Spencer on page eight!):**

Dear 

Just a short note about the new Steempro Power Max we took delivery of this morning from CJS Bridgehouse in Burgess Hill.

I used it for the first time this afternoon – superb! This is a machine that lives up to all the reports I've read.

We have been cleaning carpets in the Eastbourne area for the past 15 years. We've got two Prochem Galaxy machines and an old Steemeasy 400 – but the Steempro beats the lot!

**Regional Training – there is an**

## article on this service in this issue. Meanwhile, Prochem is certainly top trainer for Mike Lansdell, who writes...

Dear 

The One-Day Upholstery Cleaning Course you ran in Bristol was without doubt the best I have ever been on – and I've been on a few!

The course content was excellent as was the way you put it across. I also very much appreciated the time you gave me before the course started and during the breaks. I am also very impressed with the Prochem manual that was provided and it will be referred to on a very regular basis. Thanks again guys, a great job!



# The big clean-up



*cleaning show - NEC*

Prochem products on display at the National Exhibition Centre.

**T**HE best yet. That was the verdict from Prochem Europe sales director Martin Davies on the company's participation at this year's Cleaning Show at the NEC, Birmingham.

Martin said: "We experienced very strong interest across our range of products and services at this year's show, helped by having a very accessible stand and by again offering free technical help for the duration of the show.

"Prochem is a dealer business so the show provided us with a great opportunity to talk directly with the people who actually use its products. We always welcome these opportunities for direct contact."

## Steempro

Martin continued: "The greatest interest this year has been in the new Steempro, sales of which have exceeded our best expectations, outselling all our other portables put together. The more expensive, twin vac Power Max version is the more popular of the two, and is selling on the basis of its particularly quiet operation.

"The new Blazer Plus truckmount also attracted a lot of attention."

A wide range of chemical

We experienced very strong interest across our range of products and services

— Prochem Europe sales director Martin Davies

solutions on show included the D500 Microsan<sup>®</sup>, a multi-surface sanitiser. Professional cleaners who believe in looking as well as acting the part were tempted

by a range of new corporate clothing from Prochem Europe including caps and fleeces.

Prochem also won a record number of firm orders during the show.

"It was gratifying to have customers coming to our stand and wanting to buy our products on the spot," reports Martin.

One of those was Strand Cleaning Services, whose contracts manager, Tony Neil, placed an order for six Steempro 400 soil extraction machines with wands and hoses, together with optional 1.5kw heaters and stainless steel upholstery tools.

The technology is to be used to meet the company's latest contract for cleaning office premises throughout the UK for the Inland Revenue.

New business came to Prochem at the show as well.

## Another satisfied customer...

CHRIS Smith, cleaning services manager at Carmarthen County Council, was attending his third Cleaning Show when he spotted the Prochem stand.

"I had not done business with them before but was impressed with the stand and with the quality of equipment on show," he says.

The council went away with a Polaris 800 extractor machine, a Bazooka chewing gum remover, a Steam Gun and a Turbodryer Sahara Pro.

"The carpet cleaning machine is now used by our mobile cleaner to trouble-shoot staining at schools and various other council buildings," says Chris.

"Chewing gum is a major problem at schools and we recognised that the Bazooka was the solution. The Steam Guns are also used to counteract this problem and we hope to buy more of these to leave on-site in the future."

■ Prochem Europe will be exhibiting at the International Cleaning Show, Amsterdam, in May 2002 in conjunction with its Netherlands distributor, AB Cleaning Equipment.

## It's show time

EXPECT to see Prochem Europe at this year's NCCA Conference and Exhibition.

Prochem is taking part in the event held at the Telford International Centre from October 25 to 26.

There is no other show in the UK so exclusively aimed at the carpet cleaner, says the NCCA.

**Martin Davies and the rest of the Prochem Europe team look forward to seeing you there. Details from the NCCA on 0116 271 9550.**



Web watch:  
[www.ncca.co.uk](http://www.ncca.co.uk)

Product update: Bazooka gets you out of sticky situations

# Gum with the wind

One of Prochem Europe's most successful technology launches has been its Bazooka chewing gum remover. This excellent machine takes the back-breaking, kneeling slog out of cleaning up ground-in gum, sweets and adhesive from carpet, hard floors and concrete. You stand up to use it – simply squirt on the aerosol Bazooka Spot Remover, wait, and then zap the stain. The Bazooka has been winning accolades wherever it goes. So, we thought it was time to report on some recent contracts to find out what the fuss is all about.

**R**EMEMBER the Maintenance Supply Co's contract with London Underground in the last issue of Cleaning Specialist? Now they are on the buses!

Sales manager Andrew Packham reports some great business being had with the Bazooka gum-removal machine. Hayes-based cleaning contractor Crystalkleen has taken a machine to clean upholstery and floors for bus fleet customers, and managing director Mark Fraser is delighted with the results: "An excellent tool," he says.



to supply two Bazookas for Comatec to help fulfil its contract with Hounslow Council for getting gum off the floors at the authority's schools and leisure centres.

Winning the contract was not without incident, Andrew recalls.

"I demonstrated a Bazooka at Hounslow Civic Centre where there is relatively high security in place. The machine is well-named because it looks like a rocket launcher. I got one out for the demo and the next thing I knew security was everywhere!"



labour and we use a range of different chemicals. We hadn't used Prochem much until the Bazooka arrived.

"We've used the machine on pub carpets as well and it does a great job. We'll certainly consider using Prochem technology in the future."

Maintenance Supply has not gone completely off the rails. Andrew's last-minute news is that his company is supplying Connex South East with two Bazookas for train cleaning at its Ramsgate depot. Cleaning is carried out by contractor, Comatec.

Mark's staff of 28 cleaners work at bus

depots at High Wycombe and Aylesbury for Arriva Buses, and at Slough and Bracknell for First Group. The contract is more than just a clean-up, though.

"When the buses return to the depots in the evening, we assess their needs for refuelling, checking oil and water, giving them a daily clean – removing rubbish and so on – and then parking them up for the night.

"These buses normally get a total clean twice a month. This entails a lot of

"Connex had already bought three machines from us and their contract manager Eric Gray thinks they are the bees' knees," says Andrew.

The company has also won a contract

## Blackpool Rock

PROCHEM distributor Newhall Janitorial in Cardiff has supplied Bazooka chewing gum removers and chemicals to the Baines School and Hodgson High School, Blackpool.

## Lord Nelson's won the class war

PORTSMOUTH'S Admiral Lord Nelson School purchased a Bazooka through Hampshire County Council's supplies department after spotting the machine being used by a major cleaning contractor.

The school recently acquired another 12 gum remover aerosols

for the machine – so is the Prochem Europe Bazooka top of the class?

"Certainly is," says premises manager Chris Canfield. "We have 900 pupils at the school and chewing gum is a big maintenance problem. The school has plenty of carpet to look after, including in classrooms, which

are cleaned every school break."

The Admiral Lord Nelson School takes its Bazooka out every other week for a de-gumming session throughout the premises.

Chris has nothing but praise for Prochem's machine. "It's a marvellous piece of technology."

Upgrade your carpet  
cleaning machine and get a ...



Steemeasy



Cheyenne



Steempro



Fivestar



Supernova 800



Performer Truck Mount

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 course

### 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).



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**I**SLANDS are ideal locations for truckmount cleaning businesses. Just ask Adam Bennett; he is about to order his third Prochem truckmount for his company, Rolling Stock. You have to fly or sail to find him first, though.

Rolling Stock operates out of Palma, the capital of the Spanish island of Majorca, with plentiful accommodation for charter holidaymakers plus a major port for luxury charter yachts. And the boat business is Bennett's business.

"Anything to do with boats really," says Adam. "We provide a full service, ranging from chandlery to yacht painting. Cleaning is one of our more recent ventures and it's a natural development."

Adam, who hails from Nottingham, arrived on the island in 1986 as a 19-year-old backpacker looking for work. His future business partners, Bernadette Tiltman and Mark Conyers, were already newly employed on a yacht and Adam joined them.

"That put the three of us together. We progressed further in the island yacht industry and worked on some of the Mediterranean's finest yachts," he says.

Marriage to a Danish girl on the island put paid to Adam's voyages. "I became shore-based and formed Rolling Stock with Bernie. Mark joined us later," says Adam.

It was 1998. "We could see that the yacht business was a good one to be in so we started with a yacht-painting service, specialising in luxury yachts.

"The next move was to buy Steamclean, an existing business, from a guy called John Stott, who had been trained and equipped in the UK with a Performer truckmount by Prochem.

"John had just started the company. He was chief engineer on big yachts and in the first year it was just he and I doing all the work. Now, we have employees to service the business and John today runs another of our businesses in the duct-cleaning market."

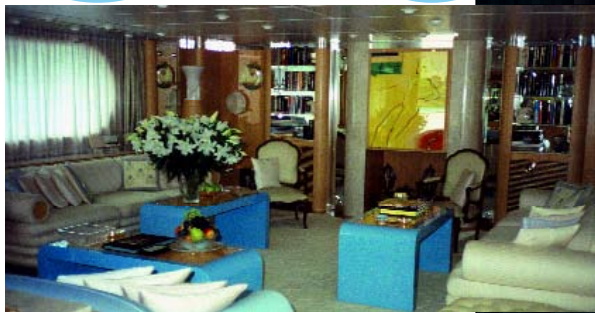
Rolling Stock's cleaning division expanded rapidly, acquiring another truckmount – a Legend, and moving into the hotels markets. Top-of-the-range Prochem Galaxy and Polaris portable machines plus all Prochem chemicals are now used by the company as well.

"And we've got so much work, we are now going to buy our third Prochem truckmount," says Adam. "It's all gone daft!"

It's not all down to sunstroke – the Truckmount's power and novelty played a role in growing the business.

"The Spanish have not seen

# All ship-shap ROLLING STOCK



**Yacht spot:** Adam Bennett's Rolling Stock company operates out of Palma. "We provide a full service ranging from chandlery to yacht painting."

equipment like this," explains Adam. "Majorca is a small island and in some ways a little behind technologically. Everybody says 'wow' when they see the Prochem machinery in action

## Island hopping

ADAM Bennett is not alone as a Prochem truckmount owner on Majorca. Ex-pat Simon Tow's Coronet Cleaning is another advocate of the technology and is also in the boat-cleaning business on the island.

Prochem truckmounts are also in use on Tenerife and – somewhat closer to home – the Isle of Man and the Isle of Wight!

– the results are absolutely fantastic wherever they work."

The Rolling Stock team counts 35 people; the cleaning division employs five and is busy recruiting – but not Brits.

While some managers in Rolling Stock are English, most employees are Spanish. "We have no British people in the cleaning division," Adam says.

"They are used to UK wages and usually have high living standards here to pay. At the end of the day, this is a Spanish company and we are in Spain, not Britain."

Rolling Stock has moved into hard-floor cleaning since Christmas: "Marble, terracotta, vinyls, there is no shortage of hard floor areas on the island," says Adam.



The company has three shops, with offices over one of these, while its service division operates from two large workshops with a fleet of 15 vehicles.

“We still had an empty floor over a shop,” says Adam. So the team – its spirit of adventure undiminished – headed off to Bali and bought a 40ft container of teak furniture.

“Now we’ve got a furniture showroom,” reflects Adam, adding, almost ruefully, “it’s also doing very well. We’re about to order another container-load!”

Sensing by now that every Cleaning Specialist reader must be packing his bags and heading for the airport, Adam cautions against hasty relocation.

“We are settled here, have a good business, and do everything by the book.

We have a specialisation in the yacht business because we know about yachts and the business behind them. We’re there, but we have still made mistakes.

“Most guys come here fresh; without any specialisation, usually under-capitalised and with little knowledge of Spain and how it works, especially the legal system. Property is very expensive, you have to get kids sorted out with schools, learn another language. It’s an awful lot of work before you actually start any business!”

Another factor in Rolling Stock’s successful move into cleaning is that the business is not seasonal. “We are always on the go – holidays are a problem in that we can’t take any!”

Rolling Stock is embarking on a major advertising campaign in the

yachting press, including one that goes to every large yacht owner in the world. Back on the island, a sales rep is visiting all the hotels, selling in the Rolling Stock service.

Then there is the idea of expanding to Barcelona on the mainland. “We have already worked there, taking a truckmount on the ferry,” says the indefatigable Adam.

One thing is clear – the partners of Rolling Stock are now even less likely to be enjoying what the island of Majorca offers the rest of us: a good holiday!

Web watch:

[www.rollingstock.es](http://www.rollingstock.es)



How important is the web? Below, Prochem customers

# Get **ONLINE**

## Big hit for Spencer

**A** LETTER to the editor about the brilliant new Steempro range from one Spencer Davies prompted us to find out more. Could this be the same

SDC is committed to Prochem: the company only uses Prochem chemicals. "Carpet cleaning is an important part of our business and Prochem is the best supplier, in my book," he says.

"We have a couple of Galaxy and Steemeasy 400s for cleaning hospitals and several large nursing homes and they are excellent. I read about the new Steempro in the last issue of Cleaning Specialist and thought I had better get one. It's Prochem's best yet."

SDC Cleaning trouble-shoots for a local carpet supplier and travels in an area from Brighton to Hastings. Spencer doesn't want to expand nationally and runs a uniformed and fully-trained team in his area. That said, the world is at his doorstep.

Spencer's website went live in May and within six weeks had received 200 hits and secured 30 new customers for the business. "It works very well and I am very happy with the results. It projects the image of quality that I want to get across to the customers."

One of Spencer's employees developed the site for him. The next development will be a noticeboard for enquirers to enter cleaning problems.

"I believe the internet is a potent medium for sales," says Spencer. "I am always looking for new technology. Companies that are not getting an online presence will pay the price in the future."

"You need to be there and to be there now, because it's not going to go away."

Web watch: [www.sdccleaning.com](http://www.sdccleaning.com)

Spencer Davies of '60s chart hit Keep On Running fame?

In fact not – but this Spencer is cheery about the connection. "It's certainly proved useful as a conversation-opener in business."

Spencer is a good communicator and one important new string to his bow is his own website.

His SDC Cleaning Systems has been trading on the south coast of England for 17 years and is on its seventh Prochem machine.





tell us about their internet experiences

# and clean up



**Web's wonder:** Janitorials' Andy Findlay says that his company is more internet-aware than most. He built the site himself with Microsoft FrontPage.

## Janitorials net big business

**R**EADING this at your computer? Click onto [www.janitorials.net](http://www.janitorials.net) and you can choose and order your janitorial supplies from a new online e-commerce shop. And soon, you will be able to buy them outright, online.

The home page tells you about Prochem, a new supplier to a new company – Janitorials Ltd.



For Andy Findlay, managing director of Reading-based Thames Valley Cleaning Contractors, it's the ideal springboard for a new venture.

Thames Valley Cleaning started up in 1966 and looks after the office cleaning, window cleaning and carpet maintenance needs of local businesses with a total cleaning staff of 340.

Andy believed that there was room in the Reading area market for a business of this kind, but one which was utilising the internet to get ahead of the game. "We're a bit more internet-aware than most in our field," he says. "We've got 200 domain names registered with addresses like [www.wastesacks.co.uk](http://www.wastesacks.co.uk) and [www.tubvac.com](http://www.tubvac.com).

**co.uk** Bit by bit they will be re-routed to our main site or we'll build specific shops for specific products," says Andy.

Janitorials Ltd has promotional pages at [www.yell.com](http://www.yell.com) with links to its site. The internet directory enquiries site at [www.askide.co.uk](http://www.askide.co.uk) has the company listed as a preferred supplier, "so our details come up first with a link to our site when you do a search," says Andy. "Nine times out of 10, you get the business."

The company has taken five local town sites in its area as preferred supplier also. "So that when the real internet revolution actually takes place, we are ready," says Andy.

Andy built the sites himself with Microsoft FrontPage. He insists it is not difficult. "The software cost about £90 and you use it like Microsoft Word. You don't need to know the web programming language, html, the software looks after that for you.

Where to buy domain names and web space? [www.uk2.net](http://www.uk2.net) is Andy's recommendation.



**Web watch:**  
[www.janitorials.net](http://www.janitorials.net)

## How to make your site sticky

**David Randall** argues that a web presence must be driven by content, not design

**I** WAS approached by an internet magazine last year to come up with some words of wisdom about 'sticky' content on websites.

"Sticky?" I hear you say.

Content that encourages repeat visits to a website – sticky content – might be thought of as the holy grail among site authors.

Truth is, it is very easy to overlook site content in the mad scramble to get your firm on the web. When planning your site, at least 50 per cent of your budget should be set aside for ongoing maintenance and content. No amount of pink and fluffy design will cover up a lack of substance.

There are specialist providers of content across a whole range of subjects. The Guardian newspaper offers content that can be neatly integrated in a website.

To generate sales leads, a contact page (via fill-in-form) is essential. An email newsletter sent out to opt-in subscribers is another idea.

Directing content to your existing clients is arguably easier. The trick here is personalisation. Make your customers feel special by offering a discreet, password-protected area that welcomes them with their own 'home' page.

However, no amount of stickiness on your website will compensate if you are not registered with the main search engines and directories. So make sure your web design company optimises your pages for "crawling" by engines such as Google, Alta Vista and Lycos.

*David Randall, Chartered Marketer, is Principal of web design and management company Infodesign*



**Web watch:**  
[www.infodesign.co.uk](http://www.infodesign.co.uk)



# Training: Attending a Prochem Course

PROCHEM EUROPE TECHNICAL AND

**W**E all know that travelling nowadays is no fun. Whether by car or train, there's the cost and the inconvenience of time off work.

Prochem Europe regional training courses were developed with this reason in mind and are run at central locations

throughout the United Kingdom. Our courses in Glasgow, Bristol and Manchester are particularly popular with those of you located off-shore.

Delegates from the Channel Islands, Isle of Man and Ireland will fly to airports at or near these venues, finding them easier to access than our

Chessington headquarters.

So if you are based off-shore, do consider this option; you too may find it simpler and quicker to attend a day course in the regions than getting to Prochem Europe HQ via Heathrow or Gatwick Airports! We can help you with hotel accommodation information.

All the courses offer the same high level of instruction on your doorstep as you would receive at the National Training Academy in Chessington. When the carpet and upholstery courses come to your region, there is only one thing we leave behind and that's the bricks and mortar of the Training Academy. People are truly amazed at the equipment that is needed to run the courses.

These courses follow the same programme that Ron Tilley (founder of Prochem Europe) introduced and has



Prochem's Paul Robinson gets a training seminar underway.

## Putting the horse before the cart

WHEN former road haulier David Hale decided to take up cleaning, he got trained first – “putting the horse before the cart,” says David.

“I had a chap in cleaning my carpets and wasn't too impressed. I was looking for something to take up and decided go into cleaning,” says David.

He discovered that Prochem was the best provider of training. He was so keen to start, he drove from his Sheffield base to Prochem's regional course at Bristol.

“I got trained with Prochem first because I wanted to get to know the ropes. The course was excellent and gave me the confidence to go for it.”

David's next step was to find out where to buy Prochem equipment. The company recommended his local distributor, Ace Janitorial.

David bought £3,000-worth including the brand-new Steempro Powermax 2000 with accessories, a Sahara Pro Turbo Dryer, five-litre pressure sprayer and assorted chemicals.

“We got David on the right road,” says Ace Janitorial's Phil Cullumbine, who applauded David's route to

entering the cleaning business.

“Around half the people who come in new to the cleaning business come back within the year hoping to sell back the equipment they bought. We estimate that 90 per cent of these did not get themselves trained,” says Phil. “David got it the right way round.”

David found his first couple of jobs nerve-racking. “I couldn't sleep I was so nervous,” he laughs. “But your confidence grows with experience on-site. I took the Prochem training manuals with me, too, and I genned up on each job the previous evening. It's all worked well.”



course will help put you ahead of the pack

# and effect

TRAINING MANAGER, **SPENCER YOUNG** WRITES ...

constantly updated to ensure the company remains at the leading edge in the field of training.

The regional courses are not only a great opportunity to see new and approved cleaning methods in the industry but also to try out the latest equipment and see if it is right for your

business. The Truckmount demonstration is always popular on the regional courses; for a lot of people, it presents the first opportunity to see one in operation and use it.

The regional courses are held at purpose-built conference facilities, dedicated to the smooth running of the

day. We start with a coffee at 8.30am and close the day's proceedings at 5pm.

Then all that's left is for somebody to help pack everything away!  
*See below for Prochem Europe 2001 training dates.*

## Get on the road to learning

PROCHEM Europe has a new travelling salesman. Polite, smart and sleek, just like all Prochem sales people of course, only bigger.

This Mercedes-Benz van is the latest arrival at the company fleet. An extensive branding treatment makes things pretty clear about who owns it and why. \*

"It presents a face for the company," agrees Technical and Training Manager, Spencer Young.

The van is to be used for getting the company's training team and equipment to regional training courses and to distributors' product seminars; as well as for Truckmount demonstrations and exhibitions at which Prochem is showing. It certainly gets noticed.

"To paraphrase the timber treatment TV commercial, 'it does

what it says on the van!'" says Spencer.

Some instances come to mind to illustrate this. Jumping out of the van on the ferry to a training course in Dublin, Spencer was greeted with the question: "Excuse me, do you clean carpets?"

Later, waiting at the gatehouse outside a training site, a tap on the window is accompanied by: "Excuse me, mate, what can I use to get Coca-Cola out of the

carpet?"

And on the notorious M25 car park – sorry, motorway – another tap on the window, and a gentleman asking how he can get make-up off a carpet!

As Spencer observes: "You can't just be the driver, not in this van."



## Why not train with Prochem right now?



PROCHEM training courses cover carpet cleaning (with a choice of one- (C1) and two-day (C2) courses), upholstery cleaning (U1), hard-floor cleaning (HF1) and a four-in-one course (P1) that takes in practical sessions on all of the above as well as stain removal.

Courses for the remainder of 2001 are held at Prochem's Chessington headquarters and at Newcastle upon Tyne (September) and Dudley (October).

For an information leaflet on training for cleaners, call Prochem on 020 8974 1515

2001 TRAINING COURSE DATES						
CODE	JULY	AUG	SEPT	OCT	NOV	DEC
C2	3 P1 <small>and</small>	-	-	9/10	27/28	-
C1	10	-	4 <small>class</small> 18 <small>hows</small>	17 <small>class</small> 23 <small>evening</small>	6	12
U1	11	-	5 <small>class</small> 19 <small>hows</small>	24 <small>evening</small>	7	-
HF1	18	-	26	-	21	-
S1	-	-	25	-	-	-
P1	25	-	-	2	-	5

All courses to be held at Prochem's National Training School, Oulroft 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.

## Distributors in focus: East Anglia's Hugh Crane

# The light side of cleaning

**I**F YOU are cleaning in East Anglia, chances are that you will be doing business with Hugh Crane.

The Norwich-based company has grown into one of the region's largest distributors of cleaning equipment and chemicals. So much so, it has moved into new premises (pictured right) and opened another branch in Peterborough.

Tackling the 'lighter' side of cleaning comes naturally to a company with roots in the heavy end of the market. The Crane brothers – Philip and Robert – launched their range of Commando high-pressure cleaning machines for applications ranging from building cleaning to drain jetting 15 years ago. Diversification into allied markets is an important element of growing the business.

The very demanding food hygiene market was next to be addressed by the company, which today fields an extensive range of hygiene systems for the



processing and allied industries; Hugh Crane soon moved into the floorcare sector.

The company actively promotes Prochem carpet cleaning technology and chemicals across an extensive range. The volume and variety of chemicals to be carried does not present a problem to a company with the capacity of Hugh Crane.

"Our remit is to provide a total package to our customer base," says sales director Robert Crane. "We are among the largest distributors for floorcare manufacturers and Prochem fits into our product offer well."

Over the past two years, Robert has been seeing a strong and growing floorcare market, particularly among serious, professional users: "People who want the best, not the cheap and cheerful," he says.

And so to Peterborough and

the company expansion into a new, purpose-built depot and showroom.

"Business continues to grow, particularly on the chemical side," says Robert. "Hard floors may be becoming more fashionable, but in real terms we perceive more carpets being laid in this region's contract market."

Hugh Crane supplies Prochem products throughout Norfolk and Suffolk from its headquarters in Acle near Norwich; the new Peterborough depot now takes in Cambridgeshire and Lincolnshire.

Hugh Crane (Cleaning Equipment) Ltd depots at Norwich and Peterborough open from 7.30am to 5.50pm, Mondays to Fridays, and from 7.30am to midday on Saturdays.

Web watch:



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



Jim Saunders (left), Manager at the new Peterborough depot, meets Prochem's Martin Davies.

AN initiative by Prochem to extend its regional training service has been welcomed by a growing number of its distributors who are now organising free seminars at their premises with the company's assistance.

Most recently, Prochem has been contributing technical know-how to seminars being held in Lancashire and South Glamorgan by Hygiene Cleaning Supplies and Newhall Janitorial.

Both companies promoted the free seminars as introductions to better cleaning practice. Each achieved full attendance and won residual business.

Marcus Leeming at Morecambe-based Hygiene Cleaning Supplies was delighted with his seminar.

"The event itself went very well. Long-established and new customers came and Prochem did a fantastic job for us," he reports.

Ample-sized premises with plenty of parking plus the will to give a new idea a go has spelt success for Jane Hall at Cardiff-based Newhall Janitorial.

"Over 20 cleaning professionals from both public and private sectors came for the day, some of whom we already knew and some of whom were

new here," she says.

"Everybody who came went away feeling that they had gained from the experience. Prochem was very enthusiastic and helpful."

**Distributors wanting to organise training seminars in their regions with the company's input should contact Martin Davies on 020 8974 1515.**



Web watch:  
[www.newhall.co.uk](http://www.newhall.co.uk)

## Distributors welcome Prochem training

**Laurence Barton's Top Tips****On customer relations**

- Listen to what your customer says; you may not always agree, but ignore them at your peril.
- Endeavour to maintain contact with your customer; make sure the customer knows he can talk to you if he has a problem or needs information.
- Maintain a good image. Having spoken to many carpet cleaners, the majority of their work is by reputation. Despite being a multi-billion pound industry, cleaning still has a stigma of being a menial/mundane job with a 'cowboy' attitude, so always maintain a professional approach throughout.
- Get the correct tools for the job. Not only will using the right machine give you better results and greater productivity, it will also create the right impression to your client.
- Honesty is the best policy; treat customers how you would like to be treated and remember a bad reputation can spread quickly and ruin your business.

**On products**

- Always mix chemicals to the ratio in the instructions. Making stronger solutions does not necessarily mean better results, why waste your money?
- When using extraction machines, always flush through with clean water at the end of the day. This will help to eliminate the build-up of chemical residue, which blocks filters and jets and can damage your pump.
- During the cold winter nights, never leave your extraction machine or accessories in your vehicle or unheated garage. Your pump and valves will freeze, resulting in cracked pump heads etc, which can be costly to repair and can cause major inconvenience!



Web watch - coming soon:  
[www.bartonuk.com](http://www.bartonuk.com)



# Barton's number one again



Prochem's Martin Davies presents Laurence Barton with his distributor of the year award.

**C**LEANING equipment distributor Barton Electrical UK has gone one step better than just being Prochem Europe's Distributor of the Year.

It's the first ever company to win the Award for **five** years in succession, making the Surrey-based company, Prochem's 'official' No 1 distributor.

The past year has seen marked progress from Barton. The company is now trading from a 10,000 sq ft industrial unit in West Molesey, having moved from its old premises in Kingston-upon-Thames in January.

The new premises house a large customer friendly showroom where the impressive range of machines on display gives customers the opportunity to see first hand one of the largest selections of cleaning equipment under one roof, outside of an exhibition.

"Add to this the fully equipped workshops, offices, stores and warehousing along with easy parking and knowledgeable friendly staff and it is easy to see how we have become such a major distributor of cleaning machines," says Laurence proudly.

"Our good reputation is based on trust and as distributors for all the leading manufacturers of machines, we have the ability to be able to offer free impartial advice. We would rather lose a sale than supply our customer the wrong machine.

"Unfortunately no single manufacturer makes the perfect range of machines at the perfect price to suit everyone," says Laurence.

"As a machine specialist, we are able to use our buying power to ensure we obtain the keenest prices which, in turn, we pass down to our customers, allowing us to offer discounts and special offers across the range".

The company's extensive customer base includes one-man businesses through to national blue-chip plcs, local authorities, government bodies, leisure chains, cleaning companies and other distributors.

To satisfy customers who may have a restricted budget, the company can supply fully reconditioned machines which are re-worked in-house in its workshops.

Combine this with the 'off the shelf' availability of extensive stocks of spares and accessories, and you should be able to one-stop-shop for all your electrical cleaning machine requirements.

Of Prochem Europe, Laurence says:

"I find that not only are Prochem products and machines of very good quality – the support and close co-operation that we enjoy between our two companies allows us to offer our customers all the help and assistance they require, with the knowledge that whatever the product, we are confident it will satisfy our clients needs."

The company undertakes regular special price promotions and actively encourages leasing packages to our customers on higher value purchases.

Future plans include the launch of a web site, which will be accessible soon at [www.bartonuk.com](http://www.bartonuk.com)

"In short, we are increasing our market share without compromising our service to the customer," sums up Laurence.

## Now you can get enough

IT seems you cannot get enough of Prochem's S777 Crystal Green extraction cleaning detergent.

Market demand has prompted Prochem to package its premium non-ionic cleaner in a larger 10-kilo drum. "It is a good product and

customers have now asked for it in larger containers in addition to the existing four-kilo packs," says Prochem Europe sales director, Martin Davies.

"And there is a slight price advantage," he adds.

Crystal Green gets spectacular results on tough stains, oil and greasy soiling. It comes in a green powder with herbal lemon fragrance; used with B125 Clensan, you can clean and sanitise in one operation.

# Home-grown web site is a winner

**T**HE first [www.prochem.co.uk](http://www.prochem.co.uk) web site was developed in-house during 1998 and launched in the summer of that year.

Initially the site was designed to provide all the information contained in the Prochem catalogue. In this respect it was and still is a mirror image of the catalogue in terms of product images, descriptions, specifications and current prices.

It received such a good response that the company decided not to outsource the site to a design agency, but retain the in-house site and build in more value. This took the form of extra pages and sections such as 'news' 'contacts' and a 'spotting guide'.

During the last 18 months, as computers and internet lines have speeded up, document technology such as Adobe Acrobat pdf files has been added to provide up-to-date images and print-out capability of all Prochem

chemical specifications and data sheets, and many of the equipment part lists and exploded views. Pages requiring this software incorporate a download button if the user's computer does not already have the versions required.

### Site access

Also included on the site is access to related internet sites such as [www.cleanpoint.com](http://www.cleanpoint.com) and [www.floorpoint.com](http://www.floorpoint.com) which are both supported by Prochem Europe Ltd.

About 12 months ago, when Prochem changed its name to Prochem Europe Ltd, a new initiative to attract European distributors was supported by a new site [www.prochem-europe.com](http://www.prochem-europe.com)

This is a four-language site with attractive graphics and an emphasis on showing prospective European distributors what Prochem Europe has to offer.

Both sites incorporate a feedback

form and [www.prochem.co.uk](http://www.prochem.co.uk) incorporates a sophisticated search programme and contents directory.

Current usage figures for both sites total over 3,000 visits per month.

As for the future development of Prochem's internet site, it is envisaged that the latest e-commerce software will be built into it, enabling secure customer access to on-line ordering and accounts facilities. This will be for existing distributors and registered accounts and will integrate with Prochem's existing back-office SOP system.

■ See our feature on the internet on pages 8 and 9

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



## Your cleaning questions answered...

**Q: I deal with a lot of nursing homes and because of new regulations regarding sanitisers and bactericides, we are at a loss as to suggest what to use. Do you have anything suitable?**

A: Yes – D500 Microsan® will be effective against many bacteria including E-coli, MRSA, Salmonella Legionella and others. D500 is also effective against virus including Hepatitis B, HIV-1 (AIDS), Herpes Simplex etc. Alternatively, you could suggest A224 Sanifresh which is also effective against E-coli and many other micro-organisms.

**Q: I have two questions for you about cleaning narrow armrests on some upholstery:**

**■ How can I avoid overspray from the Upholstery Tool?**

Put your pre-spray or extraction detergent into pump-up sprayers. Or use B105 Fibre Shampoo applied by either a sponge or terry towel. For really heavy soil boost the B105 Fibre

Shampoo with B108 Fabric Restorer (subject to dye stability).

**■ Do you manufacture a narrow upholstery tool?**

The new “Easy-grip” upholstery tool is proving popular. It has a slightly narrower head and an integral solution hose to prevent snagging of fabrics.

Otherwise, the answer is no, although by the judicious use of a finger you can narrow the suction slot down to the width of those awkward sizes. (If you are not sure what I mean, come on one of our Upholstery Courses!)

**Q: I started to clean a white wool-mix bedroom carpet using just an alkali extraction detergent and a yellow band appeared around the edge of the carpet.**

**The customer said she had sprayed insecticide around the carpet edge. How can I remove the yellowing and prevent it happening elsewhere?**

A: The discolouration is probably an

alkaline reaction between the cleaning solution and insecticide.

Pre-spray the area with S711 Traffic Lane Gold and rinse extract out with B109 Fibre and Fabric Rinse and you should solve the problem.

**Q: I finished cleaning a multi-coloured woven Wilton carpet with jute in the backing and wool pile. Within five minutes, a brown patch appeared in one area. Please tell me what to do!**

A: During our conversation it came out that your customer has a large dog. I believe the problem is soil-related and not jute browning.

1. Pre-spray the carpet with S711 Traffic Lane Gold.
2. Rinse extract with B109 Fibre and Fabric Rinse.
3. Do several vacuum only passes with the wand to extract as much moisture as possible from the carpet.
4. Finally, use a turbo dryer to dry the carpet as quickly as possible.



## Powerful solutions

### Spot & stain removers

We all know that coffee, rust and blood are some of the most difficult stains to remove. So Prochem have selected three products from our range of spot and stain removers for you to try.

Prochem cleaning solutions really are the best! Don't just take our word for it – try them for yourself. Take advantage of a 25% discount by taking the completed coupons to your nearest participating dealer.

Call for a copy of our catalogue and the name of your nearest Authorised Distributor.

Prochem Europe Ltd., Oakcroft Road, Chessington, Surrey, KT9 1RH, UK.  
Tel: +44 (0) 20 8974 1515  
Fax: +44 (0) 20 8974 1511  
Email: sales@prochem.co.uk  
www.prochem.co.uk  
www.prochem-europe.com



**25% OFF**  
M.R.S.P.

**5ltr B144 Stain Pro**  
Heavy duty protein spotter  
with this coupon

**Yes! I claim my special discount**

Name.....  
Position.....  
Company.....  
Address.....  
.....  
Postcode.....  
Tel.....  
Fax.....

To be completed by dealer:  
Dealer account no.....  
Date of purchase.....

Terms & conditions: At participating dealers only. Offer ends 30th June 2002. Information may be held for Prochem's future use – please write to us if you would prefer your details not to be held on our database.

Please send me more coupons for Prochem products



**25% OFF**  
M.R.S.P.

**5ltr B195 Coffee Stain Remover**  
with this coupon

**Yes! I claim my special discount**

Name.....  
Position.....  
Company.....  
Address.....  
.....  
Postcode.....  
Tel.....  
Fax.....

To be completed by dealer:  
Dealer account no.....  
Date of purchase.....

Terms & conditions: At participating dealers only. Offer ends 30th June 2002. Information may be held for Prochem's future use – please write to us if you would prefer your details not to be held on our database.

Please send me more coupons for Prochem products



**25% OFF**  
M.R.S.P.

**1ltr B198 Rust Remover**  
with this coupon

**Yes! I claim my special discount**

Name.....  
Position.....  
Company.....  
Address.....  
.....  
Postcode.....  
Tel.....  
Fax.....

To be completed by dealer:  
Dealer account no.....  
Date of purchase.....

Terms & conditions: At participating dealers only. Offer ends 30th June 2002. Information may be held for Prochem's future use – please write to us if you would prefer your details not to be held on our database.

Please send me more coupons for Prochem products



# 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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