

cleaning **specialist**

Issue 8 summer 2002

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

Simply the best

How to provide excellent customer service

Rich rewards

Ways to work for the wealthy

Cleaning up

Your four page guide to truckmount technology



welcome

cleaning
specialist

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What's inside?



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Your four page guide to truckmount technology

Our cover star this issue is Adam Jankowski from Valetex. Adam has achieved so much success with his truckmount – that he is purchasing another. Read more about Adam's commitment to customer care in the next issue of Cleaning Specialist.

Your letters

Here's a happy start for a new business ...

Dear Prochem,
We have just started carpet and upholstery cleaning in Great Yarmouth and surrounding areas, and chose your Fivestar machine as our first cleaner. We have been overwhelmed with the initial response and are very pleased with the machine and its cleaning standards!
We are using all your chemicals in our machine and sprayers and would be grateful if you could send us a copy of your CD-ROM with all the COSHH sheets, etc as we would find this helpful on identifying the correct chemicals for stain removal.
Hopefully, if all continues to go well, we are well on the way towards our second machine, which will of course be from the Prochem range!
We purchased our Fivestar from Hugh Crane Cleaning Equipment at Acle, Norfolk and would like to commend you both on an excellent service.

Kind Regards,

Alex Seaton
Squeaky Clean
Great Yarmouth

Here's another great letter with an interesting marketing proposition ...

Dear Prochem,
I would like to know if you would mind if I include your company's name and logo within my advertisements in publications such as Yellow Pages, Thompson Local and local press advertising.
I have been using Prochem chemicals for at least the last ten years, and I have got to say there isn't anything out there any better. I am particularly impressed with your Woolsafe and Citrus Gel products, which I get from Dowding and Plummer in Birmingham.
The reason that I am asking about using your name and logo is just that they help make my advertising look more professional.

Thanks,
Kiernon Bromley
Bromley Carpets
Tipton

MANY thanks to Kiernon – the Prochem response was 'yes'. Find out more about how Prochem users can implement the Prochem logo in their marketing; articles on page 3 and 12.

Correction

Apologies to our friends at Disaster Restoration, their website address is www.dr.net and not as given in the last edition of Cleaning Specialist.



1st Stop for Number 10

NOT everyone gets the call to the country's 'seat of power'. So count Richard Bailey of south London's First Stop as a member of the chosen few.

When luxury carpets at Number 10, Downing Street required a good clean, facility managers at one of Britain's most famous buildings contacted manufacturer, Brintons, for advice on where to go.

The company provided a list of Woosafe-approved operators in the London area. 1st Stop lived up to its name by being the closest to the Prime Minister's home. Richard, a Prochem Steempro 2000 user, recalls the experience of his visit to Downing Street:

"The exterior you see on the TV News is just one tiny element of the site. It's a bit like Doctor Who's Tardis!"

The reason for this trick-of-the-eye is that Number 10 is really two townhouses conjoined to the Chancellor of the Exchequer's home at Number 11 and in turn to an annexe in which a huge staff go about the day to day affairs of state.

"I was there to clean the communal hallway and that alone took me seven hours!" It being a quiet day at Number 10, lucky Richard was treated to a mini-tour of some of the staterooms, mostly rugs laid on hardwood floors.

Number 10 was a treat of a job for Richard Bailey but not all his work is quite as salubrious. His next project that day was a housing association for homeless mums. The day after, the man from 1st Stop was cleaning luxury flats, and then went on to a council property. The company employs three, including Richard, in addition to some part-time staff.

"Prochem technology works very well. The Steempro is a reliable and manoeuvrable extraction machine. In London, where you have a problem with access because of parking restrictions, you need a reliable and lightweight portable and this fits the bill."

1st Stop Cleaning undertakes carpet, rug and upholstery cleaning, domestic and commercial cleaning, estate cleaning and maintenance, garden clearance and maintenance, window and patio cleaning, and premises de-flooding.

Web watch:
www.1ststopcleaning.co.uk



Improved clean-up rate

FOR Prochem Europe's sales representative Roy Pardoe, the term 'inside job' takes on new meaning when it comes to providing training support for Her Majesty's Prison at Highdown near



The Prochem system is helping inmates to become professional cleaners.

Sutton in Surrey.

Highdown is training inmates into becoming professional cleaners and Prochem technology and chemicals are being used for the job.

"Training manager Beryl Galan and a colleague from a nearby prison came on a Prochem training course after reading one of our catalogues," says Roy. "The staff had an old extraction machine at Highdown and had ordered a Steempro to replace it."

Roy went along to provide some on-site training and found that Highdown has a very good training area for floor cleaning.

"It was very well turned out and run. Around 20 prisoners and five supervisors were talked through how to use the machine. They were very pleased with it. Highdown is not for hard cases – they were by and large a nice bunch of lads," recalls Roy. "I was more intimidated by the security getting into the prison itself!"

Big Brand support

COULD you use the support of a major brand to help sell in your cleaning service?

As a Prochem user, you can tap into the high level of brand awareness about Prochem. Prochem Europe is providing logos for use on sales literature, letter headings and related print as well as for uniform and vehicle decals.

The Prochem System logo is available, as is product photography and the use of sales text from the current Prochem Professional Cleaning Products catalogue to help promote your business's relationship with Prochem.

When it comes to promoting your association with Prochem, permission is subject to approval based on completion of an Advertising Material Declaration Form, which is available now from the Marketing Department on telephone: 020 8974 1515.

Bad news, good news

HARD on the heels of Cleaning Specialist's story on Southern Cleaning Supplies' phoenix-like return from the ashes after a fire destroyed its premises, we hear how bad news can become good.

Proprietor Peter Wyatt reports brisk sales after a successful move into his refurbished building and has spotted some new faces at his trade counter on Ferndown Industrial Estate in Wimborne, Dorset.

"One chap came in who had read about us. He was interested in car valeting equipment and bought a selection of Prochem products," says Peter. "That article was a very nice piece of publicity for us!"

And what have the customers had to say about the premises? Says Peter: "Well, we have purposely kept to the same décor as before the fire, so some, who come in less regularly, suggested we have been re-decorating while one annual customer asked whether we had re-pointed a wall! The industry is conservative by and large so we try not to change too much!"

Southern Cleaning Supplies
Telephone: 01202 893302.

Reader note! ... car valeting is a business with good prospects and Prochem markets a cleaning system designed specially for the job plus a brand new machine in its Valet Pro.

Shawly the best

PROCHEM chemicals have come out tops in a testing programme of cleaning products carried out in the US by the world's largest carpet producer.

Reported in May's European Cleaning magazine, Shaw Carpet's director of technical services, Carey Mitchell was quoted as saying that "the top cleaning chemicals Shaw tested came from Prochem." The testing continues as part of a campaign to improve cleaning product efficiency and performance.

Did you know?

■ The law requires that a copy of the Health & Safety at work act is displayed by every employer.



Commutors are greeted by clean Connex trains thanks to Comatec.

Cleaner trains for Connex

GOOD news for south-east UK commuters. An assault on dirty train interiors has been launched by contract cleaning specialist Comatec for rail operator Connex South Eastern using Prochem Europe's Polaris, Spot-Pro and Bazooka technology.

London-based Comatec is now ordering Prochem Europe Polaris 500 carpet soil extractors in addition to the Bazooka gum and spot removal machines in use (see *Cleaning Specialist Issue 6*).

Comatec fields considerable expertise in the cleaning of rolling stock with contracts including London Underground trains and depots as well as contract work for schools, offices and civic centres.

Cedric Rigaud and Eric Grey, Comatec managers for the Connex South Eastern rail rolling stock contract, contacted Prochem Europe distributor, The Maintenance Supply Company, for a demonstration of carpet and upholstery extraction machines on the carpeted 365 and the new 375 trains.

The only machine to meet their needs in this type of environment was Prochem's Polaris 500, with its self levelling power brush, and accessories like the power wand and upholstery tools, making it a particularly versatile solution.

Product at-a-glance guide

The Polaris 500 offers unrivalled portability, ease of operation and performance and is ideal for cleaning enclosed areas like trains and buses. There are four Polaris models to choose from with the 1200 unit capable of tackling large open areas while retaining great handling. The Bazooka is used with its partner Spot Remover Aerosol to instantly remove ground-in gum, sticky sweets and adhesive from carpet, hard floors and concrete without mess. Perfect for transport and stations and depots – and the whole job can be carried out while standing (aching backs are out with this technology).

"Comatec have now placed orders and with the Bazooka chewing gum removal system already in use, will be maintaining the carpeted rolling stock to the highest standard," reports Andrew Packham at The Maintenance Supply Company, which has developed specialisation in the transport cleaning market.

"There is a clear move to provide improved interiors and passenger comfort and other train operators such as South West Trains, Silverlink and Thameslink are all going over to carpet now. The prospects for Prochem technology look even better than ever in this sector."

Setting the Standard

Prochem Europe's new film sets the standard

YOU liked it! Prochem Europe's new corporate video, that is.

"Does a great job of educating and selling a company all at once...", "very informative and not too long!", were just two kind comments fed back to Prochem Marketing after the release earlier this year of "Setting the Standard", a seven-minute film showcasing the company's resources and products, its National Training Academy and

technical support services.

Location footage takes viewers to see cleaning machines and solutions in action in healthcare, transport and entertainment applications as well as two Prochem distributor showrooms.

"Setting The Standard" is available FREE on a CD-ROM with every copy of the company's 2002 Professional Cleaning Products Catalogue. If you prefer there is also a VHS video cassette version.

To request your preference please telephone 020 8974 1515 or e-mail your request to sales@prochem.co.uk

Web watch:
www.prochem.co.uk



Scenes from the filming of the new video "Setting the Standard".

We get around...

THE Prochem network is fast-growing. Witness what happened to Dermot Furphy of Furphys CCS of Oldham. The business buys Prochem Europe chemicals and technology through local distributor Clean Solutions.

"My family and I went to Canberra in Australia to visit relatives," recounts Dermot. "It was good to be having a break from work. Or so I thought!

"One afternoon we were at some traffic lights in our car, when a large white van pulled up alongside us. I just happened to glance at it. And there, written large, were the words 'Prochem Cleaning Services!' Was I seeing things?" Well, no – Dermot wasn't. Prochem is becoming a global brand, so keep looking out for us! Why not email us and tell us how far afield you have seen the Prochem name?

Can't get enough of it!

IT SEEMS cleaners cannot get enough of some Prochem carpet cleaning detergents. The company is responding to calls for larger capacity packaging for its **S776 Double Clean** and **S780 Fibresafe Gold** and both are now available in 10 kilo as well as existing 4 kilo tubs.

Fibresafe Gold is an apple-fragranced powder specialist detergent for wool and stain resistant nylon carpets and incorporates a self neutralising pH system to reduce the risk of colour bleed, texture change and re-soiling.

Double Clean is a concentrated, heavy duty detergent powder with a citrus mint fragrance formulated for cleaning heavily soiled carpets. It packs a special punch with its high quality anionic and non-ionic surfactants, alkaline builders, optical brighteners and corrosion inhibitor.

Current recommended selling price for 10 Kilo tubs of **Double Clean** and **Fibresafe Gold** are £44-00 and £41-50 + VAT respectively. These and other Prochem products are available from Prochem distributors.

Did you know?

- Recycled paper uses more chemicals to produce than pure pulp!

Dealer Profile

Great Scot! Another Prochem

EVERYONE knows that Prochem is based in leafy Surrey in southern-most England. So who are Prochem Scotland? Cleaning Specialist heads north of the border ...

It's a reflection of brand-power that Prochem pops up more and more in the world today and Scotland is no exception.

It helps of course having a sales partner in Prochem Scotland. Boss John Little is no Johnny-come-lately; he has been working the brand in the high and lowlands for 22 years now. "I went into the textiles industry as a fabric designer," he jokes. "The idea of carpet cleaning came to me, and with my background in textiles, a move made sense."

In January 1977, John purchased his first machine, but after two years he realised he was dissatisfied with the reliability of his machines. "I was directed towards Prochem and frankly was sceptical as you would expect a textiles expert to be to start with until I met Prochem boss, Ron Tilley," he recalls. In 1980, with Ron Tilley's blessing, John Little named his business Prochem Scotland and got underway.

John was innovating in his own right, too. He came up with the idea of an Odour Control Pack system after

targeting hospitals and realising the huge potential for a specialist solution. John provided cleaning consultancy to the big names in carpets such as Stoddard and BMK, and in 1991, was called into the USA's Airforce One Air Base to advise on problem carpets and upholstery.

By 1992, Prochem Scotland had outgrown its premises and moved into a 2,000 sq ft industrial unit at Greenock near Glasgow. The site comprises a small showroom, stores and a sales and administration area. The premises were totally refurbished last year.

Selling is the responsibility of sales manager Alec Newell and his team. The company handles 300 lines and is aiming to get bigger, but without compromising the Prochem brand name. "We are one of Prochem's top distributors in Scotland and are keen to develop further by introducing new lines from other suppliers but we shall still be Prochem Scotland," says Alec.

"Scotland is a tough market. There's plenty of competition in England, but then it's huge. In Scotland, we have five million people, half of whom live in a 50 mile strip between Glasgow and Edinburgh. Most of the rest live within 30 miles of that strip and the rest are in pockets in the wilds."

Hard work is paying off however and the future looks rosy with ongoing growth in the continued supply of

Prochem products. Prochem Scotland is at Unit 2/2 Cappelow Ind. Estate, Greenock, PA15 2TQ. Tel: 01475 892111; fax: 01475 786356; email: sales@prochem-scotland.co.uk

Web watch:

www.prochem-scotland.co.uk



What's new in 2002

NEW products and a renewed focus on adopting systems solutions to professional cleaning are facets of Prochem Europe's 2002 catalogue, available now on 020 8974 1515.

Product development plays an integral role in Prochem Europe's success and additions to the company's range include an easy spray Leather Cleaner E672, a biological carpet and fabric deodorising concentrate – A275 Prozyme: an improved formula paint removal solution – A277 Solvex; and an improved B153 Urine Neutraliser. New cleaning equipment includes Valet Pro, a housekeeper and car valet extraction machine with additional accessories for the company's range of high-powered truckmounted extraction cleaning machines.

Prochem is also promoting easy-to-use cleaning systems comprising complementary equipment and chemicals for start-up carpet cleaning businesses as well as cleaners wishing to upgrade into the growing 'truckmount' market.

- Prochem Scotland sells high quality cleaning chemicals and maintenance products for carpets, fabrics, floors and specialist cleaning applications.
- The company also supplies a complete range of portable and truck-mounted

carpet and upholstery cleaning machines and accessories and delivers throughout Scotland and the UK.

- Prochem Scotland is a member of the US's Association of Cleaning & Restoration (ASCR)

When you need more

– you need Prochem

Ask for details of the
Prochem Leaseplan

More power

Prochem truck mounts have the power to tackle the toughest carpet cleaning jobs.

More heat

With consistent heat at the wand, you get the best results possible.

More control

With control over each of the machines individual systems, you have total control over every job whether it's cleaning carpets, fine fabrics, hard surfaces or deflooding.

More reliability

Prochem truck mounts have a reputation for being the most reliable in the industry.

More profit

Because Prochem truck mounts are so reliable and fuel efficient, downtime and operating costs are minimal and profits are maximised.



Powerful cleaning solutions

With a reputation for being the best in the industry, Prochem chemicals clean a variety of surfaces and nearly every type of stain. Whether it's stain resist carpets, fine fabrics, hard surfaces or disaster restoration, Prochem has the cleaning solution for your toughest requirements.

Call Prochem today for a catalogue and free demonstration.



Oakcroft Road, Chessington, Surrey KT9 1RH, UK

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Email: sales@prochem.co.uk www.prochem.co.uk www.prochem-europe.com



profile

Moving Trafalgar

MOVING has proved no 'battle' for Trafalgar Cleaning Equipment – featured in **Cleaning Specialist** when we reported on the cleaning of London's Millennium Dome in Issue No 3 – Winter 1999/Spring 2000.

The company, which started the year at its new premises in Horsham, Sussex, celebrated the move and its 21st birthday with an open day in March.

Managing director Martin Bremner said: "We had a great turnout from our customer base. We have a wide range of products so we had an equally diverse turnout, from contract cleaners to council specifiers! And, even better, we sold a couple of Prochem machines on the strength of that day."

Moving is no simple task, but Martin recognised that it had become an inevitability for Trafalgar. "We had outgrown the four units we occupied and favoured centralising manufacturing, workshops and distribution under one roof – in this instance a 12,000 sq ft one."

Trafalgar, founded in 1981, not only distributes cleaning equipment and chemicals and related janitorial products but makes its own range of specialist cleaning products and litter collectors. The company also offers an extensive range of hire equipment.

Customers range from independent cleaning operators (about 50% of its business) to blue chip plcs, local authorities, cleaning companies and other distributors.

Trafalgar is already feeling the benefits of moving to larger premises. "Turnover has gone up," says Martin, "business is buoyant at the moment and I anticipate it will pick up even stronger in September."



WACS lyrical

One of Prochem's longest-standing dealers is on the move. WACS shows how important it is to innovate . . .

IT IS tempting when you have been in business for some years and weathered the shifting sands of the marketplace to 'settle down'. But for Prochem Europe's south London distributor WACS Cleaning Supplies, the need to change, no matter how successful the business gets, is pre-eminent.

That is why June of this year saw the business, now based at New Cross, rocket overnight from being a 950-line distributor operating out of 10,000 sq ft to providing 5,000 lines from an extended product offer backed up by 17,000 sq ft of space – and more in reserve.

WACS Cleaning Supplies, a distributor of Prochem cleaning chemicals and machinery for nearly 20 years, has merged with a sister business which was South London's leading houseware distributor to the independent trade. Selling products such as cutlery, crockery, glassware and disposables, broadens the new business's product offer to the capital's burgeoning pubs and clubs market.

A total of 20 staff took up position at the counters of the new WACS Trade Centre, half a mile from the Old Kent Road, and benefiting from plenty of parking (a hard-sought commodity in the city).

For WACS operations manager Jim McCarthy the move spells opportunity. "We have more lines to offer and to sell direct over the counter to customers from an accessible site with plenty of room for expansion," he says.

The company has a revised web site in development from which it will again be able to sell its substantially enlarged product offer.

Keeping tabs on suppliers and ensuring the company has the best keeps Jim busy. Prochem Europe presents him with no problems.

"The whole Prochem machinery and chemicals range is available and products are competitively priced. We also provide a repair service for customers across London and the south-east.

"Most of our customers use Prochem because they make a good product that does what it says on the label. With Prochem, if you have a problem, they have a solution.

"An added advantage is that Prochem advertises a lot and that's good for us. The company is very strong on support.

Jim says: "We have been dealing with Prochem for a long time and both our companies have grown strong."

As to the origin of the name WACS. "W A Cartright limited was the company's original name and that's how we became WACS," says Jim! "So now we've come together it's struck a chord to call the venture WACS Trade Centre".

The WACS Trade Centre is at Bond House, Goodwood Road, New Cross, London SE14 6BL. Telephone: 020 8692 1195 or 5864 Fax 020 8469 2183.



Web watch:
www.trafalgarcleaningequipment.co.uk



Did you know?

■ All aerosols are now CFC-free.

The Like Factor and The Spider

SEVERAL years ago, Max Gunther authored a book entitled *The Luck Factor*. For more than 20 years, he researched and studied successful people on all levels and from many walks of life. His objective was to determine whether there is truly such a thing as 'luck'.

What his research proved was it wasn't so much the 'luck' factor that gave them their success, but it was more that they possessed the 'Like Factor'. He found that people who were friendly, outgoing, and had a great sense of humour had the odds in their favour to achieve success in both their business lives and personal lives.

In Gunther's words: "These people make themselves known to many others, usually without thinking about it. They're gregarious. They go out of their way to be friendly. They talk to strangers. They start conversations. The guy who sells them their newspaper is more than just a face."

He compares people we consider as 'lucky' to a spider. "A spider strings many lines to catch flies and the bigger

Professional speaker Christine Corelli looks at why we need to network to win business...



her web, the better she eats. So it is with those who would catch good luck. In general, the luckiest men and women are those who have taken the trouble to form many friendly contacts with others."

As a cleaning professional, you know for certain that success is never only due to the brilliance of your 'pitch' or your gift of the gab. Great sales trainers will tell you the customer is not always buying your product or service, more often they're buying *you*. It's your personality and how you conduct yourself that becomes a major factor. You must possess the 'Like Factor' to influence customers to *buy* from your company.

Remember to follow the example of the spider and spin your web strong. Look at a spider's sticky web and remember good old-fashioned 'sticktuitiveness' too.

Stick to making those sales calls and striving to 'catch' their business. Work hard at developing mutually beneficial relationships and reinforce your 'likeability' with every customer encounter. Remember: Mutually

Beneficial Relationships Breed Long-Term Profitability.

Success in business is not only due to the brilliance of your strategic planning, your ability to communicate your vision and your level of expertise in the cleaning industry. It has to do with your ability to keep others motivated and influencing them to follow your lead. Here again, the 'Like Factor' comes into play.

If you are a great person to work with (notice I said *with* not *for*) and your employees *like* you, you'll be successful at what you do. Remember one of the highest causes for job dissatisfaction stems from working for a bad boss. **Christine Corelli is a professional speaker, consultant, and author of *Wake Up and Smell the Competition*. She was well-received at the recent Professional Chemicals Corporation conference in Arizona. She can be reached at ccprospeak@aol.com. Visit www.christinespeaks.com to sign up for *Corelli's Clips* – a FREE publication of ideas and solutions to problems.**

1 Go out of your way to say hello and to greet people. Make sure you ignore no one. Extend a firm handshake. Call people by their name.

2 Focus on the positive in everyone you encounter and make positive comments. In doing so, you'll bring out the best in them and make them feel good about themselves.

3 Master the art of being "YOU FOCUSED". Be sensitive to others. Make it a habit to ask people questions about themselves, their jobs, their families and their hobbies. You'll make them feel that you CARE about them.

4 Display class and professionalism at all times. Be ethical, honest and up front. Remember your manners, appearance and social skills too. People will judge you in a

Christine's top 10 tips to Good Like!



negative way if you don't stay on your toes in those areas.

5 Develop a habit of using these words or phrases at least 10 times a day: "I appreciate...", "Thank you for...", "My pleasure", "Please", "Would you be so kind". Ask this question often: "Is there anything I can do for you?" Ask this one at least 10 times a day in your daily interaction with others: "How are you?"

6 Maintain a good sense of humour and laugh a lot. When you laugh, you put a

surge of POSITIVE ENERGY into your body. Be sure to smile, too.

7 Be compassionate and considerate of others at all times. Deliver unexpected kindnesses and courtesies. Small things can mean a lot.

8 Develop the ability to put yourself in the position of those with whom you interact and communicate: "What's most important to you about this?"

9 Maintain eye contact and LISTEN. One of the greatest gifts you can give to others is rapt attention.

10 Give everyone in your business and personal life, especially your children, the most precious gift of all – one that every human being deserves: self-esteem.

Cleaning up – four ways to the wealthy

Service with

Cleaning homes? Are you targeting the right customers? The top end of the market is the way to go. Here's how ...

GIVEN that the wealthy consistently hire professional services, it would follow that every last professional cleaner in the country would be gunning for business at the top end of the market.

Yet research has shown that 85 per

cent of cleaners compete for the low end! One reason for this is simply that some cleaners are nervous of dealing with the wealthy because they do not understand them or are even prejudiced about them, a type of reverse blue-collar snobbery. This is a scenario to avoid.

To help you decide whether you want to pursue this niche market, here are our top tips to keeping rich and probably all customers happy.

1. Be a respecter of their time

Time is money – we all say it, but it's a code for the wealthy who place a premium on their time. They are the movers and shakers of the world who are willing to pay a higher price to those who recognise it and allow them to get on with doing a professional job.

So show up on time. If you have been delayed, apologise sincerely and offer a freebie (a room of free protector or a free spotter pack). This course of action will help to build a good relationship with the client.

Confirm appointments by email, fax or drop a card off. Cleaning is not high on their agenda and your reminder will look professional and save you a costly 'no-show' on their part.

The rich rarely get rich working 9 to 5:



Cleaning up after the wealthy needn't be as exhausting as in *The Edwardian House*, and now it can be far more profitable.

a smile...



Promotion to inspector

THERE is a lot of truth in the old adage that "time spent on reconnaissance is seldom wasted".

Most claims paid for by cleaning companies are for pre-existing conditions rather than malpractice on the part of a cleaner. But where too many cleaners fall down is in the field of pre-inspection and pre-evaluation. The reason why is simply that these disciplines require patience and communication. Most cleaners want to get the job done quickly with the least interaction with the customer.

Look before you leap

It is important to look before you leap when it comes to cleaning. Carpets for example should be pre-inspected for open seams, de-lamination, improper fitting, rips, burns and permanent damage. Check for torn fabric, missing buttons, cat scratches and damage to wood trim and legs on upholstery.

Inspect cushions inside and out, looking out for laundry bleaching and check the inside for ink marks. Look out also for the presence of synthetic backing materials that may be affected by cleaning solutions with higher concentrations of solvent. Watch out for staining from water, urine, ink, rust, coloured soft drinks and tannin. Fabric colours may also be affected by bleach and urine and of course by sunlight and

fumes – such as tobacco – in the building. Next comes the thorough testing of the fabric. It is hard to determine the exact fibre content of every last fabric item. Test fabrics for dye bleeding and crocking (i.e. dye transfer from rubbing fabric when dry) include spotters, boosters and fabric protectors at the same time. It is worth testing also for possible shrinkage.

Get it in writing

Now, all of the information accumulated can be communicated to the customer in writing. An Inspection Report is a must: This is not a release form or a waiver of liabilities (these arouse mistrust on the part of the customer). The Inspection Report Form lists specific concerns that are recognised by both parties prior to work. These forms benefit cleaners in the following ways:

- They are a useful management tool aiding the technician in his work
- They help to protect you from needless and expensive claims
- The customer sees your business as professional

Feel you need to know more about this topic? Check out forthcoming Prochem sales training course dates on page 15.

impress them with your time flexibility. Suggest you meet at the crack of dawn before they leave for the office (or the gym!) to get the job done.

2. Keep your promises

The rich are sceptical of people who promise them the earth for an impossibly low price. Better to under-promise and over-deliver. Overstating performance promises causes clients to not take you seriously or – worse – roast you when you fall short of providing the agreed service level and never call you back again.

3. Give 100 per cent guarantees

The wealthy are intolerant of excuses arising from poor service. Make sure you can meet your guarantees and make these rock-solid sales propositions. For example, "If you don't like our work, don't pay for it!" It sounds like madness but 99 per cent of customers pay and the statement is a huge incentive for your business to deliver the very best.

4. Be appreciative

Always thank customers after you have completed a job. The telephone is a starting point of course but you could also send a laminated card or even a newspaper article of interest to the customer.

If you read a positive story about a commercial customer in the local press, clip it and laminate it and send it to them. You have just demonstrated how well you know them and care about them.

When did a service person last call you after being on site in your home and thank you for the work?

The wealthy are not that much different from those with fewer resources. They simply know what they want and are able and willing to pay a premium for it. All you have to know is how to deliver!

Selling Your Services

ARE you an owner operator? Still looking for new ways to increase your business? Are you more of a good cleaning technician than you are a sales person? Like to know how you can improve your selling ability and increase your sales turnover? Prochem Training courses are all designed to create

customer confidence, which is a major influence in positive-reaction selling. **So why not take advantage of our highly trained and modern training team and make enquiries today about the Prochem cleaning systems sales training programmes on telephone: 020 8974 1515.**

- Understand why we need to continue to sell cleaning services, how you can do this without the need to be a super sales person, and what these key requirements are.
- Find out what it takes to become a real Professional and how this alone can create automatic and continuous sales enquiries.

- Learn how you can turn sales enquiries into positive jobs and at profitable prices.

Ron Tilley, founder of Prochem Europe Ltd. has more than 40 years experience of teaching and training businesses and owner operators in HOW TO DO IT and HOW TO SELL IT.

Good show, Sir

PROCHEM Europe has been making inroads into the continental cleaning market via Amsterdam where it enjoyed a first ever solo 'spot' at the important Interclean Show.

"Having shared in the past with overseas dealers and our American counterparts, we found that the growth of our European operation merited having our own stand this year," says sales director Martin Davies.

"If you want to be a player in the cleaning world, you have to be seen to be, and Interclean is the stage."

Some UK companies like to show together but Prochem opted out of the Brit pack. "Showing under a national banner may mean missing out on other important visitors," comments Martin.

In addition to exhibiting new product developments for 2002, Martin, managing director Alan Tilley together with head office sales and training executives, were kept busy developing partnerships with key distributors in other European sales territories.

Also lending support and some useful language skills (six in all!) were Marcin and Olga, representing Prochem Europe's newly-appointed Polish dealers as well as colleagues from Dutch dealer AB Cleaning Equipment.

The full product range was on show at Interclean where visitors seemed particularly interested in new technology



Prochem Europe discovered the benefits of having its own stand at the Interclean Show.

like the Blazer Plus truck-mounted carpet cleaning system with a new titanium lightweight wand and Powerglide rotary carpet extraction power tool.

Valet Pro, the new portable aimed at the growing car valeting market, grabbed their attention as did Prochem's now top selling portable, the ultra-quiet Steempro.

For Prochem marketing executive Lisa Sharp, Interclean 2002 was her first experience of a major cleaning show. What did she make of it? "To see it all you have a massive amount of walking to hall after hall, packed with stands of all sizes and – judging by the scale of some – all budgets.

"Our stand was very busy, and we had a high calibre of visitors to it: people sought us out and that meant they had business in mind."

Interclean organiser research reported

visitors spending an average of 4.5 hours at the show, with 30 per cent coming back for a second day there. Nearly 40 per cent came with a view to buy, out of which 34 per cent made a purchase or specified. Is Interclean likely to be a mainstay in the Prochem calendar of events? "Definitely," says Martin. "We had enquiries from dealers from all the eastern European countries plus Germany, Greece, Turkey and the Middle East interested in taking on our products.

"Our aim is to support them as we do our UK customers."

For a bigger picture on the world of cleaning, Interclean is worth a visit. The show is back in 2004, May 11-14th.

Web watch:
www.interclean.com



AB succeeds Decal Challenge

PROCHEM Europe, Dutch dealers AB Cleaning Equipment have taken to Prochem vehicle branding like Dutch to water (sorry!). See how effectively they have employed Prochem decal artwork on this new Transit (snapped recently outside their HQ).

To find out how you can tap into the benefits of Prochem branding contact: 020 8974 1515.

Did you know?

- Mixing bleach and acid toilet cleaner produces the potentially fatal chlorine gas similar to mustard gas used in the 1st World War – so never let your staff mix chemicals unless trained to.



AB Cleaning Equipment's vans look great with their new artwork.

To Russia with love

(from Prochem)

A FRESH, new feature of the Moscow Cleaning Show – Prochem Europe has experienced its first major exposure to the Russian cleaning market.

The company's products were showcased by Radnik Ltd, one of the country's major suppliers of cleaning equipment and chemicals and a distributor of Prochem products.

This was the third Moscow Cleaning Show and the company was delighted with the response.

Radnik directors Danny Radovanovic and Nikolay Kosinsky gave practical demonstrations of Prochem technology to over 50 contract cleaning company owners and housekeepers from executive hotels in a special seminar on professional carpet, fabric and floor care at the show. Danny Radovanovic attended Prochem training courses last year and his own seminar was modelled on the Prochem training curriculum, with the company's full sanction.

Whilst Russia's financial crisis of 1998 had a great impact on the service

market in general, demand for professional cleaning services is growing in step with its customers markets.

Moscow presently fields around 100 companies offering cleaning services, with eighty per cent being small or family managed companies employing five to 30 staff.

The services offered by these companies are restricted by the equipment available to them, says Danny, and that's what he proposes to change.

"Naturally, the leading companies are the ones that are able not only to survive but also to invest in new equipment to provide new and high quality competitive services," he says. "With Prochem's support, Radnik is well positioned to meet the demand for the best available.

"The increasing specification of carpet, mostly from Belgium and England, is stimulating interest in fibre care and maintenance and we are now developing a training facility modelled on Prochem's for the Russian cleaning community."



St Basil's Cathedral, Moscow.

Prochem: the winning formula



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Email: sales@prochem.co.uk www.prochem.co.uk www.prochem-europe.com

To keep you in front with your customers we haven't rested on our laurels. We are continually improving our cleaning chemicals, and investing in research for new chemical formulations to keep you on the track to success.

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

technical

Mind your Qs and As!

Peter Hargreaves' regular round-up of the more commonly-asked questions put to Prochem's Technical Support team

Q A customer has a blue denim stain on a cream leather suite and has asked if it can be removed. I've tried leather cleaning products without success. Is there anything more that can be done?

A This depends on the quality of the leather and the type of finish that has been applied. You might want to consider using E400 Red Rx to remove a dye stain. I would apply this solution to the stain using a terry towel and if it breaks it down, towel it off with another terry towel rung out in a solution of B109 Fibre & Fabric Rinse. Remember that the terry towels should only be damp, not soaking wet. Finally, apply E675 Leather Conditioner and buff with a clean dry terry towel. Oh yes – and don't forget to do your pre-test!

Q Help! I have just started cleaning a beige carpet with my truckmount and the carpet is turning black! What can I do? The carpet did not look soiled before I started.

A Let's get all the facts in first. We know: The carpet only turned black near the

fireplace and in the traffic lanes. The customer has a pet alsatian dog. From it, soil and grease has been compacted down into the carpet and the power of the truck mount has pulled this soil to the surface.

Heavily

pre-spray the affected areas with E836 Enzyme Prespray, agitate in with a pile brush and leave to dwell for 5–8 minutes, then rinse extract with B109 Fibre and Fabric Rinse. That will solve the problem (and it did!)

Q We have a problem with static on an office carpet. B194 Shockaway was used on it twice, but after a few weeks needed re-applying. Why is this?

A This was a puzzler to start with, but after being given further details about the

job we discovered that neither product nor method of application was at fault. The carpet was laid on top of an old one which caused a high static charge to build up and be held in the old carpet. The old carpet has been removed and underlay fitted, which has cured the problem.

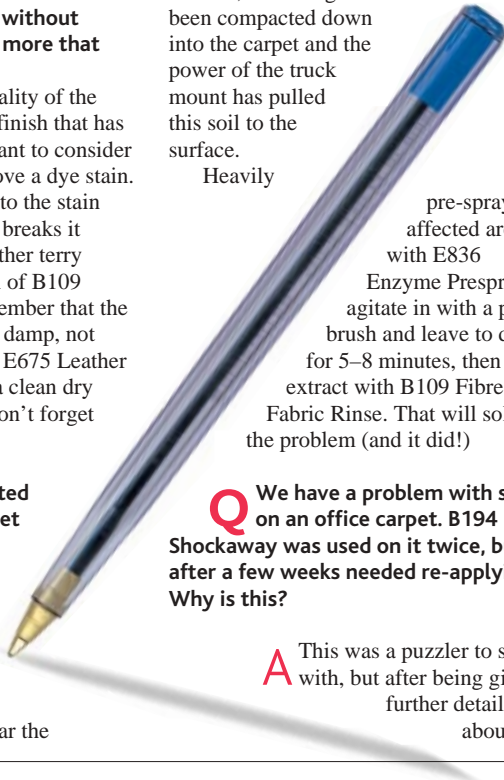
Q We have to remove an old blood stain from a carpet. What's the best approach?

A Longstanding blood stains may be extremely difficult or impossible to remove.

However there is always a chance that pre-spraying with B144 Stain Pro, agitating with a brush and allowing two to three minutes' dwell time before rinsing out with B109 Fibre & Fabric Rinse will remove the stain. Sometimes after this operation you may be left with a red/brown stain. If this is the case then apply B198 Rust Remover according to the label instructions. Repeat with B198 Rust Remover if required.

That's all for now!

If you have a cleaning question for Peter and the team, call now on 020 8974 1515 or email: technical@prochem.co.uk



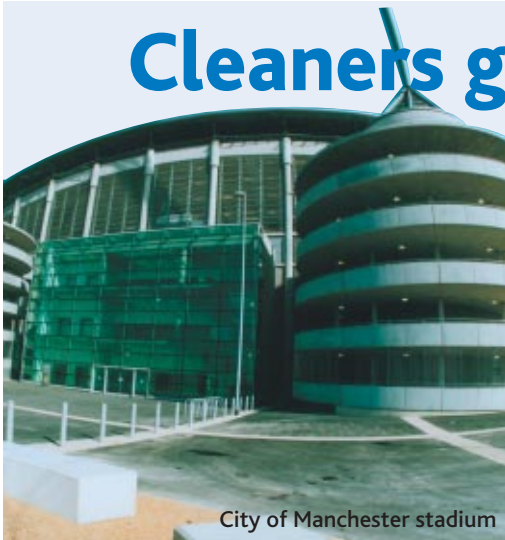
Cleaners game on for Manchester

CLEANERS in the north-west cannot get enough of Prochem. Not only is Manchester host for this year's Commonwealth Games, but more than 60 course applicants were booked on to the April carpet and upholstery cleaning course in the city. It proved to be the best attended regional course for over five years, according to Prochem Europe Training & Technical Manager Spencer Young.

"In fact, our regional training courses are becoming ever more popular," says Spencer. "The recent course at Bristol in March went very well and I expect the Dudley dates on October 1-2 to be

equally well attended." The training team continues to win fans. Andrew Smith, of Asclean in Atherstone, wrote to say: "I spoke to Spencer about a number of carpet cleaning issues and his technical knowledge and customer care were superb. I felt at the end of the call I had to write and thank you!" Equally pleased was Tony Ellison, MD at Prime Cleaning in Southend on Sea: "My sincere thanks to Peter and Spencer for their excellent demonstration. I know that our customer was suitably impressed."

Tony's Bristol Site Manager was duly booked on to his local Prochem Europe regional course.



City of Manchester stadium



training

When it comes to getting the job done properly, many readers told us the same thing: success depends on getting the basics right. Yet a surprising number of cleaners get into trouble because they neglect to 'check first'. So here's the **Cleaning Specialist** guide to . . .

Getting the job right

- ✓ Store cleaning products safely with caps and lids secured and at the recommended temperature given on the safety data sheet.
- ✓ Qualify the job in writing. This means ensuring that the customer is aware of what results can realistically be expected, and what can and cannot be achieved with the cleaning product being used. For example, no matter how good products are, they cannot repair permanent damage to carpets and fabrics.
- ✓ Check you have the right product for the job (it's frightening how many people do not).
- ✓ Always read the product packaging label before use.
- ✓ Unless specified, never use a product straight from the container. Use at correct dilution rates/measure and know the product's limitations, dwell time, etc.
- ✓ Familiarise yourself with the information available in the Prochem Europe Safety Data Sheets. These contain detailed information on the handling of the company's products:- directions for use; the products' composition; the physical and chemical properties; and appropriate guidance on Health and Safety and environmental factors/precautions. These factors should all be considered.
- ✓ Always use products in accordance with COSHH* regulations.
- ✓ Where recommended, pre-test a product prior to application and ensure you are using the correct application method. It is just as important to use the correct methods as it is having the correct products for the job. Use solutions at the correct temperature. Read the Safety Data Sheet/Technical Data Sheet and pay attention to pH levels.
- ✓ And finally – should you not already have done so – attend one of Prochem Europe's acclaimed training courses and learn how to get it right and keep getting it right!

*Further information and guidance on COSHH can be obtained from the HSE in the form of a free leaflet "COSHH – The new brief guide for employers". Available from HSE Books Tel: 01787 881165.

Time left to learn

WHY not take time out this year and get on the fast-track to making money out of cleaning?

Training does not come better than on a Prochem Europe course. All dates shown here (see right) are for

courses held during 2002 at Prochem's Training Centre in Chessington, Surrey, unless otherwise stated:

For further details regarding training courses please contact Prochem, tel 020 8974 1515.

TRAINING Course Selector



- C2** **Two day comprehensive extended carpet cleaning**
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments; plus surveying and basic sales.
- CI** **Comprehensive carpet cleaning**
Includes: carpet and fibre identification, stain removal techniques, chemistry of cleaning. All cleaning methods, protector treatments.
- UI** **Upholstery cleaning**
Includes: fabric-leather-curtains-dye test-shrink test-dry cleaning and shampoo.
- HFI** **Floor cleaning & Maintenance**
Includes: vinyl sheet & tile, linoleum, safety floors, wood, rubber, terrazzo-strippers-polishes-seals-maintainers.
- SI** **Professional Sales Training**
How to produce instant sales and build repetitive solid business.
- PI** **Practical Cleaning Methods**
Four 90-minute sessions in one day for: carpets, upholstery, floors, stain removal. All action – no theory. Ideal for new operators.

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

Course	Date Selectors				
	JULY	SEPT	OCT	NOV	DEC
C2	30/31	24/25	-	26/27	-
CI	9	3	16	5	3
UI	10	4	-	6	-
HFI	17	11	-	13	-
SI	-	-	8	-	-
PI	-	12	-	-	4

There are no courses set for August

15%

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

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

020 8974 1515

All courses include lunch and operator's reference manual

Regional	Course Selector	
Venue	CI	UI
West Midlands	1 OCTOBER	2 OCTOBER

Prochem Europe Ltd Oakcroft Road Chessington Surrey KT9 1RH UK

Tel: +44 (0) 20 8974 1515 Fax: +44 (0) 20 8974 1511

Email: sales@prochem.co.uk www.prochem-europe.com www.prochem.co.uk

Cash incentive to truckmount upgrade

CLEANING businesses ready to make the transition from portable machines to their truck-mounted big brothers can look forward to a £500 price discount off a brand new Prochem Blazer "Plus" until November 30, 2002.

The new Blazer "Plus" provides powerful vacuum, solution pressure and instant heat to the carpet wand at a distance of up to 250ft from the vehicle.

Totally self-contained and fully fitted by Prochem's engineers, the Blazer utilizes Prochem's exclusive Advanced Generation Multi-Stage Heat Capture™ process. Setting up time is only a few minutes, then carpet cleaning is ongoing,

with fully automatic water and chemical feed and even continuous emptying with the optional pump-out system. Sixty or 120 gallon fresh water supply tanks are an optional extra for users who require total self-sufficiency in areas such as airports and for residential cleaning.

The Blazer "Plus" is available at a list price of £8,495.00 + VAT until November 30, 2002. A popular payment option is lease hire through the LeasePlan policy available from specialists, KC Leasing. Monthly repayments over a five-year term are around £196 + VAT, at the time of going to print. Call K.C. Leasing on the number shown below for an up-to-

the-minute quotation, subject to status, written details on request. "There are plenty of benefits in leasing including the release of capital for the day to day running of the business," says the leasing company's Karen Cottrell. "Principal credit lines are unaffected plus fixed payment and period mean simplified budgeting for your accounts."

For further details about purchasing the Prochem Blazer "Plus" or another truckmount from Prochem's range, call Prochem Sales on Tel 020 8974 1515. For full details in respect of the LeasePlan call KC Leasing on Tel. No. 01827 313222.

Truckmount The big clean-up

E **NQUIRIES from professional cleaners about 'truckmount' cleaning are stimulating increased sales of Prochem technology.**

Prochem Europe sales director Martin Davies said "truckmounts will make the professional cleaner more productive and successful. The only objections we hear about truckmounts are from people who do not own one. It's a bit like those people who say they prefer a manual gearbox but have never owned an automatic!

"This technology sells on the strength of clear and superior benefits – increased

productivity; accurate automatic dilution of chemicals; minimal operating noise on site; plus improved indoor air quality.

"You get better performance than portables, and reduced need for equipment handling as you only take the wand and hand tools plus the hoses on site." Martin's experience as a provider of these machines is that once a cleaner has used a truckmount, he does not want to go back to portables – and more importantly neither do his customers.

"Truckmount set up and tear-down saves a considerable amount of time per job, compared to a portable," says Martin.

"These savings alone can gain enough time to fit in one more job per day. Multiply that additional revenue over a year, and you've increased your

income by thousands of pounds without any additional personnel."

Prochem Europe has the most extensive range of truck mount extractors in Europe. For more information call 020 8974 1515, fax on 020 8974 1511 or email sales@prochem.co.uk

Web watch:
www.prochem.co.uk



But aren't these machines very expensive?

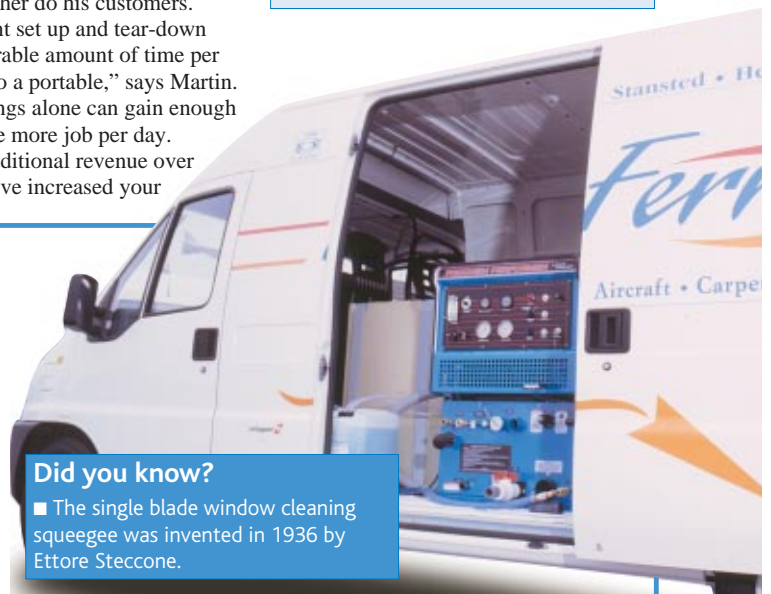
"The unaffordability of truckmounts is a complete myth," Martin asserts. "You do not have to buy one outright. For example, with Prochem's Leaseplan scheme, you can lease purchase a Blazer for around only £7 a day."

How do I get started?

"The Blazer Plus is perhaps the ideal entry-level truck mount," says Martin Davies. "It is compact and combines all the benefits of low purchase cost with reduced operating costs. For the professional cleaner, it is a perfect starting point in the world of high volume, high sales cleaning."

Did you know?

■ The single blade window cleaning squeegee was invented in 1936 by Ettore Steccone.



What does nya-nya-nya-nya mean?

All right Squire?

This Scarborough flooring retailer is making more than sense out of cleaning – just catch his ad jingle!

“I T’S Happy Hour all month long at Squire’s of Scarborough! Let us clean your three-piece suite and we’ll clean 15 square yards of carpet absolutely free! Dries in hours not days using the latest truckmount technology and we’re not using your hot water or electricity! Gets the nya-nya-nya-nya-nya out of your carpets!”

We are at Squire’s of Scarborough showroom, so this is a good opportunity to ask boss Jonathan Squire what a ‘nya-nya etc etc’ is. “It’s our term for the creepy crawlies such as dust mites that can accumulate in a carpet,” he explains. “We’ve been using the term on our radio ad for some time and the customers have come to expect it now!”

Clearly, this 52-year-old, third generation family business is not shy of putting the word out – but surely radio advertising is a tad pricey?

“Not really,” says Jonathan. “Our 30 second ad costs £80 to produce and six pounds each time it airs. We run the ad jingle six times a day on a weekly basis.

Squire’s foremost audience is the floorcovering buyer. “We sell domestic and contract carpets, soft furnishings, vinyl flooring and stock oriental rugs.

Cleaning came later.”

In fact, cleaning is an ancillary service constituting around 20 per cent of the company’s turnover. Last year saw the company upgrade from a Prochem Europe Bruin 2 truckmounted extraction machine to a Performer. This is now snug in a brand new long wheel-base Transit and Jonathan is delighted.

“We’ve had two Prochem truckmounts and this is the best yet – we’ve fitted it with two 60-gallon tanks. This is a mechanical exterior pump which means that cleaning sessions can be kept going for as long as the fuel tank holds out,” he says.

“We started with big portables and went on to Prochem truckmounts. No-one here would go back to portables now,” says Jonathan.

The team works domestic and commercial business including retail outlets, offices and leisure, such as Haven Leisure’s nightclubs. Haven is a major employer locally and best known for its holiday caravan sites.

“I went to a caravan park one Saturday afternoon where a new caravan had flooded. I extracted it immediately and the manager called me in the next day and said we need to get new carpets for this customer, so I got the job to supply them, too.

“It all comes from having your mobile on and providing what you promised: a 24 hour service.”

Jonathan sees a good future in flood work and allied equipment hire. “My advice to any cleaner would be to go into de-flooding and equipment hire.

“Truckmounts are perfect for the job as they can be used where there is no electricity. But training is of paramount importance in this field. Get on a Prochem course and know what you are doing.”

But de-flooding work should not be to the cost of that important bread and butter cleaning business. “No – we still have to get the nya-nya-nya out of those carpets!”

Squire’s of Scarborough; telephone: 01723 374474.

The Squire’s advertisement promoting their truckmounted system.



Getting to grips with a sticky problem



You can have a truckmounted carpet cleaner from only

£6.44
per day*

SPECIAL OFFER

£500 off the r.s.p of the Blazer "Plus" until 30th November 2002.

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

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

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

*Lease-hire available from around £46 per week, subject to status, based on 60-month Leaseplan, excluding VAT (quotations are available based on shorter terms). Deposit equal to first three months' payment.



Blazer Plus



Legend SE Catalytic



Performer Catalytic



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Cut out and keep feature

A day in the life of a Truckmount operator

A six-person team business, ServiceMASTER Hastings bought a Prochem Performer truckmount in 1996 and has since found many benefits from it. The company has used it for a range of purposes from combined cleaning of carpets and upholstery on ferries to specialised cleaning of commercial and domestic properties.

DURING the day spent with ServiceMASTER Hastings, John Ellenger, proprietor of the company, explained how the Prochem Performer truckmount had been an instrumental investment for the company.

The Performer had enabled them to cater for a wider variety of clients, provide competitive quotes and a very high standard of service.

8.45-11.45 am

The first job of the day was at Rother Homes Retirement Association and the brief was to clean the carpets along the ground floor corridors and to remove the chewing gum from the lifts. This exercise was defined as a two man job and employed John Ellenger and son Steve, an accredited technician.

The Prochem Performer truckmount is powered by a Nissan water cooled 1.2 litre 32 hp industrial engine.

Engineered for dual wand operation, it is able to clean carpet and upholstery at the same time by operating two wands simultaneously.

The truckmount was connected to an outside tap and the engine heated the rinse agent to 175 degrees fahrenheit. Before rinsing the carpet, Steve sprayed the floor with an alkaline mix of pre-spray.

For the corridors at Rother Homes Steve used Prochem S888 Ultraprep Traffic Lane Cleaner which he said was the most efficient for that particular job.

During work, the corridors were split into segments. This enabled segments from the 50 foot hose to be detached and rolled up, thus speeding up the packing up of tools.

At the lift and front entrance to the home there were some troublesome spots with chewing gum. To easily facilitate the removal Steve pre-sprayed the chewing gum with Prochem B123 Solvall Spotter, a mixture of non-chlorinated quick drying solvents, and then used the truckmount to heat it up and lift it off.

The finished result was very impressive with visibly improved surfaces and spillages removed.



John Ellenger gets to grips with soiled carpets and chewing gum stains using the power of the truckmount.

11.45-12.30 am

John Ellenger was introduced to the carpet cleaning business whilst working for a local company as a technician. In 1996 he joined forces with David Veal to provide carpet and upholstery cleaning with their new company Admiral. The business established itself in the local area, gaining a reputation with shipping companies and securing the carpet cleaning contract with Stena Ferries.

In July 2000 they bought the ServiceMASTER franchise for East Sussex which enabled them to capture the disaster restoration business in that area, but also placed them just outside the service area for Stena. The ServiceMASTER franchise makes ServiceMASTER Hastings the first port of call for insurance companies dealing with fire, flood or other means of damaged carpets and upholstery in that area.



ServiceMASTER'S Prochem truckmount has a lifespan three to four times longer than other machines.

Did you know?

■ Since being appointed by Cardiff Council, a safety officer has been knocked down by a police car, run over by a fire engine, had his neck broken in an ambulance crash and had his hand crushed by a dustbin lorry!

cont. from page 19

In September 2001 they also bought the licence for contract cleaning in East Sussex which extends their service and enables them to supply contract cleaners to commercial properties within the area. They currently employ approximately 20 staff who are managed by Barbara Ellenger, John's wife.

Bought in 1996, the petrol powered Performer enables two people to work the surface area at the same time – a huge advantage for the ferry work as one person could be cleaning the

carpet whilst another concentrated on the chairs.

John comments: "We were the only franchisee to have a truckmount, but now the one in Portsmouth has one too." He continues: "You can get more commercial work. We do a nightclub in Hastings every two months, it would be impossible to do that without a truckmount."

The second job attended was a residential property where the client had spilt some blood on a relatively new

carpet. John had visited the property the day before and sprayed the stain with Prochem's B144 Stain Pro. The job now needed the excess blood to be rinsed from the stain. Lukewarm water was used in a spotting machine, and the excess blood was rinsed out. Spotting machines work on the same principle as the truckmount, but in a portable design.

John explained to the client that the stain could re-appear some days

later if the blood had reached down to the backing of the carpet. He told the client to contact ServiceMASTER Hastings and arrange another visit if this was the case, but after the utilisation of the spotting machine the stain was invisible.

12.45-1.30 pm

The third job, was an insurance booking from a client who had suffered carpet spoiling from one of his dogs. John had been called in to evaluate the job and assess whether he could repair it to pre-damaged condition.

If he decided it was possible then he charged the bill back to the insurance company. If not then he would evaluate the cost of the carpet and send a report to the company about re-imbursing the client. To perform evaluation of insurance jobs it is necessary for the operator to be ServiceMASTER accredited.

John inspected the ten-year-old carpet. He decided that since the carpet was already heavily soiled they might as well try and use the truckmount, if the carpet remained in a damaged condition then they would push forward with an insurance claim to replace the carpet. He measured the carpet and arranged a date for the following week to return with the truckmount.

On the completion of this job John drove back into Hastings and returned to the office. The day had provided a greater insight into cleaning practice, as well as demonstrating the many benefits that a truckmount generated.



John finds that having the truckmount provides more commercial work.

John Taylor: Why a truckmount makes sense

1 Access: Truckmounts do not necessitate leaving a door fully ajar; you need a three inch gap only to allow the hoses access and often you can use a louvred gap in a door panel, removing the need for the door to be open at all. An alternative is to run the hose through a nearby window down to the truck. Yes, truckmount hoses lie about the place, but then so do portables. Truckmount hoses are only another half inch in diameter.

2 Environment: A truckmount leaves a healthier indoor environment than a portable, because it exhausts

contaminants and heat to the outside. This reduces indoor humidity, which lessens the chance of mould and mildew growth and speeds drying.

3 Productivity: A truckmount is also more efficient and productive due to its superior performance of the three key elements of hot water extraction cleaning:-

Water Temperature: Directly relates to higher cleaning efficiency and faster drying times. Portables give 110°F – 150°F average whilst truckmounts average 190°F – 220°F.

Water Pressure: Higher water pressure results in faster penetration of emulsifiers, loosening dirt and suspending it for extraction. Portables operate between 50-100 psi whilst truckmounts operate at 300-500 psi.

Vacuum Systems: With higher airflow and lift factors, faster drying times and more thorough removal of dirt and chemical residue are attained – a key factor in today's ever increasing concern about indoor air quality. Portables give 60-135 CFM with 6"-8" lift Hg (Mercury). Truckmounts provide 250+ CFM with 12"-14" lift Hg.

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

