

# cleaning specialist

Issue 7 spring 2002

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

## Cleaning up in the lab

New for 2002  
– check what's  
developing at  
Prochem...

**PROCHEM**  
EUROPE

welcome

## cleaning specialist

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Fire and water restoration

# Your magazine... born and bred!

**W**ELCOME to the latest issue of **Cleaning Specialist** – a magazine about professional cleaning by cleaning professionals.

We are on issue seven of the magazine now, and if our reader research is anything to go by, you like it! Our panel conducted tele-research amongst readers to establish what you liked and – dare we even consider it – disliked about the magazine.

Key findings from the research revealed that you wanted more:

■ **Information!** About stain removal, carpet fibre identification, cleaning methods

■ **Product News!** About the latest developments from Prochem Europe

It seems you liked:

■ Stories about larger cleaning jobs such as airports, hotels, etc.

■ **Market News!** About the movers and shakers in the distribution and contracting market as well as those independent cleaners applying some innovation to their businesses

To make this magazine even better, you suggested we include more:

■ Features about cleaners' typical mistakes – and what they have learned from them!

■ Success stories about cleaners

■ Stories on how industry standards can be improved all round

So, we've taken up some of those suggestions, starting in this issue, which has been increased from 16 pages to 20 pages to accommodate more of your needs.

If you have any suggestions you would like to make about the magazine, please let us know. And, if you have a story for **Cleaning Specialist**, please contact **Peter Muir** on **01296 715228** or email **cleaning.specialist@pmpr.co.uk**

For now, we hope you are enjoying a happy and prosperous 2002.

Good luck – and good reading!







# The MOVIE!

**F**ILM and television production company **United Television Artists (UTA)** has been

**commissioned to make a short promotional film about Prochem Europe.**

The film will be available on VHS as well as on a CD-ROM format with links to both of the Prochem websites.

The seven-minute production, shot by UTA crews at the end of last year, serves to introduce Prochem to viewers by showcasing the company's resources, including the National Training Academy and technical support services.

Further footage takes viewers on location to see Prochem equipment and

chemical solutions in action, including applications at a nursing home, cinema/theatre complex, hotel, Gatwick Airport and two Prochem distributors showrooms.

Managing Director Alan Tilley says: "The primary objective of the production was to reveal Prochem's position within its marketplace as the leading professional training organisation as well as a prominent manufacturer and supplier of machinery and chemicals.

"The film illustrates the impact of Prochem's training on our customers' business growth, particularly in the commercial market, which increasingly demands tangible evidence that outsourced service personnel have undertaken industry approved training – such as that offered by attendance of courses run via our National Training

Academy."

The production of the video and CD-ROM is due for completion within the next couple of months.

■ **To request your free copy of the film – entitled 'Setting the Standard' – contact Prochem Europe on 020 8974**



## Top kit for the Orient

MESSY business, football – ask any kit manager.

When the game's over and everybody's gone home, the kit manager is left to return the shirts and shorts to their pre-match pristine glory. That's no easy task when most of the pitch is attached to them (never mind the blood and guts).

The good news though is that, thanks to the foresight of one man, the job has just become a lot easier.

Leyton Orient FC kit man,  
Steve Rigby (pictured

below) uses a magic ingredient before detergent washing the lads' kit: Prochem Coffee Stain Remover!

"Our local Prochem dealer – Hygiene Systems of Hoddesdon – came up with the idea," says Steve, who has been looking after Leyton's red and white kit for the past four years. His remedy for muddy kit is to spray it after use with Coffee Stain Remover and then machine wash.

"It's just the ticket for kit," says Steve. "Prochem's a winner for this team!"



## Letters to the Editor...

**PROCHEM'S regional training courses are going down well if this letter from Ian Mould in Stoke-on-Trent is anything to go by...**

Last month, I attended a two-day course covering carpet and upholstery cleaning. This course impressed me so much I thought you should know.

Nothing was left out – a lot of effort had gone into both days. I think the flooring industry should look at seminars like this to promote the industry from within. They would have to go a long way to promote it the way your company has the cleaning industry.

**Thanks, Ian! Look out for Prochem training in 2002 in this issue.**

**And here's a kind note from one of our co-hosts in the regional distributor seminar scheme. Paul Knight, trade manager at Dowding & Plummer in Birmingham writes...**

Just a brief note to thank you for the time and effort you put into the presentation on Carpet Cleaning in November. I think you will agree it was a very successful and worthwhile event.

**And it was – find out more on PAGE FIVE.**

## Sweeping SA



The under-16 girls' squad and coaches in their Prochem Europe sponsored kit.

WHEN Kingston Grammar School hockey teams wanted to 'up sticks' and show South African schools a thing or two, Prochem Europe – a local employer of long standing – jumped in to help out and sponsored the teams' kit.

The tour, which took in Cape Town, Durban, Pietermaritzburg and the Hluhluwe-Umfolozi Game Park, included 12 matches which had been arranged against local club sides, school and provincial sides, as well as four matches and a series of intensive coaching sessions during the two-day stay at Durban Hockey Academy.

"We hear that the opposition proved fighters but both KGS teams relished these moments," says Prochem's advertising co-ordinator, Peta Tilley.

"The boys finished the tour on an extremely high note by beating a very strong team 1-0. The under-16 girls, who had reached the Nationals last year, played against under-18 sides to strengthen and quicken their play."

So next time you want to strike terror into the opposition, go branded with Prochem!

## Hit the



# Big book speaks volumes

**C**OMMUNICATION with the company's distributor network has been enhanced with the launch of the Prochem Europe Products & Services Reference Manual.

This 'big book' guide to the company's products and services comes in the form of a ring-bound presenter which is regularly updated with revised and new information sheets from Prochem's marketing department at Chessington.

Contents include latest news about the company, products and sales promotions; details of training courses provided both at the National Training School and at regional venues; price lists; safety and technical data; and order documentation.

This new development has been welcomed by Prochem customers. "Distributors appreciate the amount of useful information provided not only about Prochem but also in respect of

contact details for organisations such as the DTI and HSE," says Prochem Managing Director Alan Tilley.

"This information adds to the wealth of professional knowledge available to our customers that can be shared in turn with end-users. The fact that it is delivered in this very user-



friendly, updatable format is an undoubted benefit."

## Maintenance on site?!?

JUST as you can pay to have your car fixed at the roadside, so you can have your Prochem Europe cleaning equipment repaired on site, too.

On-site maintenance contracts are available for a selection of machines in the Prochem range, through two national service partners offering a network of 66 engineers trained to service industrial cleaning equipment.

Cover prices start from only £75 a year for a FiveStar or FiveStar Allfloor. Other machines included in the cover plans are the Polaris, Steempro, Comanche and Cheyenne ranges.







The contracts are an optional extra and can be ordered for a one, two or three year period, through the company's dealer network or directly in the case of special

and national account customers.

Call Prochem's sales department to find out about the cover at the time of placing your order or at the installation of the machine.



Cleaning equipment can be repaired on the roadside

CODE	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
 C2	29/30	-	26/27	-	28/29	-	30/31	-	24/25	-	26/27	-
 C1	15	13	6 BRISTOL 12 CHESS.	9 CHESS. 23 MAN.	8	19 CHESS. 26 GLASGOW	9	-	3 -	1 DUDLEY 16 CHESS.	5	3
 U1	16	-	7 BRISTOL 13 CHESS.	- 24 MAN.	9	- 27 GLASGOW	10	-	4 -	2 DUDLEY -	6	-
 HFI	23	-	20	-	22	-	17	-	11	-	13	-
 SI	-	12	-	-	-	18	-	-	-	8	-	-
 PI	-	6	-	10	-	20	-	-	12	-	-	4

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, Glasgow and Dudley, as indicated in the Date Selector.

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

## Get trained with Prochem in 2002

STUCK for a New Year's Resolution? Here's one: "I shall get professional training to help me work even better and become more successful."

How do you stick to it? – easy. Get

trained with Prochem Europe this year. There are plenty of courses to choose from.

All dates here are for courses held at Prochem's National Training School in

Chessington, Surrey, unless otherwise stated.

**More information and details of our special discount offers from Prochem on – 020 8974 1515.**

# TRAINING

## your at-a-glance guide

### INVESTING a little time and money in training pays big dividends.

Whether you are a cleaner or selling janitorial supplies, the more trained you are the better the service you provide.

Everybody benefits from being better informed about their profession. The more skilled provider is always going to dominate the marketplace.

For over 25 years, Prochem Europe has brought training to the cleaning industry with courses that provide the information that attendees need to know about carpet types, constructions, and soil and stain removal, as well as the knowledge and skills needed to ensure correct application.

There are courses on carpet, upholstery and hard floor cleaning and a special 4-in-1 course covering all the course topics in one day. Independent contractors can even polish up their sales skills with Prochem's special Professional Sales Course.

Courses are held throughout the year at Prochem's National Training School at its headquarters at Chessington, Surrey,

and at a variety of regional locations.

Prochem's Regional Training Courses were introduced in 1988 and have proved to be a great success. And whilst they may leave behind the bricks and mortar of the training school, they still offer the same information and expertise.

Another, more recent innovation has been equally well received. To assist its distributor network, Prochem has been organising seminars in conjunction with distributors.

These provide the distributors' customers with a useful insight into the Prochem range. Formatted differently to one and two-day courses, these last for three to four hours and are held at distributors' premises or at a local venue. **There is plenty of choice when it comes to training with Prochem. Call – 020 8974 1515 to find out more.**

**Look out for the introduction of a Prochem training video to complement the existing cleaning course manuals.**

## On the road

THE close of 2001 saw the training team enter its busiest period of One Day Away Courses yet.

Prochem was at Newcastle City Airport in September and Dudley in October running courses which included a mix of cleaners from local authorities, as well as distributor sales executives and owner-operator cleaning specialists.

"This is ideal because it means the experience on-hand is always going to be varied," says Prochem Training Manager Spencer Young.

"Never let the level of experience put you off training, because all our courses are designed to take the delegate from a basic understanding to a high level of knowledge."

Prochem trainers went to Bristol City Council's domestic services division for a tailor-made one-day carpet cleaning course and another seminar at Dowding & Plummer's Birmingham headquarters saw a good turnout of cleaners – once again with a highly varied level of experience.

"Thanks again to all those who attended and a big thank you to Paul Knight & Barney Dowding for all their help on the day," says Spencer, adding ; "and look out for the 2002 seminar showcase!"



# Go East, young man!

**P**ROCHEM is living up to its name with steady incursions into Continental Europe, highlighted by the company exhibiting at this year's Interclean show in Amsterdam this May.

But the most significant gains for sales director Martin Davies have been deep into the East.

"We are making real progress in the East and most notably in Poland and Russia," reports Martin.

Prochem has appointed a new Polish distributor in Dabex, located in Bydgoszcz with three branches throughout the country serviced by a 25-strong sales rep force.

"Prospects look good," says Martin. "Poland is divided into 16 districts and each has one or two major cities within it. This is a central northern European country waiting for its turn to join the European Union: there is plenty of carpet to clean and for Prochem Europe this means good potential for growth."

Meanwhile, Moscow-based distributor Radnik has placed Prochem's largest single mixed product export order after its principal attended a two-day training course in the National Training School at Prochem's head office in Chessington, Surrey.

In addition to the order, Radnik requested a copy of the impressive



training course software for translation into Russian.

"Radnik were very impressed with the information resource we can provide them, said Martin Davies". "As in Poland, cold winters mean an abundance of carpet and therefore added opportunities for

cleaners and distributors alike." **Prochem Europe is exhibiting at Interclean in Amsterdam in conjunction with AB Cleaning Equipment from May 14 to 17, 2002 (see below).**

## AB takes Prochem into North-East Europe

A MAJOR step forward in the development of Prochem Europe's business development in North-West Europe has been made with the appointment last year of AB Cleaning Equipment as Prochem's primary distributor in The Netherlands.

The company, located at new premises at Heteren, near Arnhem, is no stranger to Prochem. "As a contract cleaning business, we have been using Prochem products for the past 12 years and know them well," says sales manager Thijs Roovers. "April 2001 saw us appointed an official Prochem distributor and our business name changed to AB Cleaning Equipment to reflect our change in status."

The closeness of Prochem and AB's relationship is reflected immediately upon visiting

### Web watch:

[www.abce.nl](http://www.abce.nl)  
[www.prochem-europe.com](http://www.prochem-europe.com)



the Dutch company's website. Almost every page carries Prochem product and branding.

"Well, Prochem is liked here in Holland," explains Thijs. "Most of our customers are carpet and upholstery cleaners. We are experiencing strong sales of machines like the Cheyenne, Comanche and also the Supernova, which we were the first to sell into Holland. The little Spot Pro is going well, also, and at the top end of the market, we are selling an increasing number of truck-mounted machines to independent cleaners."

Dutch cleaners are keen on Prochem

chemicals, too. "They like Bonnet Buff, Stain Pro, New Solvall Spotter, Double Clean, Fibresafe Gold and Odour Neutraliser in both gel and liquid formulations," says Thijs, who adds that the company has started packaging Prochem products in the Dutch language.

AB Cleaning employs a team of five people to service Prochem in The Netherlands alone. The company is ambitious to expand its Prochem sales and service business and May's Interclean show in Amsterdam provides Thijs and his team with the chance to make some serious progress in their aims.

**AB Cleaning Equipment is sharing a stand with the Prochem Europe sales team at the show, being held at the RAI Exhibition Centre, May 14 – 17, 2002.**



## 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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# Sssssh!



## You know what...

**S**ILENT but deadly (efficient): that's the Steempro 2000 series hot water carpet and upholstery extraction cleaning machine. Officially the best-selling portable machine in the Prochem range, company Service Manager John Taylor tells its story...

The Steempro is Prochem's best-selling portable machine; the reason is that it constitutes a breakthrough in the market. Our opportunity to make a breakthrough appeared when Prochem was asked to assist in the design and manufacture of a new extraction machine – from start to finish, so to speak.

Knowing that power is always what the cleaner is looking for, work commenced on putting only the best-quality motors and components into the project. Once the machine was 'up and running', we realised there was something missing.

Yes – it was compact, easy to handle, and powerful, but apart from the shape and the easy-fit 'on/off' heater, it was nothing ultra-special.

One of the benefits of working in the service sector of the industry is that you

get plenty of feedback from customers coming with machines for service and repair. One issue raised increasingly has been the subject of 'noise'.

Noise threatens to be the next big pollutant in this day and age and



specifiers are on its case: they want it cut out – but cleaning extractors are noisy.

So I came up with the idea to 'silence' the machine. Using the large cavity, originally intended to house the heating unit, an acoustic silencer was installed to the base of the machine.

A dream come true – power, performance and... whisper-quiet.

Available as single or dual vacuum, the Powerflo and Powermax are the most up-to-date portable carpet cleaning machines around – having gone from our drawing board to production in two years.

The Powerflo has a single three-stage vacuum, a 70 psi pump and comes complete with a single-jet stainless steel wand and five-metre hose assembly. The Powermax is equipped with two three-stage vacuum motors, a 100 psi pump, a two-jet stainless steel wand and a 7.5-metre hose assembly.

An optional Heat 'n' Run 2800W clip-on in-line heater assembly is available and, as a matter of interest, is an option taken up by probably 60 per cent of buyers.

And don't forget the accessories you need when purchasing a new machine – extension hoses, hand tools, upholstery tools and hose bags make the job easier.

But the big news about the new Steempro is the built-in silencer that actually lets you hold a conversation without leaving the room! This machine can be used when others cannot – and that's just the first of many advantages.

The Steempro 2000 Powerflo comes with five-metre hoses and single-jet wand at £1,495 retail. The Powermax has 7.5m hoses and two-jet S-bend wand; priced at £1,795. The Heat 'n' Run 3kw clip-on in-line heat exchanger unit costs £425.

Full details on – 020 8974 1515.



# Southern blazes back into action



**O** NE of Dorset's longest-established janitorial suppliers is back in business at its former premises in Wimborne, after having fallen victim last June to Dorset's biggest blaze in 10 years.

Southern Cleaning Supplies is trading again from the premises on Ferndown Industrial Estate that it moved into in 1994, driven by rapid expansion of the business run by Peter Wyatt.

"We were already on the estate, but as we picked up new suppliers to distribute, including Prochem, we soon ran out of space," says Peter.

On June 22 last year fire broke out in pallets of plastic pots stored outside a neighbouring unit and soon 160 firefighters and 30 appliances from Dorset and Hampshire brigades were battling to contain the 60ft high flames and the billowing toxic smoke that mushroomed over the estate. Many buildings were totally destroyed by the fire, including Southern Cleaning Supplies.

The local press misreporting the source of the blaze as being Peter Wyatt's premises provided him with the opportunity to win some positive coverage that put the record straight and demonstrated how quickly the company was back in business.

"The fire wiped out all stock, valued

at around £30,000, and our building had to be demolished. Fortunately, we were offered temporary accommodation in one unit unaffected by the blaze," says Peter, who has been touched by the support of community, customers and suppliers.

"The fire was widely reported in the newspapers, TV and radio and I was interviewed on BBC South. After that we were overwhelmed by calls from customers offering support – even competitors offered to help!

## lending a hand

"Prochem and other manufacturers helped too, by delivering new supplies the moment we were into our temporary premises. So, we were out of circulation for less than two weeks."

Established in 1974, Southern Cleaning Supplies specialises in supplying cleaning chemicals to Dorset contract cleaners. The company stocks almost all Prochem solutions. "When we came to stock chemicals, Prochem seemed to be the most go-ahead company in the carpet sector," says Peter.

"We don't just stock fast-selling lines. People know they can get just about any cleaning chemical from stock here. If you can't meet an order from stock, you need speedy order turnaround and Prochem are good guys when it comes to deliveries!"  
**Southern Cleaning Supplies – 01202 893302/861769.**

## Cleaning Enterprises buys Powermax

PROCHEM distributor Floor Maintenance Advice Centre has supplied four Steempro Powermax extractor units to Swindon-based Cleaning Enterprises.

The company undertakes carpet cleaning and kitchen cleaning for its retail and office commercial customers and also uses Prochem chemicals.

"The company has been using Prochem Steameasy 400s in the past and decided to update them," says Floor Maintenance's Guy Tamer.

Guy reports good business: "We have sold six Steempros in the past two months and quite a few truckmounts over the last year, mostly to established carpet cleaners who want to diversify into the volume cleaning business. Many clean night clubs and pubs – and Bristol has plenty of those!"

Bristol-based Floor Maintenance Advice Centre is one of Prochem's largest distributors and sells a broad range of janitorial products.  
**Floor Maintenance Advice Centre – 0117 9668171.**



# restoration

**I**N the States, disaster restoration is not a novelty – it's an established sector of the cleaning industry, operated by professionals under strict codes of practice.

Britain's Disaster Restoration Ltd (DRL) is closely modelled on its US counterparts – which is probably why it's the major player here in the UK. DRL specifies that its franchisees use Prochem equipment and chemicals. Managing director Brian Armstrong assesses the market and announces an exciting opportunity for professional cleaners...

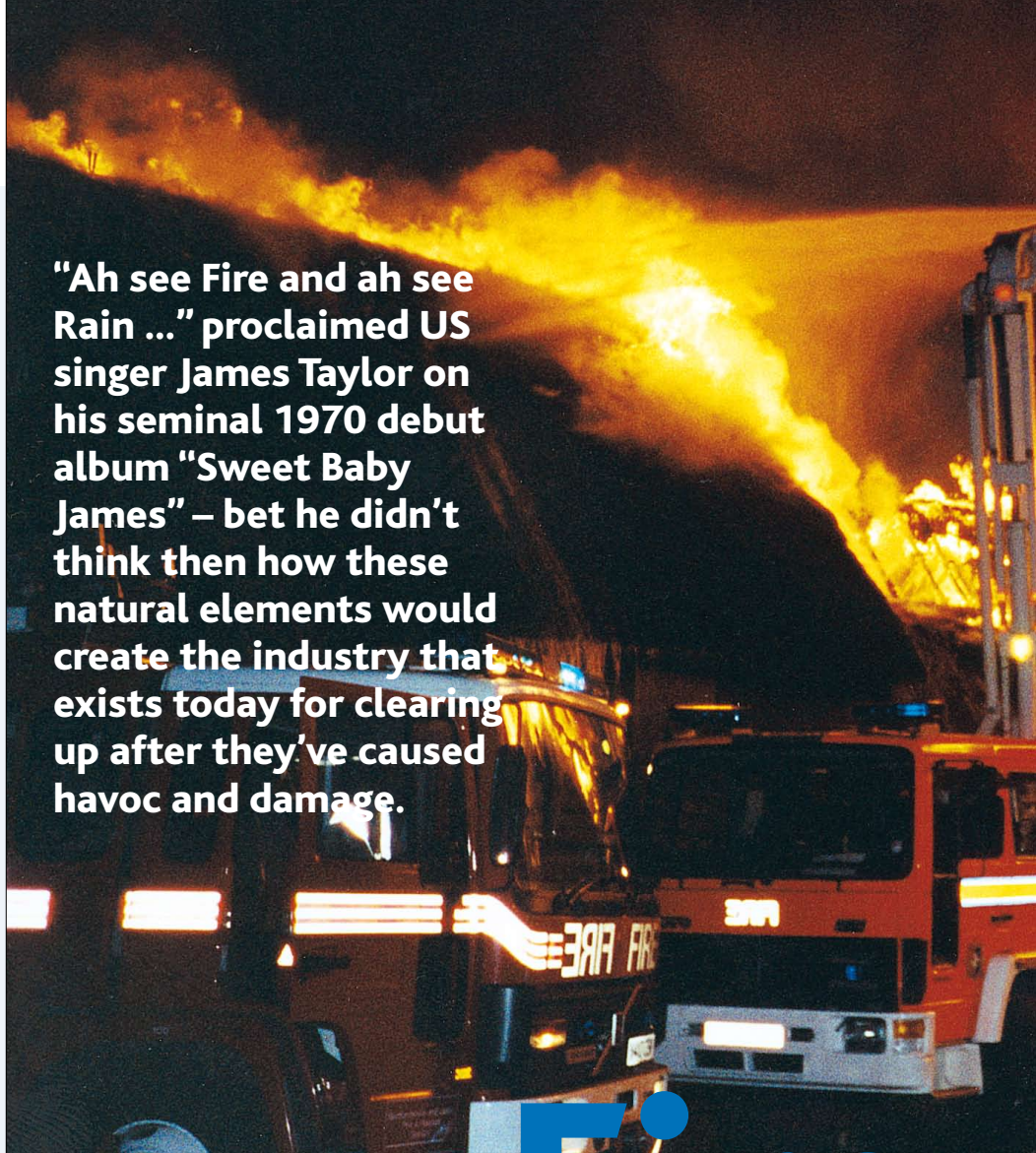
There are many changes taking place within the insurance industry. Mergers, acquisitions and a number of takeovers have hit the headlines on many occasions during the past few years.

This creates a smaller market for contractors working within the fire and flood restoration sector and many major insurers are now looking to national contractors to handle their claims.

This in turn has intensified the need for even greater efficiency and cost effectiveness from contractors, minimising the overall cost of the works carried out to help insurers reduce their overall claims costs.

DRL has, for the past ten years built a professional reputation within

**"Ah see Fire and ah see Rain ..." proclaimed US singer James Taylor on his seminal 1970 debut album "Sweet Baby James" – bet he didn't think then how these natural elements would create the industry that exists today for clearing up after they've caused havoc and damage.**



# Fire &

the insurance industry for its high standard of workmanship, equipment and products.

Regular training in many areas is essential; upgrading of equipment and IT systems extends the learning process for field operatives. Modern technology is now an everyday part of our business and having an understanding of IT systems and software will make this type of professional fire and flood technician stand above many of their competitors.

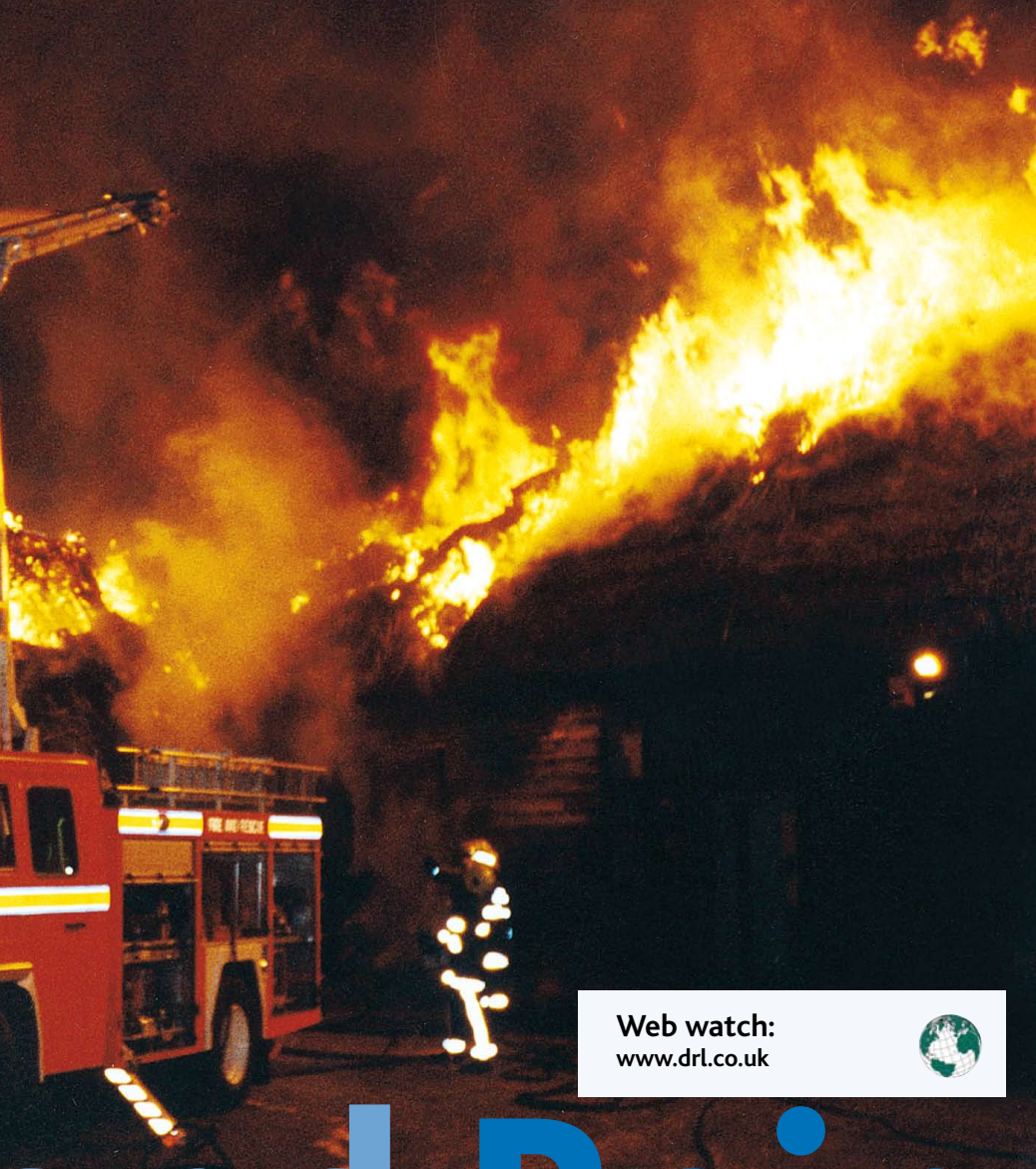
Much of the equipment we now use within water damage restoration contains some level of computerisation, whether it is a unit for measuring moisture levels in building structures or a carpet-cleaning machine: both are essential parts of our working package.

Water damage restoration has become a very competitive part of many leading carpet and upholstery cleaning franchises. There are also a few companies actively operating within the industry which directly employ staff on a national basis to assess fire and flood claims for insurance companies.

Part of the DRL growth has been attributed to the use of Prochem truck mount operated







Web watch:  
www.drl.co.uk



# and Rain



final result. This experience saves the insurers large replacement costs. Deep extraction through truck mount machines can accomplish excellent results.

Having increased business at an average of 50 per cent a year, the DRL board of directors has made the decision to franchise the DRL network. Many systems and methods are already in place and will form part of the new structure.

To complement the Fire and Flood restoration franchise, it was also agreed to establish a national network of franchisees specialising in carpet and upholstery cleaning under the DRL logo. Thus, the Ambassador Service from DRL which has recently been launched with great success.

Many months were spent putting together the franchise agreement and manuals. The product range and equipment, which will complement the service, had to meet the high standards set by DRL.



water extraction units.

During major flood situations these become the workforce of the company. When a red alert is actioned by the rivers/water authority, operators within the DRL network who have these machines are called upon as the frontline team; they can remove huge volumes of floodwater from properties in a short period of time.

One major contributor is being able to operate directly from the truck, as in many cases electricity is not available within the property due to the water damage.

Once the excess floodwater has been removed, the extraction wand can be substituted for a pressure sprayer, also used by trained technicians to apply our micro-biocide treatment to areas that have been affected by contaminated water.

The larger truck mount units allow two operators to work from one unit at the same time.

The speed at which a truck mount can operate enables the workload to be increased dramatically compared with portable units. It also allows the follow on crews to work in a

healthier environment.

Customer satisfaction on an insurance claim maintains the retention of a policyholder when renewal becomes due. It is therefore of the greatest importance to provide a service that the policyholder will be satisfied with.

Smoke damage claims have to be handled with care; a professional assessment of the damage is essential. The carbon residue settles on carpets and upholstery surfaces; the odour penetrates through the fibres.

We therefore require specialised products to counteract the odour and break down the carbon residue. We have to analyse the type of residue and apply the correct product and cleaning method to ensure a satisfactory result.

The fabric has to be returned to the standard it was before it was affected by the smoke residue. This is often very difficult as it is not always possible to define the pre-damage condition. But we do achieve this – Prochem supplies the solutions.

A good background in carpet and upholstery cleaning methods and systems is required to understand the complete cleaning methods and to achieve a good



# Horses for colu



*Starting a new series of tipster articles to help you tackle specific floor types. In this issue, Peter Hargreaves takes a light look at hard floors...*

**W**ILL your next hard floor cleaning job be 'an easy ride'? In this article, we will be going from 'point to point' and 'on the flat' as well as going the 'extra furlong' to make sure it is by using the right product for the job.

Strange how many of us forget the basics: keep mops clean and if possible use the double-bucket method with one bucket for clean solution and the other to rinse and wring your mop in. **Avoid**

**jumping the start, always dust mop the floor first to remove all grit and dust.**

It is a good idea and sound policy to damp mop twice: once to loosen the soil and the second time to remove residues. When you have finished cleaning with floor pads, go that little bit extra and rinse/clean the pads ready for the next job.

Now, let's have a look at one or two specific problems that may arise from time to time. (See panel on the right for the perfect product solutions). **Find out how to apply these tips on**

**one of our training courses – for further details and dates, check out page five of this issue...**

**Have you got a technical query for Peter or any of the team?  
Call Prochem Europe's Technical Helpline on – 020 8974 1515.**



# horses

Product solutions for specific floor types...

## Cement to be like this?

For example, who has not yet had to deal with quarry tiles that have still got cement residue from their original installation?

It is a perennial problem: here is the simplest way to resolve it. **Prochem's A257 'QMT' Stoneclean** is without doubt the perfect solution for the job: being acidic, it just eats up soil, grease and cement residues.

Mix it with warm water and then apply it to the floor either using a mop and bucket or – better still – a rotary scrubbing machine, and agitate.

Leave the result to dwell on the floor for a few minutes. Then pick up the slurry with a wet and dry vacuum cleaner and finally rinse well with water.

*Hey presto!* – you have got rid of what preceding generations of cleaners have not.

## Cleaner than a stripper

I get a lot of cleaners on our training courses remarking on how effective the use of a stripping solution is on a really heavily soiled floor. Indeed it is – but at what cost?

A high quality alkaline cleaner such as **Prochem's D488 Industrial Cleaner** will do a far better job and cost much less for the simple reason that it goes about six times further than a stripper, which is formulated to break down the metallised emulsion polish rather than clean heavy ingrained soils!

## Rubber soul

Now that the January sales are over we can make ourselves popular with retail customers by getting on with the job of removing those tricky rubber scuff marks from shoes on vinyl floor, concrete and linoleum.

Your solution is **Prochem's A217 Ultrapac Renovate**. It has an unusual solvent-free formulation which works particularly well in this very common situation for cleaners. It is also a good all-rounder and excellent at removing soot and smoke residues.

Another 'horse for the course' from the Prochem solutions stable. Just keep using the correct products for hard floor cleaning – and 'avoid falling at the first hurdle'!



## Powerful solutions Floor Maintenance

Cleaning or restoring? We manufacture specialist products for hard and semi-porous surfaces, quarry tiles, ceramics, terrazzo, marble, stone, etc. We've chosen three 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.

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**5ltr A217 Ultrapac Renovate**  
For carbon, soot, rubber  
with this coupon

Yes! I claim my special discount

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**5ltr A257 "QMT" Stoneclean**  
For limescale, cement residues  
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**25% OFF**  
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for grease & heavy soils  
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# What's new

**P**RODUCT development plays an integral role in Prochem Europe's success – "we continuously strive to improve our products and value customer comments by way of contribution to this process," says managing director Alan Tilley.

**E672 Leather Cleaner – improved formula with trigger sprayer**

Since the launch of the new formula E672 Leather Cleaner, it has received a great deal of positive feedback regarding its effectiveness. One point raised by some customers, was that they liked to apply Leather Cleaner by sprayer and that the new product was slightly too thick for this method of application.

Alan continues: "We have taken customers comments on board and have now improved the formula to allow it to be sprayed more easily whilst still giving excellent cleaning performance and conditioning. We are also now including spray-heads with Leather Cleaner for those who prefer this method of application."

E672 Leather Cleaner is a professional formula leather upholstery cleaner and conditioner with mild cleaning agents and mild pH to gently and effectively clean leather. It is suitable for use on leather upholstery and other leather surfaces subject to pre-testing. For best results use E672 Leather Cleaner in conjunction with E675 Leather Conditioner.



**E672 Leather**

Cleaner with spray  
**A275 Prozyme**  
– new technology for  
deodorisation

Introduced in 2001

as a biological stain remover and odour digester, Prozyme is based upon a blend of high performance biological enzymes which safely and effectively attack and digest many types of stains and odour causing organic residues in carpets and fabrics. The product is now being positioned as a highly effective carpet and fabric deodoriser due to its excellent effect on odours caused by proteins, fats and bacterial spoilage.

Prozyme is a concentrate that is mixed with four parts of water and sprayed directly onto the odour source.



**A275 Prozyme**

**A277 New Solvex – improved formula for paint removal**

This is an excellent product for ink stain removal – and now it is even better!

The new formula – available in spring 2002 – still works brilliantly on inks, including solvent soluble marker pen inks, but is now also highly effective on previously impossible or impractical dried gloss paint and even dried emulsion paint due to its unique water soluble solvency.



On dried paints, the product will need a short dwell time and agitation with a spotting scraper before re-application of the solvent and blotting or rinsing.

**A277 New Solvex**

**B153 Urine Neutraliser – improved deodoriser and de-colourant additive**

B153 is a well-established and effective product for neutralisation of urine contamination within carpets and backings. This consistently popular solution for the leisure and healthcare sector is being revised and improved for 2002.

New batches will contain a special deodoriser



to counteract supplementary odours due to bacterial spoilage, as well as the primary acid odour neutraliser combatting the ammonia by-product of oxidised urine deposits.

A further change to the formulation will help to reduce the visual effects of permanent staining.

At application, get the most effective results by extraction rinsing the affected area first, preferably with a warm solution of B109 Fibre & Fabric Rinse. Most treatments can be carried out with a dilution of one part B153 and one part water, but for heavy contamination the product may also be used undiluted.

**Fiberdri System – price reductions and new accessories**

More good news – due to increased demand and greater purchasing power, Prochem is offering price reductions on the Fiberdri range of carpet dry cleaning equipment and compound.

The popular Fiberdri TM4 unit has been reduced by £100 to £995 and the Fiberdri cleaning compound is now £2.50 per kilo, a reduction of 10 pence per kilo since the new pricing took effect on September 3, 2001.

Future changes will see the 11 kilo bucket reduce to a 10 kilo size in line with other Prochem powdered products.

The new DR700 Drymatic machine offers the in-house user a quality-built dry cleaning system at under £500 cost, whilst for large area commercial cleaning a new Tandem handle (CA3805) is available which allows two TM4 units to be joined together to give a cleaning width of 80cm (32").



**DR700 Drymatic**  
The innovative  
Renovator kit  
which can be



# from



attached to old and new model machines – is becoming increasingly popular: its key benefit is its ability to pre-brush and recover loose soil and then simultaneously brush in and take up the Fiberdri compound from the carpet without the need of a separate vacuum unit.

## The innovative new Renovator kit

For pre-spray treatment of traffic lanes, many experienced users of the Fiberdri system are finding that Prochem's S711 Traffic Lane Gold product is a really effective pre-spray and spotter with the added benefit of being approved for use on wool carpeting.



## Valet Pro – new housekeeper and car valet extraction machine

Notice all those lovely clean cars out there over Christmas and the New Year? Folk will pay to give their motors that very special once-over and Prochem's new Valet Pro extractor is the perfect machine for small carpet cleaning jobs, car valet and upholstery cleaning.

Based upon the hugely successful Fivestar design, the Valet Pro is easy to transport and lift with its folding handle and lightweight design. With an internal silencer, powerful vacuum and industrial diaphragm solution pump, it packs lots of power in a small package but with low noise levels.

The easy fill and lift out water bucket and light weight two-piece stainless steel wand makes light work of cleaning jobs in residential and small commercial areas. The detailer hand tool provides extra capability for cleaning upholstery, stairs, stain removal and professional car interior valet.

The Valet Pro complete with vacuum and solution hoses will be introduced in early 2002 at the special price of £695+ VAT. A stainless steel carpet wand is an optional extra at £150+ VAT and the Valet-Pro detailer hand/upholstery tool is priced at £65+ VAT.

## Truck mount Accessories

The **HSC Power Cleaning Tool** uses the cleaning power of a truck mount unit to deep clean floor tiles and other stone floors with 1000psi of hot cleaning solution and simultaneously extract the soil and dry the floor. The 17" self-powered rotary head operating at 2000rpm is best suited for use with larger truck mounts or in conjunction with a truck mount and an independent pressure washer system up to 3,500psi.



PC508 Counter

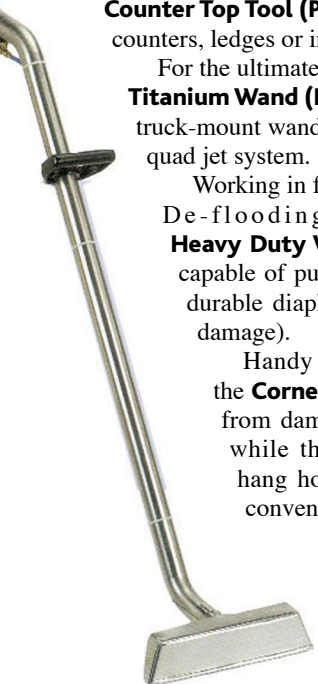
A new lightweight **Hard Surface Floor Wand (PC556)** can be used to clean smaller areas and the **Counter Top Tool (PC508)** is ideal for kitchen counters, ledges or irregular surfaces.

For the ultimate in lightweight carpet cleaning tools, the new **Titanium Wand (PC550)** is 70 per cent lighter than standard truck-mount wands and features a broad-stroke 14" head with quad jet system.

Working in fire and flood restoration?

De-flooding specialists will welcome the **Heavy Duty Waste Pump-Out System (PC533)** which capable of pumping 20 litres of waste water per minute durable diaphragm pump (which can also be run dry damage).

Handy accessories for the busy truck-mount the **Corner Guard (HF2701)**. This helps prevent from damaging internal walls, paint work and while the new **Hose Hook (HF2702)** can hang hoses from stair rails when cleaning convenient vehicle storage of hoses.



PC550 Titanium



PC556 Hard Surface

new is with its without

user are hoses skirting, be used to upstairs or for



The complete Valet Pro system

# Movers and Shakers

**T**HE chances are that if you are a high-flier executive about to be relocated to London and keen on golf, you are quite likely to meet the crew at Egham-based contract cleaners, Movers & Shakers.

The reason? Because Surrey (and particularly the area to the north fringing the outskirts of London) is a popular home away-from-home for execs and expats – especially Americans, who have ready access to the nearby American and international schools.

The hugely exclusive Wentworth Estate with its famous golf course is the number one destination when you get there. Between rounds of golf, people get talking about who they employ in and around the home who can be trusted.

“The Americans in particular ask who the movers and shakers in the area are. That’s where our name came from, and where we tend to come in,” says Rosemary Bailey.

Rosemary and partner Richard are almost exclusively servicing the contract cleaning needs of the £4 million to £5 million homes of Wentworth with a staff of five full-timers (rising to 11 in the summer) from four trucks, including a ‘mother-ship’ Transit fitted with a brand new Prochem Europe Blazer Plus truck mounted extraction machine.

The company is an established Prochem user. “Prochem products are fabulous and efficient,” says Rosemary.

“When you are working for a discerning customer base as we do, you



The Movers and Shakers team at Wentworth.

have to buy the best you can. The Blazer is a godsend. We have Comanche portable extractors, but when you are cleaning some of these huge houses, you will need three machines on the go at any one time.

“The Blazer cuts through the workload like a knife through butter. It’s tremendously fast to clean and dry. It also benefits from being quiet as the extractor motor is in the van rather than in the house,” says Rosemary.

Business comes through local estate agents and relocation agents as well as the large multi-national corporations themselves. The work is seasonal: most of the home occupants commence and complete their employment term contracts in the summer months.

June to August is a busy time for the Movers & Shakers. “We do more than clean,” says Rosemary. “We carry out a full inventory checkout clean for a very detailed inspection. It’s a complete service which means customers don’t have to go to different companies to get carpets, rugs, curtains, upholstery and work surfaces cleaned separately. We do the lot including window cleaning, minor repairs and so on.”

In short, Movers & Shakers is a property management business. And that suits the wealthy, security-conscious customer. The company’s clients are a demanding but very loyal lot; they put great store in the contractors that ‘pass

muster’.

“Once they recognise you can be trusted then you get asked to take on all types of work,” says Rosemary.

“Since we started in 1995, we have moved furniture, house-sat, pet-sat and even wrapped Christmas presents on Christmas Eve for our clients. That goes with the kind of business we have and we are very happy to have it.”

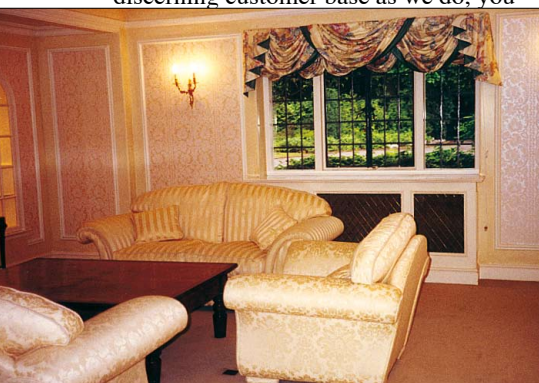
The reward for this dedication to service (“Americans tend to ask for and get what they want – the British tend to accept what they’re offered,” says Rosemary) is exclusivity: “there are very few other contractors in the immediate area”, she adds.

Conversely, Movers & Shakers rarely get a look-in on the big houses at nearby St George’s Hill. Does depending on this very focussed, niche target audience worry Rosemary and David?

“We’ve done very well with it and grown our business thanks to it and we don’t have any worries,” she replies

“That said, we are already considering the purchase of a second Prochem truck mount – a Legend. So, hopefully, the Movers & Shakers will soon have a Legend to tell the good golfers at Wentworth.

**Movers & Shakers – 01784 477009, fax 01784 477016**



Cleaning luxury interiors forms the day-to-day business of Movers and Shakers



# Play safe

*Do you know what your liabilities are to current health & safety laws?*

**T**OO many businesses discover too late about the need for compliance to legislation. Don't let your customer be the one to tell you.

Use the following 10 Practical Tips to ensure that you and your employees comply with the latest requirements of health, safety and environmental law.

- Keep copies of safety data sheets (SDS) for each chemical product used in your operation. Originals should be kept in an office file and copies in each vehicle in which they are transported and/or stored.
- Produce a brief assessment in writing for each chemical product used and the safety procedures for handling and storage of each product. Highlight on each assessment the personal protective equipment required (gloves, safety glasses etc.) and get a signed copy of the complete assessment from your employee(s) confirming that they have read and understand the safety requirements.
- Issue any personal protective safety equipment (PPE) required by the assessment to each employee and once again, get a signed receipt to confirm that this has been received by the employee.
- Always dispose of waste cleaning solution (water-based) to a toilet or utility sink connected to a waste water sewage system. **Never dispose of waste water to a roadside drain.**
- Any solvent-based cleaning residues should be stored in appropriate containers (see SDS) marked with the solvent manufacturers' original product label and the words "Hazardous Solvent Waste". These should then be taken to the nearest waste recycling facility and handed in at the appropriate area for paints and solvent wastes.
- Always allow plenty of ventilation when cleaning and spraying to ensure

## Web watch:

[www.ncca.co.uk](http://www.ncca.co.uk)  
[www.hse.gov.uk](http://www.hse.gov.uk)  
[www.hsebooks.co.uk](http://www.hsebooks.co.uk)  
[www.dti.gov.uk](http://www.dti.gov.uk)



the quick dispersal of any vapours or spray droplets and speed up the drying process.

- Ensure that all persons not involved in the cleaning process are kept out of the area where cleaning is taking place and for as long as possible after cleaning to allow adequate ventilation and drying before the area is re-occupied.
- Never leave cleaning product containers unsecured in vehicles or unsupervised in households, particularly where young children are present.
- If your electrical cleaning equipment requires service or repair, insist that you are provided with a test sheet or certificate of electrical safety which states that the appliance has been tested and passed the requirements of Portable Appliance Testing (PAT) in compliance with The Electricity at Work Regulations. Keep a copy of this certificate or test sheet both at your office and in each vehicle that is used to transport the equipment.
- Use the correct technique for lifting heavy equipment and ensure that any employee is shown the correct technique and that he/she signs a statement to the effect that he/she understands the risks of injury from lifting heavy objects incorrectly. The correct technique is to keep a straight back and bend the knees to achieve a straight back posture whilst lifting.

**Further information from the Health & Safety Executive infoline. Call – 0970 1545 500.**

## Doing what it says on the label



CHARTING the evolution of Prochem's Extraction Pro label reveals some striking changes over the years.

Back in the 1970s when this Prochem product was first produced as S774 Thermo Pro, it came with the characteristic original Prochem "happy man" logo printed on paper label. Now compare that to 2002s version offering the very latest labelling design on glossy plastic complete with Prochem Europe logo, user symbol and bar code.

The fact is that labeling text and - particularly - safety information provided has changed enormously. Today's packaging incorporates the latest composition, risk and safety phrases. In the 1970s, the standard precautionary message was "Keep away from children and animals".

Prochem has worked to ensure that its packaging and product information goes that extra mile beyond required standards. Label information is backed up by each product's specification data sheets and by the same information online at [www.prochem.co.uk](http://www.prochem.co.uk)

And the 'message' is spreading. Now the company also produces secondary labels for products which are exported in many different languages including Polish, German, Dutch and Hebrew.



2002 Dutch

**Please note: Prochem Europe Safety Data Sheets are available from your local supplier or direct from Prochem in CD or paper format OR download them from [www.prochem.co.uk](http://www.prochem.co.uk)**



# Performance Products

If you're looking for the best carpet, upholstery and floor maintenance products then look no further. Prochem Europe has a range of over **five hundred** machines, accessories and chemicals all backed by fully comprehensive training.

Prochem Europe products are available from over 300 distributors in the UK and Europe. Call today or visit our website and ask for a copy of our catalogue and the name of your nearest Authorised Distributor.



Comprehensive Training Courses



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Chemical Product Development



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 www.prochem-europe.com



Introducing Prochem Europe's 'cut and keep' guides to better business practice, starting in this issue with...

# Testing times...

*Winter turns to spring but the lambs are not gambolling in the fields quite yet – at least not here in Britain. We're approaching the coldest time of the year; a testing time, not just for us but for equipment.*

**Y**OU soon know how effectively your car has been maintained when the cold spell comes. The same applies with cleaning equipment.

That's not to say that maintenance is seasonal; a regular check-over is imperative if you are going to dodge the breakdown blues when they strike (usually at your most important customer's premises).

Over the years, Prochem engineers have found that a great number of problems associated with portable extraction machines could be eradicated by employing regular maintenance checks.

Certain maintenance checks should be carried out after each cleaning session, whereas others can be completed on a less frequent basis. These regular user-checks will cut down the frustration associated with broken down machines and save time and money for cleaners and their customers.

**Your local Prochem equipment supplier now has a guide to looking after the comprehensive range of Prochem portable extraction machines. Key points are related below. Contact your supplier or Prochem direct, if you have any further technical concerns.**

**To ensure a trouble-free machine, these five preventative steps should be carried out, daily:**

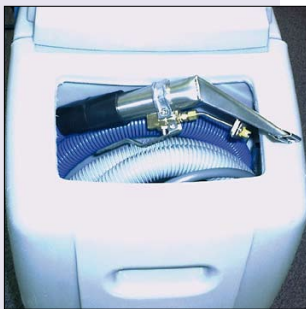
1



## Electrics – check the condition of the power cable and plug

- Start by ensuring that all wires are correctly located and tightly connected. If these are damaged, the power cable and plug assembly must be replaced – do not attempt to repair them.
- The replacement cable and plug should be of the same specification as the original Prochem part number BE4901 (three-core 1.5mm with 13Amp sealed plug unit) and should only be installed by a qualified electrician.

2



## Tanks – Maintain your Solution and Vacuum tanks

- Start by flushing the solution tank and pump through with 10 litres of hot water.
- Next, check the filter and clean if necessary. If damaged or compressed, unscrew the filter and re-shape or replace as necessary. **Avoid storing hand tools, cables or hoses in the solution tank as this may damage the filter.**
- Now flush the vacuum tank through with clean water and thoroughly clean the vacuum filter. If fitted, check that the ball float moves freely within the filter housing.
- Clean the drain valve (if fitted) using a small soft brush to clear any debris or sediment from the drain valve seal. Next lubricate the drain valve shaft, slide and elbow connection with a suitable oil or maintenance spray.
- Finally, check the waste tank lid seal and, on certain models, also make sure the inlet elbow inside the waste tank is tight and pointing away from the vacuum shut-off filter.

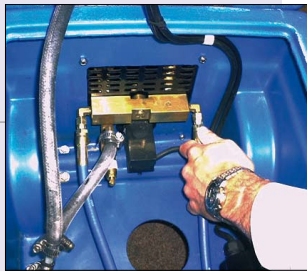
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## Accessories – Care for your wand, hand tools and hoses

- Start by inspecting the carpet wand and hand tool for sharp edges or damage (if accidentally dropped).
- Now check the spray jets for debris, correct alignment and spray pattern. Clean these if necessary using only a soft bristle brush – never use metal or wire. Finally, rinse the vacuum hose with hot water to prevent soil build-up.
- Check hoses for signs of swelling and wear and tear.
- One last daily check should be of all nuts and bolts. Tighten them if necessary, paying particular attention to the handle (if fitted), base plate and wheel axle when securing bolts.

4

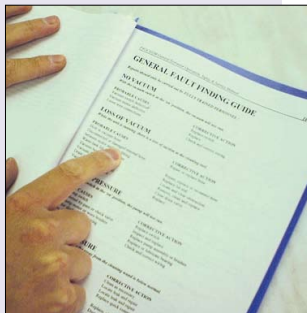


The following maintenance procedures should be carried out once a week:

### Check the internal components

- At least once a week, inspect the internal components, solution fittings and electrical connections of your machine. Check for signs of fluid leakage and tighten or replace fittings as necessary. Make sure all electrical connections and cables are in place.

5



### Check the Solution Pump

- A diaphragm type pump is fitted to most portable extractors and requires little maintenance other than occasional inspection of the pump head to check for any fluid leakage.
- The following components should be inspected and cleaned, or replaced as necessary:
  - Valve Assembly.
  - Diaphragm.
  - Cam Drive Bearing.
  - Motor Brushes.
- In the event of a reduction in operating pressure, leakage or pump failure, refer to the 'Fault Finding Guide' included with your machine.

*Up-to-date maintenance is not just good for your machines – it's good for your business.*

### Power unit – check the Vacuum Motor

- The vacuum motor of a Prochem machine is lubricated for life, **so no additional lubrication is required.**
- The only other maintenance which may be required is to change the motor brushes. This should **ONLY** be done by an individual with thorough knowledge of electric motors (contact Prochem for the name of your nearest service supplier) and the following should be adhered to:
  - The brushes should be changed before the brush wears to within 3/8" of the brass holder.
  - On reassembly, the lead wires must be kept away from the rotating parts and the motor frame.
  - To achieve maximum life, the brushes should be seated on the commutator before full voltage is applied. Do this by applying 50 per cent of the rated voltage for 30 minutes.
- In the event of electrical or mechanical failure, refer to the 'Fault Finding Guide'.

# The big FREEZE

*One of the major enemies of any equipment subjected to the outdoors is a freeze. If solution is left in the components of an extraction machine exposed to freezing weather, the solution will freeze and – in most cases – seriously damage the machine.*

### So it is worth considering the following maintenance checks during the colder seasons:

- When the machine is not in use, store it in a heated building. This is particularly important in the case of the wand and hand tool as these are fitted with brass valves.
- To avoid freezing between jobs, pump out all the cleaning solution from the machine, wand and hand tool and make sure the wand and hand tool

**Adopt these tactics and ensure you are not frozen out of business! Our Service Team is happy to advise you further.**

Contact Prochem Europe Ltd at Oakcroft Road, Chessington, Surrey KT9 1RH • tel – 020 8974 1515 • fax – 020 8974 1511 • email – sales@prochem.co.uk • or visit the websites at – www.prochem.co.uk and www.prochem-europe.com