

cleaning

# Specialist

Winter/Spring 2003  
Issue 9

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

## Room service

Only the best will do for  
St David's Hotel in Cardiff

## New in 2003

Your guide to what's  
coming up in the  
new year

## Catering for demand

Valetek's tasty new  
contract



welcome

## cleaning specialist

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# Your letters



## Business is spot-on in the Prochem Europe Technical Department...

Dear Prochem,  
Today, I spoke to your technical department with a number of queries and anxieties. I have a cleaning business, a small part of which is in carpet cleaning. The response from Prochem was superb both in knowledge and customer care. By the end of the call, I felt I had to write and thank you for your continued support of my business.  
Andrew Smith  
Asclean

## ...and on the Training Courses in Chessington

Dear Prochem,  
Thanks to everyone at Prochem. I learned a lot from your two-day carpet cleaning course. Ten out of ten! I have purchased a couple of your decals and they are stuck proudly on my van doors! If I do well in my cleaning business, I will owe you all a big debt.  
Paul Parker

## ... and in Glasgow

Dear Prochem,  
I enjoyed all of the two day course at the Kings Park Hotel, Glasgow. The course was informative and paced just right for the knowledge I needed to take in. I now have more confidence in this very exciting and challenging market.  
John Feeney  
Office Instructor  
HM YOI Polmont

## Have you got news for us?

CLEANING Specialist welcomes news from readers. Make sure you keep us up to date with developments by calling Peter Muir now on 01296 715228 or email prochem.newsdesk@pmpr.co.uk



# Combat zone

**C**OLIN Barnes has a new challenge and enemy to face since taking early retirement from the Royal Air Force.

Today, Colin takes to the streets of his new home region in North Yorkshire in a brand new Ford Transit (pictured below) equipped with a Prochem Performer Catalytic in a fight against 'dirt'. His new enterprise is appropriately enough called, Combat Cleaning Services.

After 22 years in the service, 40-year old engineer Colin decided to opt out of the RAF, taking a re-settlement package to Driffield and a new career in cleaning.

He said: "I did all the courses through Prochem. When I saw what the company had to offer, and particularly speaking as an engineer, the truckmount, I decided to buy into the package and have pushed the Prochem name ever since."

Colin's package is worth over £35,000 and constitutes his Performer Catalytic (housed in a brand new Vauxhall Movano), all Performer accessories, cleaning chemicals from Prochem's extensive range and to

top this, a Prochem gilet fleece top and baseball cap.

"Prochem stands for quality so I am happy to be flying the company colours, mentioning them on my sales literature and advertising. The clothing not only looks good, its warm!" says Colin, who is pleased with the service he gets from the company and its East Yorkshire distributor Hull Vacuum Company.

"The Performer was a good choice not simply because of its speed and drying times but because it is a twin wand unit which allows me to bring in another cleaner without having to invest further in machinery.

"I am really enjoying this work. It's particularly good when you take a carpet that looks like it is beyond the pale and bring it back to life again. One customer even invited my family and I to an Italian meal by way of thanks!"



## New products 2003

THE new year gets off to a bright start with a bumper product catalogue from Prochem Europe featuring both exciting new launches (full details on page 7) as well as revisions to existing lines.

This year's catalogue constitutes 36 pages packed with information on Prochem Europe products and training courses. The catalogue also comes with a copy of the company's well-received CD-ROM presentation.

New lightweight machines and accessories have been added to the company's cleaning technology range.

Some chemical products have been

subject to a formulation change thanks to improved technology.

Further changes to Prochem Europe's chemical range include a number of packaging size revisions and the final stage of re-branding the range to the Prochem Europe Logo. "Prochem continues to innovate in product development and our commitment to R&D is evident each year in these catalogues," says Prochem Europe sales director, Martin Davies.

**For your copies of the 2003 Prochem Europe Catalogue, contact Sales now on: 020 8974 1515. Email sales@prochem.co.uk**

## Over the moon

OWEN Moon is over the moon! The Come Clean Limited director is just itching to show us his new distribution centre at St Ives. You can get the story on how this enterprising cleaning business is fast-tracking its way to success in the next issue of Cleaning Specialist!

## New Blazers

HYDRODYNAMIX franchisee and Prochem distributor Capital Cleaning Supplies has ordered two Prochem Europe Blazer "Plus" truckmounts. The Maidstone-Kent company is the franchise holder for the south east, looking after the needs of eight regional franchisees.

Read boss Ashley Wentzell's views on the future of cleaning franchises and catch up with how Hydrodynamix tackles matters in our next bumper issue!

## Bonnet Buff

CLEANERS using rotary carpet bonnet pads can expect another improvement in performance, courtesy of Prochem Europe.

A new formulation of B110 Bonnet Buff was launched in the Autumn and is based on builders and surfactants, with enough VOC-approved solvent to remove oily stains but with low vapour release. The product now boasts ultra low residue.

"This formula has anti-soiling agents for effective spray cleaning of carpets in conjunction with rotary carpet bonnet pads," says Prochem Europe managing director Alan Tilley.

"The results are excellent, providing exceptional cleaning controlled foam and an embrittled residue that can be readily dry vacuumed."

Bonnet Buff is diluted 1 part to 16 parts water and is available in 5 litre containers, now.

## Big Response

"IT'S certainly the greatest level of response to an article in Cleaning Specialist (issue 8, Big Brand support) and we are just delighted," says sales director Martin Davies. "Cleaners are tapping into the strength of the Prochem Europe brand in a big way. There is a strong awareness of Prochem and our logos are proving popular for use on customers' sales literature, letter headings as well as van and uniform decals."

**Full details on this free opportunity from Lisa Sharp in Prochem Marketing on: 020 8974 1515.**

## Seminars to be stepped up

DEMAND in the regions for product demonstration and technical support sees Prochem Europe stepping up its Dealer Seminar programme for 2003.

"Feedback from last year's seminars reveals growing demand from our dealers and their customers for product presentations and question and answer sessions on best practice," says Prochem Europe sales director Martin Davies. Recent seminars were held at Darlington and Morecambe with dealers NS Hygiene and Hygiene Cleaning Supplies (HCS) respectively. The Darlington seminar welcomed 20 customers from health care, local authority and nursing home sectors and commercial/domestic carpet cleaners.

Prochem presenters Spencer Young and Paul Robinson split the day into two sections, the first aimed at the health care sector covering stain and odour removal, product knowledge and application techniques followed up with cleaning methods.

The second was targeted at commercial/domestic carpet cleaners dealing with soil levels, identifying stains and methods for removal, product knowledge and a practical, hands-on session for various methods of cleaning.

"It went really well," reports NS Hygiene managing director Neil Ogilvie. "At the end of the second section, a Performer truckmount was demonstrated and everyone agreed the results were very impressive for virtually no set-up time." **Spencer reports:** "This format has been working well for all concerned and we repeated it the following day for HCS where audience numbers had doubled.

"Both dealers agreed the feedback was positive and the format was a good introduction to what Prochem Europe can provide for the cleaning industry in respect of product range, training and technical back-up. **HCS's Marcus Leeming comments:** "Being part of the Jangro network, we saw this as a good opportunity for customers to see what Prochem Europe can do for their businesses.

"There is clear demand to learn about cleaning and a move such as this to bring supplier expertise into the region can only be a good thing. Recommended!"

**Dealers – interested in co-hosting a Prochem Europe Dealer Seminar for your customers? Contact Lisa Sharp now on 020 8974 1515 (email [lsharp@prochem.co.uk](mailto:lsharp@prochem.co.uk)).**



# Must-see show

**T**HE UK's Cleaning Show in March has become one of the world cleaning industry's must-see events and Prochem Europe is there in force (Stand E1) with an extensive 'menu' of opportunities for visitors.

All the company's new products for 2003 (*check these in our New Product round-up on page 7*) will be on display and the Prochem sales and technical teams will be on-hand to field enquiries.

Prochem Europe has a bigger, more prominent stand. Sales director Martin Davies says: "This is an important show for anybody in Britain involved in the cleaning industry. We look to entertain and educate as much as anything."

There is plenty to catch on Prochem's stand. Visitors can book a training course; order a new portable hot water extraction machine; ask the technical team how to clean the fringes on a Chinese rug; speak to the service team about maintenance of vacuum motors and pumps; or see the latest in advanced chemical formulations.

They can talk about upgrading to truck-mounted technology (before their competitors do); assess the benefits of leasing via Prochem's LeasePlan facility; get sales and marketing tips; collect the latest Prochem catalogue and CD-ROM; check out the best in accessories for



Prochem's stand back in 2001.

portables and truckmounts; and if all else fails, ask the way to the nearest bar!

"We are extending a warm welcome to distributors and cleaners on our stand," says Martin. "And don't forget to bring a business card for a chance to win a bottle of champagne."

The Cleaning Show is at the NEC, Birmingham, March 4-6, 2003. Through the British Cleaning Council, it represents the entire spectrum of British cleaning – including all leading trade and professional bodies.

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



## Deep clean in school hols

NEWLY-built boarding accommodation at one of the UK's top grammar schools is being treated to deep cleaning in the holidays courtesy of a Prochem Fivestar upright extractor.

In September 1999, the Royal Grammar School at High Wycombe, Bucks, opened Fraser Youens House, a modern, purpose-built boarding house to cater for 70, with a mix of carpeted small single bedrooms and dormitories.

"Access was an issue we had to consider when specifying a cleaning machine, as was power and manoeuvrability," says housekeeper Anne Whitelock.

"The Fivestar can be managed by one

person and Prochem is a recognisable brand. We liked the whole package and it came within our budget, too."

The boarding house uses a system clean of Prochem Europe chemicals comprising Extraction Pro, Stain Pro, Citrus Gel and Odour Fresh. Carpet cleaning is carried out during the holidays as the accommodation block is in regular use.

"It works very well," says Anne. "I think we would look again at Prochem technology when the need arises."

**W.com**





Postcards from the edge of the world: Express Cleaning Supplies have sent orders

# All's well on a big ship!

**C**LEANING solutions from Prochem Europe form part of a major order for Malvern-based Express Cleaning Supplies to provide a complete cleaning system schedule to the world's largest seismic research vessel.

The Symphony is a seven-deck, 10,000-tonne ship working the Gulf of Mexico carrying out scientific research on behalf of major oil companies and managed by Sevenoaks-based TechMarine International Plc.

Said Express export manager Chris Ralph: "You have to think of this ship as a floating hotel, with lots of carpets, suites and chairs. As the vessel is at sea for six months at a time, we not only had to anticipate the cleaning requirements accurately but also take into account the environmental impact of the cleaning and waste process.

"After considering the customer's requirement, we made recommendations, including Prochem chemical systems,

cleaning equipment and a multilingual health and safety-training programme unique to the vessel and its international crew. The result was an order, including the provision of a six-month supply of Prochem Extraction Pro, Leather Cleaner and Leather Conditioner."

Now Express is to supply the other ships in the TechMarine fleet with similar cleaning systems as other vessels dock in the UK. Chris said: "It's not every day you get an enquiry to supply a 10,000-tonne ship! We are looking forward to meeting the needs of the rest of the fleet and from elsewhere in the market.

"Since we carried out this project we have experienced an uplift in enquiries from the marine sector. This is likely to see our sourcing a broader range of chemicals and technology from Prochem Europe in the future." Other recent export orders for the company include supplies to a hospital in the Falklands, a Jamaican hotel resort and an oil rig in Kazakhstan.

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



## Prize score for Truckmounts

PROCHEM truckmounts scored a big hit with householder Suzanne Heyd when she won a Good Housekeeping magazine promotion organised by professional cleaners' organisation Proclean.

Proclean members delivered her prize – a fabulous home spring-clean worth £1,500 – in a rally of truckmount vehicles.

Members sporting the mighty Prochem Europe machines included Andrew Balin of Swift Cleaning Services, Steve Matczack of S&M Cleaning Specialists, Kevin Goodwin of Direct Cleaners and David Levy of Ambassador Cleaning Services (two of whom have made news in **Cleaning Specialist** before).

After a thorough dusting, curtains, upholstery and carpets all got the truckmount treatment, much to Suzanne's delight – both results and the fact that truckmount cleaning means no noisy machines with wires straggling through the house – and quick or what!

**Further information on Proclean on 01202 707111.**

## In control

ODOUR control is a priority at all care homes.

Care UK's Catherine Court Nursing Home in High Wycombe, Bucks is benefiting from daily carpet extraction cleaning using a Prochem Europe Polaris 500.

The purpose-built dedicated nursing home looks after 30 elderly frail and 30 dementia private and health authority contracted residents.

"Our day-to-day maintenance issues are typical of this sector of healthcare," says home administrator, Gill Prendergarst. "The carpets are cleaned regularly with focus on stain removal and odour control. The Polaris machine works very well and our in-house cleaners find it easy to operate, lightweight, yet powerful."

The Polaris was specified by Catherine Court with the sanction of Care UK. The group, which operates 88 homes nationwide with a mix of residential and day care homes, has specified Prochem technology to other Care UK homes.



# 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.



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# New in 2003

from Prochem Europe

**P**RODUCT development is life-blood to any business and Prochem Europe is providing customers with a welcome injection of opportunity this year with new machines and improved chemicals.

Additions to the company's cleaning technology range are the **Bravo portable carpet and upholstery spotter** and the **Cherokee portable extractor**.

Light yet powerful, the new Bravo is a portable spotter that is specially designed for spotting and quick cleaning smaller carpeted areas and upholstery. With its pull-up handle and rear wheels, the machine can be manoeuvred with ease. Moulded holders carry spray bottles for operator convenience and the unit comes ready-to-use with upholstery tool and hoses.

The new Cherokee portable extractor meets a big cleaning challenge with a compact, lightweight 22 kilo frame – offering a 23 litre solution tank.



The Bravo is designed to quick-clean smaller carpeted areas and upholstery.

It is easy to manoeuvre in small or restricted areas.

The machine can be moved up and down stairs on eight inch non-marking wheels and has a folding handle for easy storage and fits comfortably onto a car backseat or boot. The Cherokee is fitted with a powerful 100 psi pump and three-stage vacuum motor and benefits from an automatic ball-float shut-off facility.

The **Valet Pro extraction machine** – one of the quietest on the market – now comes with its own carpet wand included in the price, offering even more value for money.

The company's flood restoration range gets a boost from the new **Prochem Apache 1hp Air Mover**, a rugged unit with three-speed fan.

New accessories include a wet extraction **Curtain Tool** featuring six inch perforated vacuum nozzle, and various vacuum hose assemblies.

A **4-jet S-bend wand** replaces the PC432 Tri-jet unit and the **PC507 Truck-Mount Tile Edging Wand** is new to the range.

**E836 Enzyme Prespray** has

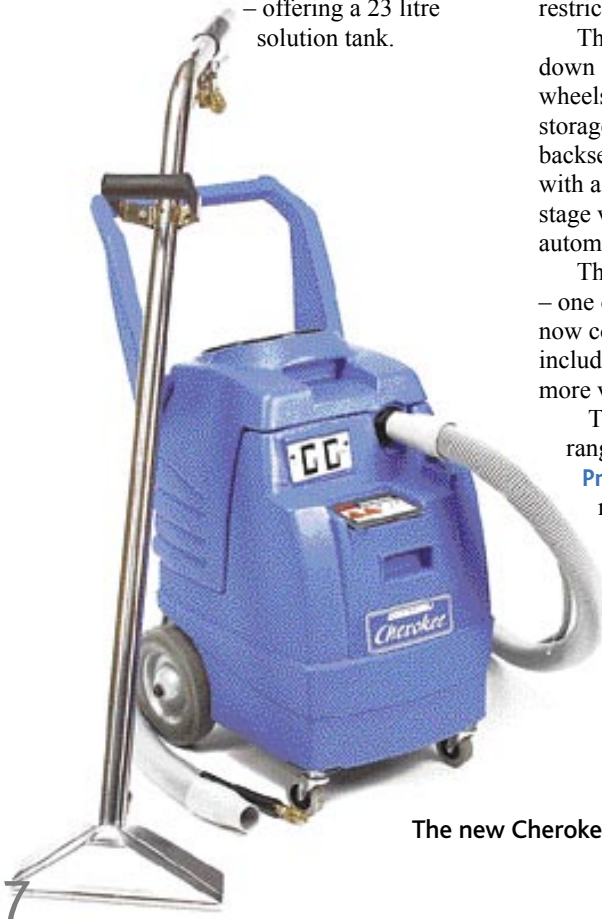
increased in pH in order to perform better on grease and oil and be active for longer once diluted. A further change will be made to allow the product to be pre-mixed at higher concentrations for use in metered spray units such as the Hydro-Force.

**B110 Bonnet Buff** has been reformulated to be ultra low residue. The resulting product has exceptional cleaning, controlled foam, and an embrittled residue that can be readily dry vacuumed. There is also a reduced amount of VOC-compliant solvents for grease cutting action.

Improvements to **B108 Fabric Restorer** have resulted in the product being more user friendly in respect of solvent odour and it out-performs the previous formula on the cleaning of heavy upholstery contact soils. The dilution rate has increased to 1 part to 16 parts water.

A new 'refresh' odour neutraliser fragrance is being added to **S781 Liquid Woolsafe** and **S775 Extraction Pro** to improve the neutralisation of odours, in particular 'wet wool' odour, during extraction cleaning.

The new Cherokee portable extractor will meet your big cleaning challenges.



**A**LL aspects of cleaning in a healthcare environment are important. But in the main, think 'nursing homes' and then think 'odour control', writes Prochem Europe Healthcare specialist Roy Pardoe.

These are difficult times for care homes in the UK. The market constitutes homes operated by the private healthcare groups, local councils and independents hit by a double-whammy of cutbacks in NHS outsourcing and EC legislation demanding added investment in facilities in order to continue trading.

In this tough and competitive market, it is important to all these homes that the nose 'has it'. Because if it does not, then the business will be adversely affected. Too many first impressions of otherwise sound homes are influenced negatively by the great waft of urine greeting visitors upon opening the front door.

In the public's view, offensive odour equates with lack of cleaning.

The fact is however that the nose can 'have it' even when a high proportion of residents are incontinent, assuming that certain procedures are in place.

In the first instance, it is imperative that the carpet or soft floor covering has an impervious backing to ensure no body fluids can permeate through to the primary backing of the floor covering. If the current floor covering does not meet



# Healthcare – the nose has it!

this criteria then it will be impossible to control offensive odours, and the nose will most definitely not ever have it!

Assuming that the carpet or soft floor covering meets the above criteria, then you can control offensive odours in your nursing home, making sure that at all times the nose has it.

## Control

Prochem's Odour Control System is proven for controlling offensive odours.

Over the last 28 years, Prochem Europe has been assisting hospitals for the elderly and nursing homes combat offensive odours with its highly-successful solution to Odour Control. Major users include Anchor Homes, Ashbourne Homes and BUPA, in addition to many hospitals.

The Odour Control products are used with hot water extraction carpet cleaning equipment. The company splits its product offer into technology and solutions. The former presents the Fivestar, Polaris and Spot-Pro machine ranges as the most suitable for cleaning care homes based on light bodyweight, manoeuvrability and practicality.

The Fivestar excels in smaller areas of carpet and hard flooring (there is a model for each). The Polaris tackles larger jobs with ease and with four

models to suit different scales of interior, there's one to suit most requirements. For speedy and effective cleaning of spots and stains, the Spot-Pro does exactly what its name suggests!

Fast gaining is the Valet Pro, popular because it is light (many cleaners in care homes are women) easy to use and quiet when in use.

These are complemented by a range of 10 chemicals, from anti-microbial multi-surface sanitiser and cleaner D500 Microsan® and A222 Odour Neutraliser (in liquid and gel options) to S775 Extraction Pro, a low foam, high-performance extraction detergent, and B124 Odour Fresh bacterial deodoriser.

## Effective

As a rule, the most effective cleaning constitutes an initial treatment of B153 Urine Neutraliser, B144 Stain Pro for tricky stains, B124 Odour Fresh mixed with S775 Extraction Pro and plenty of hot water.

Training of staff remains a priority in the sector, not only on how to clean but also on how important it is to regularly clean and maintain the machines.

**Full details on this package solution to care home cleaning are available in Prochem's OCP leaflet and wall chart. For copies, call now on 020 8974 1515**

### At-a-glance guide

- Appearance is all. If you don't bother with the appearance and smell of the home, don't expect any more business.
- Keep things simple – most homes are cleaned by people who are multi-tasking, so use equipment that is simple and user-friendly.
- Training – provide some training and enjoy improved cleaning.
- Service and maintenance – treat your machines like your car. Don't let them get smelly and horrible; service them once a year (make use of the Prochem Europe On-Site Maintenance Contract – more and more people are).
- Ensure that your staff attend a Prochem training course. Ask about FREE training with the purchase of selected machines.





## Highly manoeuvrable

If you're cleaning carpets in hotels or nursing homes, where there's lots of furniture and other obstacles to get round, or possibly even residents, you need a highly manoeuvrable cleaning machine so you can clean as quickly as possible, but without compromising on effectiveness.

The Prochem Fivestar upright extractor is the ideal solution. Its compact size means it can get into the tightest corners, and its light weight lets you zoom around quicker than you ever thought possible. To assess the full capabilities of this remarkable machine why not contact your nearest distributor to arrange a test drive?

- ★ Self contained design combines pump and vacuum
- ★ Optional hand tool for hard to reach areas
- ★ Rapid waste removal without detaching hoses
- ★ All-floor model available for smooth floors
- ★ Ideal for hotels, guest houses, nursing homes, hospitals, pubs & restaurants

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



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**FREE Test Drive**

Call your local distributor for further details PLUS FREE training when you buy

Carpet cleaning at a top hotel in Wales has become a whole lot better and more cost-efficient

# Room service

*The St David's Hotel & Spa in Cardiff has specified Prochem Europe technology to keep its expanse of luxury carpet in tip top form.*



**T**HE landmark hotel overlooks Cardiff Bay and is a jewel in the crown of the empire of one of the UK's best known luxury hoteliers, Sir Rocco Forte.

With a total of 132 bedrooms, all with balconies with bay views, the St David's Hotel and Spa exudes style and class. Consistent with its five star rating, carpet has been specified throughout all the bedrooms, many public areas, meeting rooms and conference centres.

Prochem products have been specified at the hotel by incoming executive housekeeper, Sharon Angel-John.

"I was formerly with the Copthorne Tara in Kensington, West London, where we used several Prochem machines and Prochem chemicals," says Sharon.

## Rising star

When she won her first executive housekeeper position at the Chelsea Cloisters in Sloane Avenue, Sharon purchased a Comanche extraction machine from Prochem. "I remembered what a good job the machines had done for the Tara."

Rising star in her own right, Sharon's next move was to the even more prestigious St David's, where she presides over a cleaning team of 40.

"It's a simply fabulous hotel," she says. "The best in Cardiff without doubt."

One of Sharon's first tasks was to establish a best practice solution to carpet care. "We have a lot of high quality, light coloured carpet in the bedrooms and these were inevitably getting stained with coffee and tea. Being flat pile, they demanded the fullest Bedroom carpets are routinely cleaned every six

months using the Steempro.



The five star St David's Hotel in Cardiff demands the highest standards.

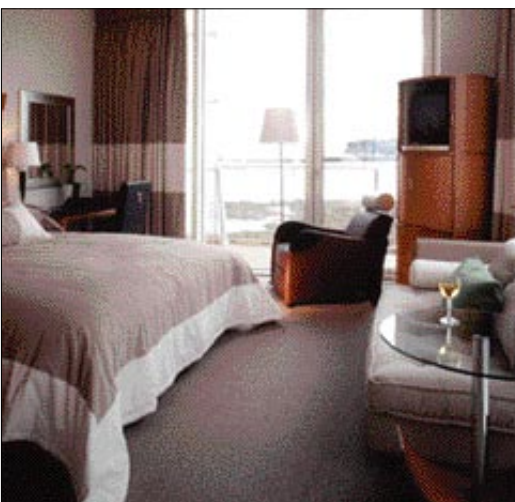
possible attention when it came to cleaning.”

## Immediate solution

Contractors had been cleaning carpets prior to Sharon's appointment. "They were coming in once a week but it was not enough," she says. "A hotel like this with high occupancy requires an immediate solution to everything, especially cleaning."

Sharon opted to buy in her own solution – another Prochem machine, this time the super efficient and quiet Steempro 2000 Powermax.

A practised user of Prochem products by now, Sharon ordered in a system of products including a stainless steel upholstery tool and chemicals including Stain Pro, Spotting Kit, Fibre & Fabric Rinse, Multi Pro and Extraction Pro. And she has been ordering



*I am very happy with the Prochem machine and chemicals. We wouldn't think of using anything but Prochem.*

Sharon Angel-John

ever since.

The system has settled in nicely. In addition to stain extraction, bedroom carpets are cleaned routinely every six months using the Steempro, while corridor carpets are cleaned fortnightly. The Steempro is out daily, increasing the speed of remedy and reducing the overall cost of cleaning.

"I am very happy with the Prochem machine and chemicals," said Sharon Angel-John. "We wouldn't think of using anything but Prochem."

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



The Steempro is used daily to quickly solve stain problems and reduce the overall cost of cleaning.

## Growing your business – It's not what, but who!

*Want to grow your business? Try working the networks – Cleaning Specialist continues a series of articles on helping you on the path to success.*

'IT'S not what you know but who you know'. We have all heard this said and with good reason.

The intentional interaction with others with the purpose of mutually benefiting one another's businesses and lives forms the cornerstone of most small business success stories.

The fact is that many of us are not keen on the idea of 'networking' – perhaps it's not seen as very 'British'.

The fact is though, it has to be. Networking is a great way of building businesses. In fact, setting out to network with others without intending to help them in some way is a waste of time. Start by identifying who you need to meet. Get professional business cards printed and get out there. Networking transcends formal meetings to include social gatherings, holidaying, shopping even.

Swap cards with others and build up a file that you can access to identify who can help you with a particular requirement. Keep in touch with your network and respond to others' needs.

How do you benefit? Apart from customer leads, you can meet the right business partners and employees through the recommendational process attached to networking. You can meet people who can help you in other ways professionally: legal and accounting for example. You stand less chance of making a potentially costly mistake when an opportunity comes through recommendation.

Guinness Book Of Records' World's Greatest Salesman, Joe Girard estimates the average person has a significant relationship with an average of 200 people. So, one relationship has a potential of 40,000 contacts. Networking is the route to growing your business. Start to think today about how you can find one to suit you, or build one yourself.

# How to overcome a selling slump



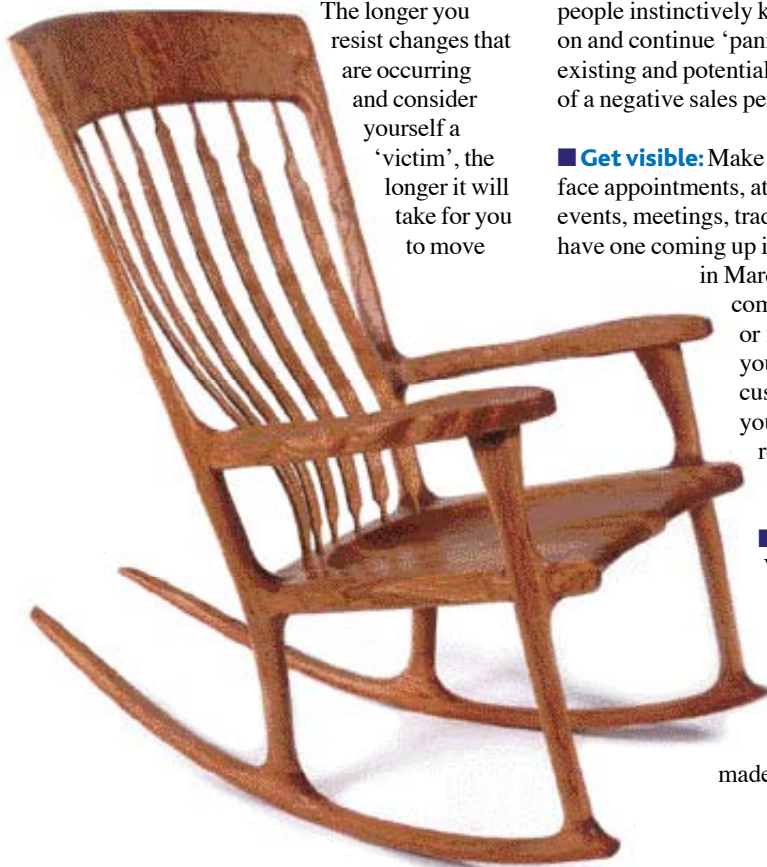
Professional speaker Christine Corelli looks at how to cope

**W**ORRY is like a rocking chair. It keeps you going but gets you nowhere.

Experiencing a selling slump? A decline in sales or business development can be deflating to your ego – especially if you feel you’re doing everything right.

■ **What to do?:** Let’s first define a selling slump. I’m not referring to repeated rejection – I’m talking about when your sales have been down for weeks. Economic conditions have caused sales to drop for businesses in many industries. But what should businesses do? Below are methods and mind-sets to put any business in the right frame of mind and get you back on track when sales are down.

■ **Be a chameleon – accept change:** When its environment changes, the chameleon’s biological process enables it to adapt readily to its surroundings. For human beings, it’s not quite so easy. The longer you resist changes that are occurring and consider yourself a ‘victim’, the longer it will take for you to move



forward.

■ **Stop fretting and take action:** Excessive worry will block you from functioning effectively and keep you from putting your best foot forward. And, it will block your creativity – something you need more than ever when sales are down. Consider this: Will worrying change the outcome of what will ultimately happen?

■ **Tap into your creativity:** Think about changing your approach when interacting with customers, and in your methods of developing new business. Tap into new markets and consider new ideas for sales and marketing. Bring creative ideas to your existing customers. They’ll thank you.

■ **Go back to basics:** Do the activities you did when you first got started that gave you results. One was staying on the phone until you made a connection, booked an appointment or made a sale. Great sales people instinctively know they must press on and continue ‘panning for pounds’ to existing and potential customers to get out of a negative sales period.

■ **Get visible:** Make more face-to-face appointments, attend networking events, meetings, trade shows (you have one coming up in Birmingham in March), chambers of commerce functions or functions where you can meet potential customers, learn about your industry, build relationships and form strategic alliances.

■ **Reconnect:** Visit contacts and customers who know and love you. Ask for referrals and more business. Remember that the efforts you have made to maintain strong

business relationships can pay off for you when you need it the most.

■ **Form new relationships:** Calling on new customers – even those you believe are loyal to your competitor, will help you get out of a slump and move you toward long-term profitability. If you keep calling and work hard at building relationships, when the time comes to buy, you’ll be the one that will get their business.

■ **Maximize your productivity:** Remember the 80/20 rule: “20 per cent of your customers will generate 80 per cent of your business.”

Are you going after the right 20 per cent every day? Have you thrown in the towel too easily with this valuable potential business? Would just a few more times at bat give you the home run?

Have you been making the best use of your time? What percentage of your day have you spent in non-sales related activities?

■ **Reset your goals:** Setting goals is a way of making things concrete. It’s a sure way to focus your energy.

■ **Outshine your competition:** Portray a higher level of service in every aspect of the business process. Develop an obsession for turning out your best performance.

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# Niche solution to care home needs

*Niche markets are springing up everywhere and with them suppliers dedicated to their needs. Prochem Europe is supplying one such in the care home market: the Countrywide Care Network (CCN).*

**M**ARKETING is getting increasingly targeted in this day and age. Customers are far more accepting of direct approaches from providers if they are delivering solutions to specific requirements.

CCN is an integrated group of eight specialist care home suppliers operating a nationwide sales team of 30 nurse advisors who provide a comprehensive supply and service package to around 30,000 of the UK's care homes.

## Service levels

Fourteen national distribution centres offer an unrivalled combination of knowledge, expertise and service levels, reinforced by support from suppliers like Prochem.

"We are carrying just about everything

that a care home would want and the obvious benefit is that they can source it all with just one call," explains CCN's Candy Youngson.

## Natural partner

Product areas include incontinence, patient hygiene, housekeeping, cleaning, medical equipment, lifting and handling, footwear and uniforms, tableware and soft furnishings, pressure care, equipment and furniture.

"As a provider of specialist cleaning products, Prochem is the natural partner supplier to the CCN network," says Candy. "We are very pleased with the quality of chemicals and technology we can offer our customers and the fact that these products are designed to meet their needs."



CCN's fourteen national distribution centres offer support and service to care homes.

## Fact file

- CCN produces a high quality 130 page colour catalogue in which a double page spread is devoted to Prochem's Polaris, Steempro and Fivestar extraction cleaning machines together with its range of odour control solutions and specialist cleaning chemicals such as B153 Urine Neutraliser and D500 Microsan®.
- Readers can also obtain their free A3 Prochem Europe wallcharts for dealing with urine decontamination, stain removal, carpet cleaning and odour control, available by calling Prochem Sales on 020 8974 1515.



CCN members meet regularly to discuss network issues.

- Looking ahead Candy sees added benefits for CCN customers: "We are looking at ways of adding value to what we do, broadening product and

service offers plus the provision of specialist training and seminars at a local level. Training is an area in which Prochem has a lot to offer."

Success for Prochem Europe Watford-based distributor LVC depends on dependability.

# LVC – living up to a name

*The trading name of LVC – The London Vacuum Cleaner Company Ltd – is redolent of 1930s London street photography. You feel that it's been with us for decades...*

**I**N FACT, LVC – a successful specialist in industrial cleaning machines and chemicals – was formed in 1993; sales director Simon Tidder acknowledges that the name was chosen to provide an image of sustainability and reputation. He is also quick to point out that LVC can back up what it sells.

“We have put on more business over the past year which is great but the biggest change we have had has been to bring more mature and experienced personnel on board.

“Our aim is to develop a good working relationship with customers with an eye on long-term business and to achieve that you want dependability, which is what you get from personnel with experience and staying power.”

## Royal Household

LVC supplies industrial and commercial cleaning machines to cleaning contractors, local authorities, most major London hotels, and a wide range of SMEs (small to medium sized enterprises) in the capital and Home Counties. The Royal Household is a customer. This is demanding work.

The backbone of the business is its



The Royal Household is a customer of the London Vacuum Cleaner Company Ltd.

service facility. The London Vacuum Cleaner Company fields a team of 17 engineers providing on-site maintenance as well as collecting machines for return to four workshops at its Watford headquarters, where a staff of five look after the business. Most have worked for large equipment manufacturers.

## Best solutions

At the ‘front of house’ is the sales team. “We sell a wide range of machines – the best solutions to customer needs,” says Simon, who is often at first hand to see where customers go wrong with cleaning equipment.

“They buy a machine, wooed by what they see and not by what the machine can actually achieve. A year later it has not been used – it’s too big or because of lack of user training, nobody can operate it. There are too many machines not suited to the task they were purchased for.”

LVC comes in with on-site

demonstrations. “We are constantly on site with customers whose contractors have declared a stain as uncleanable. People think they need to change a carpet, we show how they can be restored.

“We like cleaning ‘clean’ carpet. We show how they can be cleaned quicker and drier. Customers say ‘that stain’s been there five years’ and we say, ‘we’ll take care of it for you’. It’s the clincher.”

New machines come with on-site user training backed by courses at Watford. Five of the administration staff have attended Prochem Europe courses at Chessington. “It gave them an insight into the issues in the field and they all enjoyed the training and felt they had learned something from the courses,” says Simon.

“It is important to be visible to a customer to maintain the relationship and training is a route to achieve this,” he says. LVC training covers all aspects of machine use including bag re-ordering, emptying sanitising.”

# Sign up for training

“SIGN up for truly professional cleaning training” – that’s the message in a major drive in 2003 to get cleaners properly trained. In addition to press advertising and direct mail, Prochem Europe is promoting its acclaimed training courses at grass roots level via its UK distributor base.



The campaign starts in the New Year with new design glossy leaflets with course details and dates. These are available for distribution in dealer showrooms and sales counters via special dispensers, with supporting posters to attract customers to the point-of-sale.

“This new development in the marketing of our services has been welcomed by all businesses like-minded as to the importance of training,” says Spencer Young.

2003 sees another full programme of courses at Prochem’s National Training Academy in Chessington and at regional venues.

## Courses include

- 2-day courses for beginners (held January 28-29, March 25-26, May 20-21, July 29-30, September 23-24 and November 25-26.
- 1-day courses on carpet cleaning: monthly except August.
- Upholstery cleaning: January 15, March 12, May 8, July 9, September 3, and November 5.
- Hard floor cleaning and maintenance: January 30, March 27, May 22, July 31, September 25 and November 27.
- 4-in-1 practical cleaning (covering carpet, hard floor, upholstery cleaning and stain removal) February 5, April 9, June 11, September 10 and December 10.
- Professional sales: February 11, June 10, October 7.
- Regional 1-day carpet and 1-day upholstery cleaning courses are being held on consecutive days in the North: March 18-19 and October 21-22. South West: April 30 and May 1. West Midlands: September 16-17.

Full details available now from Prochem on: 020 8974 1515.

## Buy three – get one FREE!

HERE’S a bright start to 2003! Buy 3 and Get 1 Free in the **Cleaning Specialist/Prochem Europe** spring promotion.

That’s right – buy three of any of these fine Prochem solutions:

- B125-05 Clensan (5 litre)
- B144-05 Stain Pro (5 litre)
- E836-04 Enzyme Prespray (4 kilo)
- S776-04 Double Clean (4 kilo)

... and get one FREE!

This special promotion runs to March 31, 2003.

Details from Prochem Europe Sales on 020 8974 1515.



- C2 Carpet Cleaning (Two Day)**  
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments; plus surveying and basic sales.
- C1 Carpet Cleaning (One Day)**  
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments.
- U1 Upholstery Cleaning**  
Includes: fabric - leather - curtains - dye test - shrink test - dry cleaning and shampoo.
- HFI Hard Floor Cleaning and Maintenance**  
Includes: vinyl sheet & tile, linoleum, safety floors, wood, rubber, terrazzo - strippers - polishes - seals - maintainers.
- SI Professional Sales**  
How to produce instant sales and build repetitive solid business.
- PI Four in One Practical Cleaning**  
Four 90-minute sessions in one day for: carpets, upholstery, floors, stain removal. All action – no theory. Ideal for new operators.  
**SPECIAL INTRODUCTORY PRICE: £60 + VAT**

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

Chessington		Date Selector 2003				
Course	JAN	FEB	MAR	APR	MAY	
C2	28/29	-	25/26	-	20/21	
C1	14	12	11	8	7	
U1	15	-	12	-	8	
HFI	30	-	27	-	22	
SI	-	11	-	-	-	
PI	-	5	-	9	-	

**15%** DISCOUNT WHEN YOU BOOK AND PAY FOR ANY TWO OR MORE COURSES (excluding PI)

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

**020 8974 1515**

All courses include lunch and operator’s reference manual

Regional		Course Selector 2003	
Venue	C1	U1	
North	18th March	19th March	
South West	30th April	1st May	
The Midlands	16th September	17th September	
North	21st October	22nd October	

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# Under Construction

## – fibre bonded carpet

*Can you explain how a floorcovering is made? Sally Ayrton of leading carpet manufacturer Heckmondwike FB starts a new series, Under Construction, with a look at fibre bonded tufted carpets and carpet tiles*

**IT IS useful to know how a carpet is made, particularly when a customer is asking the question!**

Fibre bonded carpet manufacture consists of a process starting with fibre blending and follows a sequence of processes constituting needling, structuring and finally latex bonding.

In blending, various types and colours of staple fibre are weighed out to a recipe and then mixed mechanically to produce a homogeneous mix. This first stage of production is very important as it is essential to impart as much mixing as possible to give evenness of colour across the blend.

### Fleece form

Before the fibres can be needled they have to be opened and layered into fleece form to the required weight and width in the carding machines. These cards open the fibres and lay them into a fine web.

On leaving the second card the web is taken off by the cross lapper which determines the width of the needling and the weight of fibre in the finished cloth. This is achieved by regulating the machine to allow the build up of layers of carded fibres to the required figure. This may normally vary between six to 16 layers dependent on the quality being processed.

The fibre mass, which may be 200mm thick, is conveyed into the needling machine for mechanical consolidation.

Usually, it passes through two needle looms, the first to tack the fibre together and the second to consolidate the web



into the required thickness and density. This is achieved by barbed needles punching fibre together as it passes between a needled board and the machine bed.

### Velour and pattern

Structuring is the stage where the material moves on to a further needling stage. This involves a different action which produces surface textures such as ribs, velour and pattern. Fibres are punched by forked needles from the back of the fabric, in such a way as to leave the desired design on the surface.

The last stage of production – latex bonding – is to bond the structure to give a finish. A synthetic latex coating is applied in aqueous form and then dried and cured by passing through an oven.

The result is a surface that cannot be torn, frayed or laddered as with other types of structures. Part of the success of fibre bonded carpets and tiles is that they represent good value for money and an aesthetically pleasing finish.

Technology used to produce fibre bonded carpet is state of the art and improving. New dyeing techniques allow the production of specially produced colours. The speed of production means lead times are short and contractors and clients are rarely let down when dealing with a reputable manufacturer.

### Your at a glance guide

THE tufted carpet process was invented in the US and brought to the UK in the 1940s. Over 187 million square metres of carpet and carpet tiles are sold in Europe, with over 41 million square metres sold in the UK, of which over 75 per cent is of tufted construction.

#### Carpet

- Most tufted carpets are made up of either nylon or polypropylene or a combination of the two.
- Polypropylene (or olefin) is solution dyed at chip state because it does not absorb water – this is a great benefit when the carpet comes into contact with spillages as it will not easily stain.
- Nylon yarn is more absorbent and is available in three dye methods:
  - 1 Production dyed (solution) yarns are pigmented at chip state enabling them to achieve greater colour fastness performance and greater resistance from staining than surface dyed nylon.
  - 2 Space-dyed or printed yarns are surface dyed. The yarn is manufactured to create differing dye affinities within the yarn creating varying lengths of differing colours that gives a speckled look when finally tufted.
  - 3 Piece dyed yarn is tufted into white carpet and then fed into and through large dye baths that impregnate and colour the carpet. By using different affinities of yarn, varying colours and tones will appear in the finished cloth.
- The tufting process is all important – a correct combination of the distance between the tufts and the amount of yarn used in the surface area will produce a contract grade carpet or carpet tiles that perform well in situ. A needle makes a loop with the yarn through a backing cloth to create a loop pile. A cut pile surface is achieved by cropping the top of the loop.
- A primary adhesive holds tufts into place and this should not be brittle so that it would crack when cut into. Secondary backing adds stability and avoids expansion or shrinkage in the finished carpet.

**Web watch:**  
[www.heckmondwike-fb.co.uk](http://www.heckmondwike-fb.co.uk)





# Mind your Qs and As!



*Peter Hargreaves is back with more of your questions to the Prochem Technical Helpline*

**Q** Can your B196 Synoflam "S" be used on carpet?

**A** The short answer is no. This water-based spray-on flame proofing agent is appropriate for use on curtains and upholstery fabric covers. And businesses should always ensure that any carpet that is fitted on the premises carries the appropriate manufacturer's fire-rating certificate.

**Q** Help! I have cleaned a customer's suite (which she purchased second hand) and after cleaning the fabric on the arms, backs and sides, it has been found to have pink-coloured 'blotches' all over.

**What could have caused this colour change? The seat and back cushions are not affected even though I cleaned them just the same? She is going to sue for a replacement suite.**

**A** Having discussed the problem at length with you, the following came to light:

1. You did not carry out a full pre-cleaning survey.
2. By removing a little of the masking from under the settee, on my suggestion, the original colour of the suite could be seen. It had pink coloured 'blotches' on it.
3. It transpired that the previous owner had washed the seat and back cushion covers in the washing machine.
4. Problem solved. We look forward to seeing you in March when you are attending the upholstery cleaning course.

**Q** I had a contract to bonnet mop a low profile carpet in a busy reception, which over a period of time had become dull in appearance.

**An extraction clean using an extraction machine was carried out, however, the day after the clean the carpet dried with brown patches everywhere, especially in the traffic lanes, so I decided to quickly bonnet mop the carpets which seemed to resolve the problem. What happened?**

**A** You described soil and the depth of soil in the reception area as busy. A bonnet mop, the method you used, is not going to cope with heavy, deep soiling from heavy traffic as this soil is gradually building up over a period of time.

An extraction clean is going to remove more deep soiling, however, if any deep seated soil is not extracted thoroughly, then through a process of 'wicking' that soil is pulled to the top of the carpet as it dries out, resulting in the brown patches you described. When you mopped the carpet for the second time, the surface soil was absorbed and the brown patches were removed.

**Q** We have just started to remove polish from a grey studded rubber floor using a floor polish stripper. The polish is coming off fine, but the tiles are turning from grey to brown. This happens almost immediately after we have picked up the slurry from the floor. Why is this happening and can we restore the floor to its original colour?

**A** My answer to your final question is maybe. What has happened here is the colour from within the tiles has been changed by a chemical reaction i.e. high pH (alkalinity). This does not mean the product or the flooring was at fault.

On most floorcoverings, when using products with high alkalinity, it is a requirement that a final rinse is carried out using an acidic rinse to neutralise this alkalinity. Try this.

If an emulsion polish maintainer is going to be applied, the alkalinity **must** be neutralised or there is a risk after a few days of powdering of the polish. Because of the above scenario Prochem does not recommend the use of emulsion polish on studded rubber flooring, instead burnish up with a polymerised maintainer, such as C502 Protreat.

**Q** There are an increasing number of rotary machine based systems on the market nowadays. Does Prochem Europe have any products or tips for an old hand and his rotary?

**A** In a commercial market a rotary machine is a versatile piece of kit and there are a variety of products that can be used. Try this one for a start: Generally pre-spray using B110 Bonnet Buff (new formulation), but for the more heavy soiling pre-spray using B108 Fabric Restorer mixed with warm water and then bonnet mop using Prochem's new 'microfibre' bonnet, rung out in a hot solution of B109 Fibre & Fabric Rinse. Don't forget to do the dye bleed test first.

# Valetek:

*Professional cleaner Adam Jankowski is fond of coffee. Which is just as well – because Adam’s company Valettek has recently won a contract to clean upholstery for the national Costa Coffee chain.*

## Catering for demand

**R**EMEMBER Adam from the front cover of last issue’s *Cleaning Specialist*? Amersham, Bucks-based Adam and his team have been to over 30 coffee shops to date. Now they anticipate this figure rising to 90 – that’s a lot of coffee. How does a small business manage a task of that size and logistical complexity?

Simple: Prochem truckmount technology and, of course, the right solution – in this case a Prochem carpet treatment.

“We are using Liquid Woolsafe on Costa Coffee’s nylon upholstery and this works a treat,” says Adam. “Our truckmount is permanently out and it drinks up the work!”

### Growth market

Former City of London IT consultant, later construction company director, Adam likes a challenge. He established Valettek in 1993: “Cleaning appealed to me as it was clearly a growth market and relatively inexpensive to break into,” he said.

After researching the market, Adam decided to buy from Prochem, opting for a Steeamey 400 extractor and a package of chemicals including pre-sprays, stain removers and detergents to provide a full systems solution to all cleaning needs.

The Steeamey design has proved a success for some years now: the 200 and 400 models are both light enough for one person to use simply and effectively and – as Adam



As promised in issue 8, here is the Adam Jankowski success story.

would testify – are powerful and durable.

Adam bought another Steeamey and then another. His customer base grew quickly, driven by Adam’s natural enthusiasm and ambition and by servicing a relatively affluent stockbroker belt locale with a quality service which translates today into Valettek having over 900 domestic clients on its books.

Meanwhile, new business was being fostered in the commercial marketplace.

The game plan that had served the company so well in the domestic sector was coupled to aggressive pricing policy that quickly bore fruit in contracts with offices and retailers.

“The big gear change was in summer 2001 when we decided to get a truckmounted extraction machine,” said Adam. “That took us into a different league.”

He invested in a new long-wheel base Ford Transit which was soon home to a brand new Prochem Performer Catalytic truckmount.

The Steemeasy machines went to pasture (Adam's garage actually) and are used for back-up when necessary. Adam started assembling a team, which now counts himself, Michael and Hicham, and two part-time cleaners.

## High performance

The Performer is the crown in Prochem's technology catalogue. A dual operator carpet cleaning machine powered by its own Nissan engine, it is a powerful, high performance, low maintenance unit. The Performer Catalytic model Adam has can deliver constant hot cleaning solution to both wands. The machine can also be used for steam pressure washing and deflooding.

## Fully trained

Says Adam: "I bought the Performer because it has a four cylinder water-cooled engine and is relatively quiet, making it just right for our restaurant night work as well as domestic cleaning."

No one is allowed to take out the Performer alone without being fully trained. An NCCA director, Adam is understandably a stickler for training and he says: "Training is an essential component in successful cleaning. The

formula has worked to the extent now that the Valettek team are working shifts on a 24 hour day, seven days a week. The Transit works north as far as Shrewsbury, south to Hastings, east to Kings Lynn and west to Plymouth.

With that range of operation, vehicle costs mount quickly. Adam keeps them under control with a satellite management and tracking system. Vehicle Management Information (VMITM), pioneered by Leeds-based Minorplanet Systems PLC, offers customers a market-leading vehicle tracking and management device. The software relays the Transit's whereabouts, its

speed and path of travel at any time.

The fastest and most fuel-effective routes can be prescribed before a journey, while the system's ability to record where the van goes means a saving in insurance costs, too. It is not cheap at around £1500 a year in licensing cost but then it saves Adam around £2400 in diesel alone.

Valettek's work is split 70/30 in favour of commercial business and its boss wants to see more residential business back on the company's books. The solution? Another Prochem Performer. Valettek hopes to buy a second unit in 2003.

## And the future?

"The eventual aim is to get a fleet of Prochem truckmounts operating from an industrial estate premises," says Adam. "That's my retirement plan!"

For now, it's hard to work for Costa Coffee where Adam likes to remind his customer: "Professional cleaning need not cost a lot – but be careful when it's offered for beans!"

Contact Valettek on: 01494 434 772



The move to a truckmounted extraction machine in 2001 took Valettek into a different league.



The Performer is relatively quiet, making it just right for restaurant work.

BI 25-05 Clensan®

BI 44-05 Stain Pro



**BUY 3 AND GET 1**

**FREE**

E836-04 Enzyme Prespray



S776-04 Double Clean



**Winning products from the top of our range to keep you ahead of the competition.**

Buy 3 x 5 litres or 3 x 4 kilos of any of the four products shown between 2nd January and the 31st March 2003, and ask your dealer for a free pack of the same product, compliments of Prochem Europe!

Conditions: Offer only applies when three of the same product are purchased - mixed purchases do not qualify.

Offer only applies to products and pack sizes shown.

For your nearest participating Prochem dealer call Sales on **020 8974 1515**

Associated classification as required by CHIP3 regulations  
1: Irritating to skin, 2: Risk of serious damage to eyes, 3: Irritating to eyes



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