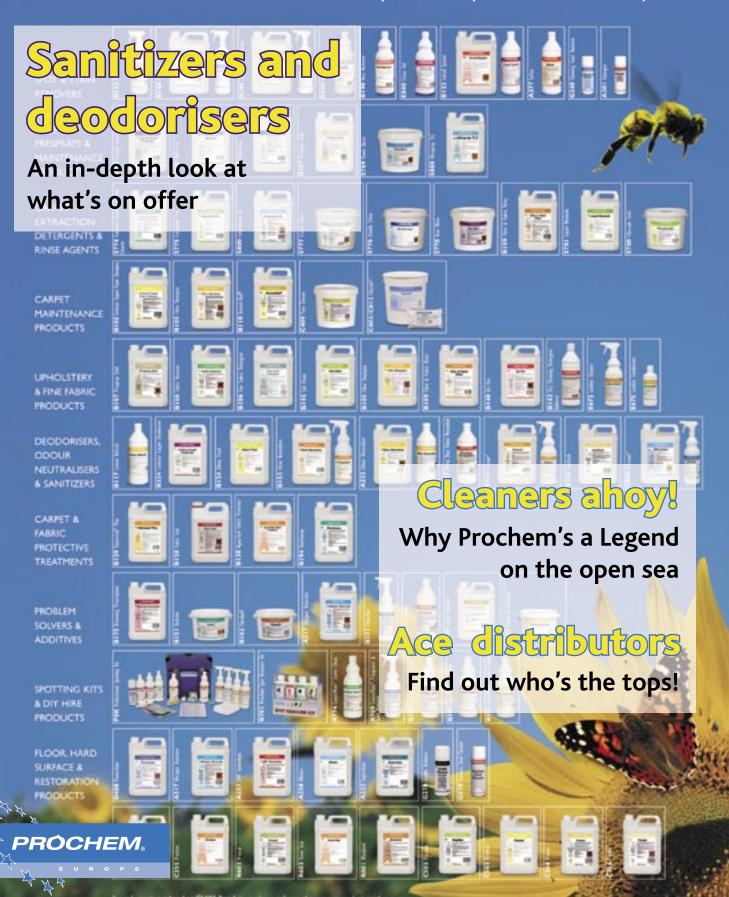
SDECIAL Summer/Autumn 2006 - Issue 17

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



Welcome

FUNNY old weather isn't it? But then, isn't it always? I am writing this in late May but the heating is still on as the wind pelts rain at the office windows.

Yet, Britain is beautiful when the spring sun and the winter 'sog' get it together and the countryside bursts into life.

For cleaners, the blessings are mixed as all manner of plant life and dirt is walked indoors to wreak havoc with the furnishings.

If that's a problem for you right now, check out pages 14-15, where Peter Hargreaves' Qs & As session in this issue tackles how to deal with pollen and grass stains, amongst other summer issues.

Read about new Prochem products where Peter tests Citra-Boost - a new solution that smells so good Gary North of North Star said he could drink it (please don't!).

This is a big 'Well Done' to our Dealer of the Year Award winners – read about them and what makes them so on pages 12 - 13.

As it's summer, we took a trip to Barcelona to see how Ricard Garcia tackles the very demanding world of marine leisure cleaning where classy yachts and cruisers aren't all plain sailing.

Features in this issue include useful advice from Paul Reynolds on Dilution Rates, as well as an article about using sanitizers and deodorisers; and Floor Focus looks at healthcare carpets and how to maintain them.

Bundle in more news and views on Prochem and the professionals who sell and use its products, and you have Issue

17 of Cleaning Specialist. Take it to





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 on 01296 715228 or emailing prochem.newsdesk@pmpr.co.uk



What's inside

Cleaners ahoy! Life with Prochem on the open sea



Turning up the heat

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County View talk about their clients, work and favourite product!

Floor focus: healthcare carpets

There's more to this floor than meets the eye!



Ace distributors Find out who made the grade



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Mind your Qs and As Solutions for seasonal stains

Dirty story

LIKE to come clean about your dirtiest job for a brand-new feature in Cleaning Specialist?

We are looking for reader recollections of 'My Dirtiest Clean-up Job'. For you, that probably means the 'the Job from Hell' or one you never expected to encounter.

These are the stories you tell all your friends about, the jobs you hope you never see again. Another option is 'My Most Unusual Cleaning Job'.

In both instances, if you have pictures all the better – we can use them!

As an incentive (apart from the fame and glory), Prochem is giving a limited number of FREE one-day training courses to cleaners providing the best selected stories and photos.

So, if you have a story - or have heard one from a fellow cleaner - get it to Peter Muir, Editor, Cleaning Specialist on fax 01296 715486 or email cleaningspecialist@pmpr.co.uk

specialist

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Then and now: (Above) Andy McCulloch back in 1979 and (below) Andy's current occupation.

My beautiful game

HARP-EYED football fans do a double take when Andy McCulloch walks in to clean their carpets and furnishings.

The former Sheffield Wednesday forward still has the commanding presence he had back in 1979 when Jack Charlton signed him from Brentford for £60,000 after a meeting at Wembley Stadium.

It was a move seen today as one of the best pieces of business the legendary manager did during his six-year tenure at Hillsborough.

"Great days," recalls Andy, who in his four seasons with Wednesday scored 49 goals in 149 games, including 18 that helped them out of the Third Division. "I loved Sheffield. They were really fanatical fans and I still go back there.

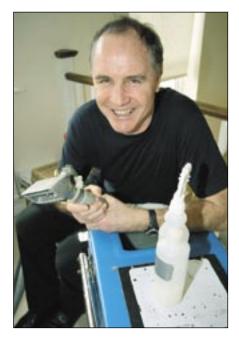
"My best memory had to be after I left for Crystal Palace. I walked out on to the pitch alone and the reception I got was amazing."

Knee damage ultimately put paid to the former civil engineering graduate's career. Andy hung up his boots and moved into the cleaning business.

"The football profession had become very precarious as well," says Andy. "A lot of friends were getting the sack so I decided to become my own boss and go into the cleaning business. It's a service that would always be required."

Andy retired from the football profession in 1986. "I joined a cleaning franchise the following year and worked with them, learning the trade and picking brains about the business until I was ready to get going on my own," he recollects.

In 1989, Andy founded Cardinal Cleaning in East Molesey, Surrey, with staff



and several contractors on his books. "We deal mainly with the big London hotels and also have several hundred small customers, mostly domestic, to look after as well," he says. "We keep very busy!"

Andy advocates Prochem Europe machines and chemicals. He uses Prochem extraction cleaning equipment and a wide range of chemicals, favouring in particular Crystal Green, Fibresafe Gold and Liquid Woolsafe.

"Prochem have been a bit of a lifesaver for me and their solutions have served me well since day one," he says. "You can rely on them every time.

"I have a demanding customer base in Surrey and they expect a top service. I guess I am still playing the best game I can – and today that's cleaning!"

Now available online!

REVISIONS to Prochem's website include free downloadable guides on machine operation and stain removal.

A series of newly-commissioned video films on the operation and basic maintenance of **Prochem's Fivestar**, **Polaris** and **Steempro 2000** carpet and upholstery

cleaning machines can now be downloaded from www.prochem.co.uk

"These are short films providing clear and instructive user information on top-selling machines and with broadband uptake on the increase are expected to be highly popular," says Prochem marketing manager Peta Tilley.

"Further films are being made to support other technology products from the range," she adds.

If you did not get your free Stain Removal Guide in the last issue of Cleaning Specialist, all is not lost.

The guide can now be downloaded from Prochem's site, free of charge.
Alternatively, it is still available in booklet form. Call 020 8974 1515 for more information.

By-pass pump for Steempros

PROCHEM'S top-selling **Steempro 2000 Powermax** and **Powerplus**portable extraction cleaning machines

get a welcome boost with the introduction of a straight 120 psi by-pass pump, replacing the 100 psi 'on-demand' version previously offered. Selling prices are unchanged by the upgrade.





NE of Spain's 'jewels', the city of Barcelona gets busy as spring turns to a hot summer. No more so than down on the marinas, where Ricard Garcia and his team are hard at work preparing several million euros worth of superyacht for another season cruising the Mediterranean.

Established in 1991, Ricard's Nautiel Service provides a wide range of services to shipyards, brokers, dry docks and pleasure craft owners. Yacht cleaning is a specialisation.

"Maintenance and presentation are crucial to comfort levels and resale values of the yacht and cruiser," says Ricard. "There are a lot of different chores involved in cleaning boats. Our service enables clients not to worry about keeping their vessels in order and lets us get on with the chore for them."

Nautiel offers a full cleaning package for boat owners, including cleaning, laundry and dry cleaning, engine rooms and bilge cleaning and treatments for timber decking and hulls.

In addition to cleaning, the company

undertakes de-flooding and cleaning of waterand fire-damaged surfaces and fabrics. Nautiel also looks after repair and maintenance of engines, electronic equipment, waste tanks, painting and varnishing and cleaning and repair of sails. A popular maintenance package constitutes a weekly or fortnightly clean, engine tune-up, and check-over of the ships' batteries and electrical system.

The cleaning service covers cleaning and deodorising and stain and spillage protection of carpets, rugs and upholstery, walls and ceilings, mattresses and bedding and curtains. Treatment for mite infestation and bacteria are also undertaken.

Significant role

Prochem products play a significant role in keeping Barcelona's boats in tip-top shape. "Most yacht floors, ceilings, sofas and mattresses are lined with a wide range of different fabrics," says Ricard. "These different elements require special care and Prochem offers the diversity of solutions to meet their very specific needs. Our customers expect the best and we provide it."

Truckmounted extractors are favoured

by the yacht cleaning community and Nautiel is no exception. "They are the most professional solutions available and again Prochem excels with these machines."

Nautiel started with a portable extractor – a **Comanche**. "Business picked up immediately," says Ricard. "We attended a two-day carpet cleaning course at Chessington and business kept growing. We bought a second machine, a **Steempro Powerplus** and then a **Bravo**, so we could keep two teams working simultaneously. Recently, we invested in a technology upgrade and returned to Chessington to train more staff and acquire our first truck mount, a **Prochem Legend XL**."

Recommendation has brought Nautiel business outside the marina gates and the company also cleans aircraft, restaurants and coaches, as well as offices and homes.

Nautiel anticipates consistent growth and Ricard is upbeat. "We are well known in the nautical sector and we are receiving requests for work in other coastal areas of Spain. We are going to go for it!"

Web watch: www.nautiel.com





Prochem's Dan Alexander (left) and Sam Bruce with Keith Vaughan (centre).

Keeping the Guards up

"INSIST on the Professionals – insist on the Guards" has been sign-written on Guards Cleaning vans since the mid-1960s and for boss Keith Vaughan, it holds as true as ever.

"It's been a good motto for the business," he says. "My dad served in the Guards before setting the business up and he was a stickler for perfection."

The Bristol-based office cleaning company was established in the mid-60s and employs 45 cleaners.

It's focus on getting the best job done means having the means of achieving it.

So when Keith decided to launch a carpet cleaning business as a sideline in 1979, he started buying truckmounted extraction cleaning systems.

Keith's first Prochem machine was a **Model 75 HE**. Since then he has owned a **Model 800A** and

a **Performer 405**. Most recently, Keith became the proud owner of a **Prochem Everest HP**.

"I'm pleased as Punch with it," he declares. "I get a really great service from Prochem and I only buy from them."

Guards used to clean pubs and clubs in and around Bristol but with the increased frequency in refurbishment, Keith finds his work tends to be more towards salvage than maintenance these days.

The business is recommended and he keeps busy. "We have plenty of commercial and domestic restoration work for insurance companies and I have five letting agencies using me," Keith reports.

"I am also working on sub-contracts from other contract cleaning companies who appreciate the truck mount's power and speed."



Tee Jay checks out logging on

HOTELS mean more than an overnight stay for the team at Tee Jay Carpet Care – they mean business.

Surrey-based Tee Jay cleans hotels in London, Weybridge, Luton and Slough. Now, their latest business gain has taken them international.

"The market has become an important area of specialisation for us," says sales and marketing director Georgina Moreau. "It continues to grow."

She puts the company's success in this competitive sector down to the high levels of service offered to hard-pressed housekeepers.

"When housekeepers move to a new hotel, they take us along with them," Georgina explains. "One London housekeeper recently moved to Dublin so we are now cleaning a major hotel there, too!"

Tee Jay Carpet Care is nicely established, with over 25 years experience of commercial and domestic carpet and upholstery cleaning, specialist rug cleaning, and maintenance for wood and stone floors. The company also operates a commercial laundry service and provides equipment sales and hire.

Its growth has prompted a recent move to new

premises in Ripley to accommodate 14 office and field staff.

The company's 4,500-strong customer base covers homes, offices, hotels, restaurants, schools, letting agents and residential homes throughout Surrey, London, Hertfordshire, Berkshire and Middlesex.

Opened in 1996, Tee Jay's shop in Weybridge, Surrey, provides a wide range of cleaning products, equipment and accessories selling to trade and public alike.

Identifying online competition as the cause of decreasing numbers of visitors to the shop, the Fords have fought back with www.vacuums4u.co.uk, where customers can order online any vacuum cleaner, vacuum bags and accessories, as well as new and second-hand carpet and upholstery cleaning machines and equipment.

Last year, Tee Jay was awarded the Buy With Confidence (BWC) Approval Certificate run by Surrey County Council. "We're all very proud," says Georgina. "It measures team commitment to our customers and how that can pay off."





Web watch: www.teejay.uk.com. www.buywithconfidence.co.uk www.vacuums4u.co.uk

Following

HERE are plenty of very good cleaners about. But they do not always get the fact across to potential customers. It's a perennial problem, but not for cleaner Gary North.

In a previous life Gary was a national sales manager with a staff of 50. He moved into cleaning 15 years ago as a franchisee before setting up North Star, the cleaning company he has run with wife Karen since 2000.

"Sales and marketing are in the blood of the business. They have to be if it is going to work," says Gary.

A disaster restoration specialist, North Star operates 24/7 so Gary leaves the marketing to a part-time employee. "She is in three days a week working on fliers, advertising, or our latest competition," he says.

Visit the North Star website and a popup window invites you to enter its monthly competition and win a holiday, electrical equipment, carpet cleaning or gift vouchers.

Winners can receive a complimentary home-clean. North Star provides three service levels in Gold, Silver and Bronze to suit differing needs and budgets.

"Whether a customer wants a spring-clean to include washing ceilings, walls, skirting boards etc, or simply a maintenance clean, we can provide it," says Gary. "We provide up to 10 different levels of cleaning under the spring-clean category alone."

Packaging a service into multiple choices certainly can make purchase more attractive and even inevitable to the consumer.

Ideal gift

"We have started selling gift vouchers in denominations of £25," says Gary. "These make an ideal gift for a family member or close friend and customers can purchase them over the phone using all major debit/credit cards."

Gary was not impressed with the franchise he bought into as his first foray in the cleaning business.

"The products you were supplied with were not up to the job so we would buy Prochem's **Multi Pro** and refill the franchise containers with it," he recalls.

Gary started putting himself on training courses including Prochem's and became hooked on the company's chemicals.

"The most popular chemicals are

Extraction Pro, Ultrapac Renovate and
Citra-Boost – how wonderful is that? I

opened the bottle and could have drunk it!" he laughs.

"Prochem products like **Red Rx** and **Stain Pro** do exactly what they say on the bottle,"
he says.

North Star cleans carpets, oriental rugs, upholstery and curtains in commercial and domestic contracts. North Star has focussed on some floor brands and is now an authorised restorer for Amtico and Karndean wood floor — a tactic that gets the company into some very nice houses!

The Norths are also proud of their repair service including leather renovation, rug refringing and rebinding and retufting of hessian or woven-backed carpets. For larger damaged areas of carpet, they can provide patch insertions and can reseam and restretch carpets where required.

Gary clearly loves selling, so why leave a successful career?

"Boredom," comes the answer. "You always knew what the day would bring. In the cleaning business, you don't. You can have six jobs on for the day and every one can be different. I do like that!"

Web watch: www.northstarcleaning.co.uk





Turning up the heat

NEW cleaning business run by an enterprising pair of friends has already made Prochem's new Heat Wave a staple in a successful cleaning system approach that is finding them good fortune in the northern Home Counties.

Dave Tew and Ben Saunders, both 26, are joint managing directors of County View Cleaning Ltd – and they love **Heat Wave**.

"We saw it in the new catalogue and decided to give it a try as we do get a fair bit of build-up from other chemicals," says Dave. "We are over the moon with the results," he continues.

"The cleaning is unsurpassed and the



fragrance is nice too. The connectors have hardly any build-up from separation so we will be using this as much as possible with our **Blazer XL** truckmounted carpet cleaning system."

Dave and Ben started the business in late 2004 after Ben came back

from travelling and needed

a new job and Dave was looking to start something new.

"We had both been involved in the cleaning industry since we were teenagers, from hard floor maintenance to general vacuuming and polishing, and also carpet cleaning," says Dave.

"We decided this was what we did best. We had noticed that a lot of people seemed unhappy with cleaning services for one reason or another and it spurred us on do a better job of it."

The two friends decided to supply a better, customer-focussed service and develop their business on the strength of satisfied customers and, therefore, recommendations.

Best equipment

"So we set out to acquire the best equipment we could find," continues Ben.

"We both had experience of Prochem equipment and chemicals from previous employers and knew straight away that their products should form the basis of our company. As soon as people see a truckmounted system they are sold as the results and equipment speak for themselves.

Dave and Ben find Prochem truckmounted systems easy to work with and maintain. "If we ever have any questions, the service department always go out of their way to sort out our problems there and then," Dave adds.

The game plan was a good one. "We have had nothing but happy customers," reports Dave. "A large section of our work is repeat and recommended so we are doing exactly what we set out to achieve.

"Bearing in mind it's our first year, we've no complaints!"

Luton-based County View works a large commercial



customer base covering pubs, restaurants, offices, hotels, homes, schools, doctors' and dental surgeries and hospitals from north London as far north as Leeds.

Customers include Unisys, West Ruislip US military base, Thomson Travel agents, Bradshaw's Estate Agents, Alan Francis Estate Agents and Opodo's offices.

In addition to carpet and upholstery cleaning, the company also offers 24-hour flood and fire restoration and most recently acquired a Prochem **Steempro Powerplus** portable extractor as a back-up unit.

The year ahead looks exciting and challenging for the company, which is working up to attaining NCCA accreditation.

"We're going to take on some staff this year to look after contract cleaning requirements which come our way increasingly now," says Dave. "We will probably get another van and truck mount and get some further training in upholstery and hard floor cleaning with Prochem."

At this rate of progress, things can only hot up further for County View.

Web watch: www.countyviewcleaning.co.uk





A great show

HEY may not have brought tulips to Amsterdam's ever-popular Interclean Show this year, but Prochem Europe made a great show of sunflowers.

The distinctive 'flower' theme of the company's newly liveried stand, bathed in May sunshine, had visitors making a beeline to Prochem to find out more about latest developments.

Good turnout

"It was great to be back at this show," says Prochem national sales manager Paul Robinson. "We had a good turnout from overseas distributors, in particular from France, Ireland and eastern Europe where

we are picking up new

business."

Paul noted plenty of British distributors were at the show but few end-users, bearing out the



opinion that many had attended London's Carpex two months earlier and did not see the need to go.

On show for the first time in Europe at Interclean was Prochem's **Galaxy** portable extractor for both residential and institutional cleaning of carpets, rugs and upholstery, and the revised Prochem **Spot Pro** compact hand-held extraction unit.

The **Blazer XL**, Prochem's entry-level solution for newcomers to truck-mount cleaning, drew the crowds. Also on show for the first time at Interclean was the acclaimed **Apex** truck mount. The diesel version has been specially designed to run in noise-sensitive areas.

New cleaning chemicals on show included S778 Heat Wave, C409 Pure Clean, B106 Fine Fabric Detergent, B171 Filter-Out and the acclaimed B845 Citra-Boost.

"Recognition of the Prochem brand and ranges is growing throughout Europe and Interclean is an important stage for keeping our profile strong," Paul sums up. Sunny side up

A SUNNY welcome on a cold day won new audiences for Prochem solutions when the company showed at London's second-ever Carpex event.

Cleaners were not the only professionals driven to the company's eye-catching stand. The Windex and Hospital Hygiene shows also taking place ensured a large and diverse turnout at the ExCel venue in Docklands for two chilly days in March.

"Our sunflower-themed stand went down well and we received a lot of enquiries from window cleaners for chemicals and training," says Prochem's Paul Robinson.

"Being sited close to the window cleaning suppliers drew new business for products like **Microsan®** which is ideal for killing and cleaning moulds and algae on uPVC window frames and conservatory roofs," he adds.

Truck mount sales executive Dan Alexander also reported high levels of enquiry for the new diesel-powered **Apex**. The **Blazer XL** also attracted strong levels of interest: "It's fast becoming the most popular entry-level model on the market and is a clear hit with business start-ups," says Dan.

Prochem's next UK exhibition will be The Cleaning Show from 13-15 March, 2007, at the NEC in Birmingham.



Sanitizers and de



OW many times have you finished a job for the householder to tell you how lovely the house now smells?

For the professional carpet cleaner, deodorising is important for two reasons: cleaning alone will not eliminate most odours, and deodorising will generate important additional revenue at both general and specialised levels. As far as the customer is concerned, their carpets or upholstery must smell clean as well as look clean!

Deodorising procedures differ according to the nature and source of the odour-causing agent. The right type of chemical should be applied in the correct manner: added to the cleaning solution if compatible, or by surface



spraying, sub-surface injecting, misting or fogging.

Odour sources can be broken down into various categories.

Urine odour has a chemical origin in the reactivation of alkaline residual salts of urea and nitrogen in the dried stain that

then produces an ammonia smell when re-activated by high humidity at lower temperatures or by moisture from cleaning.

This problem can be counteracted with the application of an *acidic deodoriser*, which may also have mild disinfectant properties as well as a re-odorant fragrance and works by chemically neutralising the odour source.

Decomposition

Odours from *moulds*, *mildew*, *floods* and *food spillages* are caused by bacterial decomposition, which usually occurs at

a warm, humid temperature range.

Cleaning can sometimes worsen this type of odour, as it can in the case of reactivation of old urine deposits.

Bactericidal deodorisers are effective when added to the cleaning solution, for mild or temporary odour problems, but they must be sprayed on as a post (residual) treatment in the case of severe or potential problems, such as with flooded carpets. It is important that a residual sanitizer-type deodoriser does not leave a sticky residue as this can accelerate re-soiling after cleaning and treatment.

One of the limitations of modern anti-microbial or bactericidal deodorisers is that they are usually based on quaternary ammonium compounds, which, although highly effective and very safe, can be totally de-activated by many cleaning agents containing anionic surfactants.

Make sure you apply quaternarytype deodorisers either on their own or in conjunction with a non-ionic cleaner or rinse agent. Disinfectant deodorisers based on other compounds are usually compatible with most detergents but are limited by their temporary or short-term action i.e. they are

non-residual and will not go on protecting the carpet or fabric from bacterial odours after cleaning.

Smoke odours from fire and nicotine require a different approach. The odour neutraliser ingredient must be broken down to fine particle size in order to combine with and neutralise the smoke molecule.



Odour pairing

This type of odour neutraliser works by *odour pairing* or combining essential

oils fragrance compounds with the organic components in smoke and fire residue. Most of the mild smoke odours found in carpet and fabric can be treated by adding the correct type of odour neutraliser to the cleaning solution.

For building fire restoration, fogging units can be utilised to produce a fine micron size of odour neutraliser

odour neutraliser that penetrates the fabrics and porous contaminated surfaces. These types

of neutralisers are also available in solvent soluble form for use in dry cleaning procedures and are more effective against fuel oil odours.

Sight, touch and smell are equally important in judging how well you have cleaned. If the environment smells as good as it looks and feels, you will have a more-than-satisfied customer.

Prochem Europe's website offers a wide range of solutions relating to this important topic.



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product feature

odorisers

PRODUCT	DESCRIPTION	DIRECTIONS FOR USE		
B117 LEMON	A LEMON-FRAGRANCED			
REFRESH	DEODORISER AND AIR CONDITIONER FOR CARPETS, FABRICS AND HARD SURFACES.	ADD 5–10ML PER LITRE OF READY MIXED CLEANING SOLUTION. ADD 10ML PER LITRE OF WARM WATER FOR DIRECT SPRAY ACTION.		
B124 ODOUR FRESH	A FLORAL-FRAGRANCED BACTERICIDAL DEODORISER FOR CARPETS, FABRICS AND HARD SURFACES.	ADD 5–10ML PER LITRE OF READY MIXED CLEANING SOLUTION. ADD 20–100ML PER LITRE OF WARM WATER FOR DIRECT SPRAY ACTION. ADD 10ML PER LITRE OF WARM WATER AND APPLY BY MOP OR SPRAYER FOR HARD SURFACES.		
B224 CONTRACT CARPET DEODORISER	A CHERRY-FRAGRANCED BACTERICIDAL DEODORISER FOR CARPETS.	ADD 20ML PER LITRE OF READY MIXED CLEANING SOLUTION.		
A222 ODOUR NEUTRALISER	A DEODORANT- FRAGRANCED ODOUR NEUTRALISER AND AIR CONDITIONER FOR CARPETS, FABRICS AND HARD SURFACES .	ADD 10–20ML PER LITRE OF READY MIXED CLEANING SOLUTION. MIX 20–50ML PER LITRE OF WARM WATER FOR HARD SURFACE CLEANING. ADD 100ML PER LITRE OF WATER FOR FOGGING.		
A223 SOLVENT BASE ODOUR NEUTRALISER	A SOLVENT SOLUBLE ODOUR NEUTRALISER FOR WATER SENSITIVE FABRICS AND CARPETS.	ADD 10ML PER LITRE OF DRY CLEANING DETERGENT.		
B153 URINE NEUTRALISER	A FRESH-FRAGRANCED ACIDIC DEODORISER FOR URINE CONTAMINATION.	USE UNDILUTED FOR DIRECT SPRAY ACTION PRIOR TO AND AFTER EXTRACTION CLEANING. DILUTE 1 TO 1 FOR LIGHT DUTY APPLICATION.		
B125 CLENSAN®	A HERBAL LEMON- FRAGRANCED BACTERICIDAL SANITIZER AND DEODORISER FOR CARPETS AND FABRICS.	ADD 20ML PER LITRE OF READY TO USE FIBRE AND FABRIC RINSE OR CRYSTAL GREEN FOR CLEANING AND SANITISING IN ONE APPLICATION. FOR DIRECT APPLICATION ADD 100ML PER LITRE OF WARM WATER AND APPLY BY SPRAYER.		
A224 SANIFRESH	A FLORAL-FRAGRANCED MULTI-SURFACE ANTI- BACTERIAL SANITIZER AND DEODORISER.	ADD 50–100ML PER LITRE OF WARM WATER FOR DIRECT SPRAY ACTION.		
D500 MICROSAN®	A FLORAL CITRUS- FRAGRANCED ANTI- MICROBIAL, MULTI- SURFACE SANITIZER AND CLEANER.	ADD 10–30ML PER LITRE OF WARM WATER APPLY BY SPRAYER, ALLOW TO DWELL UP TO 15 MINS THEN RINSE EXTRACT WITH B109 FIBRE AND FABRIC RINSE.		
(6)				

A guide to: dilutions

IS the chemical 'ready-to-use' or does it require diluting, and if so at what rate? This is a question any responsible chemical user should ask before using a chemical product.

Prochem technical manager,
Paul Reynolds, advises...

THE importance of using chemicals at the correct dilution rate cannot be overstated.

It is a common misconception that if you use

more of a chemical when cleaning, you will achieve a better result. This is often not the case.

Using a product at a higher concentration than recommended may mean you are taking unnecessary risks. Prochem products are designed to be used safely, **as recommended**. Using a much stronger chemical dilution may result in changes to the properties of the working solution e.g. increased or decreased pH, level of solvency, etc, deviating from those of the product's intended purpose.

This may lead to the product not cleaning as well as expected, possibly leaving unwanted residues, or could result in damage to the carpet/fabric/surface or increase any health and safety risk.

Prochem products have been formulated and tested to perform at the specific concentrations as recommended on the label. All Prochem powder products come with a 15ml measuring spoon which should be used to measure the recommended dilution rate. When measuring scoops of powder, care should be taken to ensure the scoop is a level one, as heaped scoops will result in the use of more product than is necessary. For truck mount extractor users, effective measurement of cleaning powder concentrates can be achieved using a clear graduated measuring jug purchased from your local Prochem distributor or homeware accessory store.

Where a label advises that you use a certain weight of powder, this can be measured approximately using the jug to measure out the equivalent 'ml' of powder, assuming the ratio 1g = 1ml.

For example; the label for S778 Heat Wave recommends that to make a truck mount metering concentrate, a dilution rate of 660g of powder in 20 litres of water is required. You would, therefore, measure out 660ml of powder using your measuring jug.

A measuring jug is also indispensable for measuring the correct volume as required when

diluting chemical liquid concentrate solutions.

Prochem spends considerable time and money on getting its products right. So you have to ask yourself, why use a product at a higher concentration than

recommended, unnecessarily increasing your chemical costs and throwing away profits?



Web watch:

www.prochem.co.uk

Healthcare carpets

EALTHCARE carpet manufacturers have to take into consideration a whole range of conditions and factors that you do not usually encounter in a domestic situation. Constant foot traffic, wheelchairs and trolleys demand the use of a carpet that offers resistance to abrasion and that will remain

unaffected by frequent spillage of damaging fluids.

The carpet must be tough, stain resistant, easy to clean and unable to support microbial growth. Carpets may come in different constructions, but the general requirement is that they must be quickly and easily cleaned.

See back page for your Healthcare user guide to urine decontamination, stain removal, carpet cleaning and odour control.



Construction

• Due to the constant movement of wheelchairs, beds, equipment and people, all carpet must be constructed in such a way that it will not be a hinderance. Generally this is achieved by making the pile in the carpet more dense and by adhering the carpet fully to the sub floor to prevent movement or rippling of the carpet while under wheeled traffic.

Backings

 Backings of healthcare carpets are usually manufactured so that contaminants are not absorbed and can be more readily removed by good stain removal/management procedures.

Some of the backings of healthcare carpets may have a builtin bactericide which kills bacteria on contact.

Designs

• The designs of healthcare carpets are very carefully thought out so that staining and soiling is not so easily seen.

Patterns

• The patterns of the carpets also have to take into account optical factors, as some carpet patterns can have the effect of causing giddiness.

Generally, there is more to the making of healthcare carpets than the eye can see!!!



Fibres

• Fibres must retain colour throughout the life of the carpet and maintain their appearance. This is achieved mostly by using solution dyed fibres, the most common of which is polypropylene because it has the most resistance to staining and moisture retention. This lack of moisture retention also helps to keep microbial growth to a minimum and in doing so lowers the risk of spreading infections.



DEVELOPMENTS from Prochem Europe in portable cleaning extractors are winning plaudits from the cleaning community. With an all-new, compact

design and lightweight yet durable hi-tech construction, the new Galaxy portable extractor packs a

powerful punch.

The perfect machine for cleaning residential and institutional carpets, rugs and upholstery, its powerful three-stage vacuum

enables the Galaxy to deliver the same cleaning performance as much larger machines.

This machine is perfect for in-house cleaning as well as car valeting, spotting and small area commercial cleaning.

Features include lightweight, compact size with folding handle to fit easily into small vehicles as well as automatic vacuum shut-off. Dimensions for stowage are 64x40x70cm.

Think small but perfectly formed for this next launch.

A compact hand-held extraction unit for quick and effective cleaning of spills and stains, the newly re-designed **Spot Pro** offers plenty of pressure to adequately wet and rinse and a powerful vacuum to extract stains and spills on carpet or fabric.

The Spot Pro incorporates a vacuum float shut-off and integral cord wrap, and holds its own rinsing solution and stores its recovered waste water in a unit that can be carried with just one hand.



Orange a-peell

ITH its delicious citrus smell, who can ignore the charms of Prochem's latest grease-buster? Peter Hargreaves road tests a future hit!

A few years back, Prochem made a popular and highly efficient product called **Grease-Solv Additive**. Changing legislation saw its gradual withdrawal from the market and we have had to wait for its replacement.

The good news is that it was worth it. Its successor – **B845 Citra-Boost** – is a more than worthy replacement. All down to the hard work of the Prochem R&D laboratory, this is a professional strength, solvent-based cleaning additive to pre-spray, extraction detergent or rotary shampoo solutions to remove oily and greasy soil, asphalt track-in, food soil and many other difficult soils on carpet and water-cleanable upholstery.

Citrus fragrance

It looks nice – a peach coloured liquid – and smells even better thanks to an orange citrus fragrance.

Its function is to boost the breakdown of greasy compacted soil from carpet and upholstery. You do not need to add much of this to pre-sprays or machines, making Citra-Boost very cost-effective as well as time-saving – because you are about to save a lot of time using it.

Testing of Prochem products takes place in the field or at Chessington but I struggled to find samples sufficiently filthy for this test until a search of stores and machine shop bore fruit in two carpets seemingly past hope.

One was a light coloured tufted with a deep acrylic pile which had been used in a domestic situation and then left in the factory for three years. The other shared the construction but with an 8mm polypropylene pile and had been used to repair a truck mount engine on. Being synthetic, both tend to hold oil stains anyway so these were to

prove a real challenge.

Not being one to shy away from a challenge, I decided to treat these carpets to a salvage-clean.

I pre-tested a few solutions and decided the ideal combination was A217 Ultrapac Renovate as a prespray with S775 Extraction Pro in the extraction machine tank. To both of these I added B845 Citra-Boost.

Effective: The B845 Citra-Boost works and smells good too!

Rinse-extracted

The pre-spray was put in the tank of a slow-speed rotary scrubbing machine and scrubbed into the light coloured carpet and then left to dwell for five minutes. I then rinse-extracted out using a truck mount machine.

For the engine oil-covered carpet, I applied the same solutions and methods but with a **Steempro Powermax** instead of the truck mount.

And the result? I have been in the industry for many years now, but I was still surprised and delighted by this new product. Prochem has an enviable reputation for its specialist solutions and Citra-Boost has not let the side down. And boy, does it smell good!

great new products

Customers have been enthusiastic over these two product developments, reports Prochem service manager, John Taylor.

"The Galaxy is a great machine with an established brand and we have been shipping machines out consistently since launch," he says.

The Spot Pro is another natural fit for most cleaners.

"No need to tie up your portable or truck mount with one of these around. It is effective, looks good, is easy to use and is an efficient tool for extraction cleaning upholstery as well,"

John adds.





Ace distributors...

Some key players in the Prochem Europe distribution network stepped into Spring with shiny awards for their role in keeping the company one of the world market's most prominent suppliers of cleaning technology and solutions.



Barton Electrical (UK),
Chemcol, Sunchoice, Vicol
Supplies, Ace Janitorial and
Forestdale Business Services were
all award-winning companies in 2005, as was
Profehem, Poland's main distributor
for Prochem.

"Eastern Europe is a fast-growing market

and this company has delivered strong sales in Prochem chemicals," says Paul Robinson.

Distributor of the year

Overseas Distributor of the Year Award went to Ireland's Industrial Cleaning Equipment in Dublin (see page 7).

"Another great company, part of the Jangro Group, they supply all over Ireland," says Paul. "They hold excellent training seminars with us and have fabulous services on offer, including fitting and servicing truck mounts."

Read more now on some great janitorial suppliers...



Another Ace year

FIVE times Prochem Dealer of the Year Awardwinner, Ace Janitorial (Sheffield) has scored yet another tremendous year with overall growth in the company up 15 per cent on the previous year.

An established supplier of a broad range of Prochem chemicals and machines, Ace anticipates expansion of its warehouse to accommodate further product lines.

Director Paul Cullumbine puts the past 12 months' success down to the hard work of both internal and external sales forces.

"We're lucky to have a dynamic service team headed by Paul Wilson and backed up by Tony Denton," he reports. "They've increased service sales and back-up by a staggering 71 per cent this year compared to last."

But then Paul holds everyone at Ace Janitorial in high regard. "They are totally committed to give total customer service and satisfaction. This award is just one measure of how much has been achieved."



Barton is best

LAURENCE Barton is becoming a regular fixture in Cleaning Specialist. And with good reason...

The boss of West Molesey supplier Barton Electrical (UK) Limited is Prochem's Number 1 Dealer of the Year for the 10th consecutive year! It's a first in the history of the company, so we asked, how does he do it?

"We don't do telesales and don't have reps!" he jokes. "But seriously, business is pretty good because we have been at it since 1969 so it should be!

"Customers know they can deal with me and that I'm the boss so I make the decisions. No one is on a sales commission. We have a showroom where you can see 15 different upright machines available from stock and at competitive prices with service back-up."

Laurence recommends distributors to be advisors first and salesmen second.

"We ensure we have all the information a customer needs. We advise them on getting their business plans and budgets together before embarking on a buying spree. We treat people the way we want to be treated. Like Prochem, we play with a straight bat on a level field."



Laurence believes that what goes around comes around. "Too few in this business remember that cleaning is a small world," he sums up.

"People stay in the industry a long time. If you develop a name for taking people's money without giving them good advice, over-charge them, or sell them inappropriate products, watch out – it will get worse!"

Anything else? "Yes, win the World Cup enough times and you get to keep it. Does this mean I get to keep Prochem?" he quips. We'll get back to you, Laurence...



distributor feature

Vicol move sees sales Jump

A RECENT move (reported in Cleaning Specialist; issue 15) to new 3,000 sq ft premises in Letchworth has worked wonders for Vicol Supplies – the company is another Prochem Dealer of the Year Award winner.

"It's great news!" says director Melanie Alderton. "Business has been going particularly well and it's wonderful to have our work acknowledged in this way."

Melanie puts a substantial turnover increase down to winning a major contract to supply Prochem Fivestar portable extractors: "The customer buys a huge number because they are so good," she tells us.

Extensive range

A Prochem distributor for over 10 years, Vicol stocks a wide range of vacuums, rotary scrubbers and polishers, scrubber driers, carpet extraction machines and floor care chemicals, including polish strippers, polish and floor maintainers, low-foam degreasers for scrubber driers and low-foam carpet extraction shampoos.

An extensive range of spare parts and accessories, including vacuum bags, are



industrial cleaning machines

by a team of mobile engineers with partsstocked vans to keep 'down' time to a minimum

line marking business: Vicol compounds have been established in the sports industry for over ten years and are used by small football clubs and large ground maintenance companies alike.

Web watch:

solutions. "We looked at

several companies but

wanted to go with one

market," says Clive.

that was recognised in the

Most popular lines include Urine

Neutraliser, Odour Fresh and Microsan®

- "slow to start but picking up quickly as

The Chemcol husband and wife team

people got to understand MRSA better."

is helped out by self-employed cleaners

cleaner in the evening," says Clive who

to run their contracting business.

"I'm a rep in the day and a



Cash-andcarry clean-up

outlet is a runaway success for Prochem Dealer of the Year Award winner. Forestdale Business Services. Customers can walk through a cash-and-carry area and pull stock down on to rollers to the pay tills.

"We're the only genuine cash-and-carry for cleaning materials," says boss

products so Prochem gets the lion's share of

"All Prochem chemicals go very well," says John. "Extraction Pro and Multi Pro come in by the pallet and go out just as quickly. We never have any problems with Prochem products."

A 5,000 sq ft mezzanine has been added to the site while 10,000 sq ft of additional warehousing occupies a nearby building. All this space feeds 10 vehicles, which go out daily to service cleaning customers throughout the M25 counties.

unbeatable customer service since 1975.

competitive pricing and free next-day delivery reflects our commitment to cleaning and janitorial supplies," says John.

years' combined experience of the market. The advice we can give is second to none."

Web watch:



"We only supply the best branded

our carpet cleaning business.

More goods 'out' has inevitably meant more goods 'in'. Now, the Mitcham, Surreybased company has extended its 15,000 sq ft warehousing facility by another 5,000 sq ft and put in new four-deep racking which has reduced the need for aisle space.

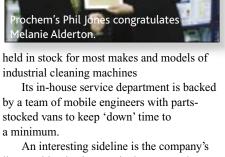
Forestdale has been offering this

"Providing a wide range of lines, with

'Our three sales people have over 100



www. forestdalebs.co.uk



www.vicol.co.uk

Good Life for Chemcol

"IT WAS getting expensive in rental terms and we thought, why not buy somewhere to live and work from?" says boss Clive Rusher.

Now, home for this family business is a two-acre farm with six-bedroom house, bungalow, stabling and garages. "We have plenty of room in the house, while the bungalow is home to the office and stabling doubles up as a warehouse," says Clive. "It all works really well and we love it."

Working relationship

Established in 1997, Chemcol has had a 'good year', due not least to its close working relationship with the Yorkshire Purchasing Organisation. "We get lots of business from them," says Clive. "There are four Prochem products in their catalogue which we distribute.

"We also sell a lot of Bazooka gum-removal machines and we are one of the only companies to also rent these systems. Schools in particular like this option and will take a machine for a weekend or even a week at a time.

Chemcol likes Prochem



Clive Rusher with wife Colette.

Mind vo ur/C

Some (seasonal) answers to your questions on the use of cleaning chemicals, with Peter Hargreaves ...

I know you have written about lily pollen stains before but can you remind me what you recommend for this problem?

Of course. If the customer Ahas already tried to remove lily pollen from the carpet, there is a possibility they may have set the dye stain permanently in the carpet fibres. Let's assume no one has tried to remove the pollen or the stain. Proceed as follows: vacuum up any loose pollen on the surface of the carpet or remove with Sellotape.

Apply E840 Citrus Gel to the stained area and work in gently with a plastic spatula.

Leave to dwell for 2-5 minutes. Finally rinse extract with water or B109 Fibre & Fabric Rinse. The lily pollen stain is so frequent that we have included it in the new Prochem stain removal guide.

I never know whether it's best to use a solvent or a water-based spotter on stains such as blackcurrant juice and other drink spillages. The water-based products don't always get the stain out. What do you think?

The important thing is that it's not so much the type of spillage but the type of carpet fibre that it's gone into that will affect the treatment. Both wool and nylon fibres are highly absorbent and will have taken the colour of the juice right into the fibre and the stain may be permanent.

Fruit juice stains can be removed much more easily from synthetic carpets. But in both cases you should first try B144 Stain Pro which is a combination of water and solvent-based spotting agents and is effective on most food-based stains.

Spray over the stain, blot with a clean white towel and repeat until there is no further improvement. Then rinse and neutralise the area with B109 Fibre &

Fabric Rinse. If the carpet still retains colouring from the drink you will need to apply E400 Red Rx - aspecial formula

designed to remove food and drink colourings and other dye stains. Red Rx is applied directly to the stain using the nozzle applicator, although for larger areas it can be diluted with water 1:1

and sprayed over the area.

Blot with a white towel or pad of tissue and check for stain colour transfer. For really difficult stains apply Red Rx, cover with a damp white towel and place a hot steam iron on the towel for 10 to 20 seconds, being careful not to touch the carpet directly. Repeat this process using clean sections of towel each time. Finally rinse extract the area with B109 Fibre & Fabric Rinse and realign the pile fibres with a light brushing to avoid pile distortion.

How do you remove grass stains from carpets?

Grass stains can usually be removed Aby using E840 Citrus Gel and/or B144 Stain Pro. Work the Citrus Gel or Stain Pro into the stain with a plastic spatula and leave to dwell for 2-3 minutes. Then rinse extract with warm water if Citrus Gel is used or B109 Fibre & Fabric Rinse if Stain Pro is used. On pastel shades of wool carpets the grass may leave a permanent stain.

In this situation a final resort may be to use E400 Red Rx. This is a dye stain remover and can be effective on this type of stain on a light-coloured carpet. For details of how to use Red Rx see the question above on blackcurrant stains.

I've always thought that mud on a carpet was just dirt and when dry would be quite easily removed by dry vacuuming. But I've had a couple of jobs recently where mud has left some quite bad stains. What would have been the best way of tackling these stains?

Mud, or any form of garden soil, has a Surprisingly complex chemical make-up. Some clay and mud stains may be difficult to remove completely. First you need to remove as much of the dried residue as possible with a spatula or blunt knife edge and then vacuum.

Wetting any solid matter still in or dried on to the carpet is only going to make the situation worse. Apply B122 Neutral Pro-Spotter. This comes readyto-use, so no dilution is necessary and it should be sprayed over the stained area. The product should be "feathered" over and into the stained area to avoid water or ring marking. Then blot with a clean white cotton towel (never a coloured one), rinse thoroughly with water and blot until dry. In the case of a stubborn stain you may need to proceed with an application of E840 Citrus Gel.

This should be blotted then rinsed with water and blotted again until dry.

DIY can get very messy. A customer of mine has got wood stain on his carpet and on the patio tiles. What do you suggest?

Unfortunately wood stain is a dye and Ais often impossible to remove. Droplets of wood stain on carpets, brought in on

shoes, should be treated in the same way as furniture stain, where the wooden furniture has been replaced on carpets before

the carpet is thoroughly dry.

Wooden furniture legs should always be replaced on protectors and the customer should be warned not to take those pieces of silver paper away before the carpet is completely dry.

If you have to treat wood stain marks on a carpet you will need a lot of patience. Start by trying A277 Solvex.

Apply this solvent to the stain and





training

and As



blot, checking your towel or tissue pad for dye transfer. When no more colour is transferring to the pad apply E840 Citrus Gel and blot in the same way. If the stain remains you can move on to an application of E400 Red Rx, using the damp towel and hot steam method in the question opposite on blackcurrant stains. All these products should be pre-tested in an inconspicuous area, particularly as the Red Rx and hot iron method may cause carpet colour loss. Always rinse the area thoroughly with water at the end of the stain removal treatment and re-align the pile.

Wood stain on patio tiles could also be permanent. Our suggestion is to scrub with **D488 Powerclean** to which you will have added some **B151 Oxibrite** (15ml per 5 litres of ready to use solution). Pre-test if there is any chance of colour loss and rinse off with clear water.

How can I remove tomato sauce from pastel shades of carpet without leaving a stain behind?

Whether a carpet will finish up with a visible stain has little to do with the colour. It is dependent on what the fibre of the carpet is and other factors such as the length of time the sauce has been on the carpet. Wool carpets will absorb a colour

such as this very very quickly and also hold on to the colour after cleaning.

What you need to know about any sauce-based stain, be it tomato sauce, barbecue sauce, gravy etc., is that they are difficult, protein-

based stains that may require the application of both solvent and water-based spotters.

This is because they are made up of a mixture of several compounds which can be greasy, sugary, creamy and often contain colouring. A277 Solvex and B144 Stain Pro, applied in that order, agitated into the stain and then completely flushed out with B109 Fibre & Fabric Rinse, have proved to be an

excellent combination.

If colouring remains on a light carpet you could then move on to the E400 Red Rx and hot steam iron procedure: apply Red Rx to the stain, work in with a spatula, cover with a damp towel and apply the hot iron for 10 seconds only.

Rinse extract the area with **B109 Fibre** & Fabric Rinse and then lightly brush the pile to align fibres. A word of warning: Red Rx is a dye remover and as such could remove carpet colours as well. Remember to pre-test before using!

Do you have something which will get cement residues off newly-laid patio tiles?

A257 QMT Stoneclean will remove cement residues from stone, ceramics and stone composites. Follow the dilution rates indicated on the label. Apply with a mop, sponge, brush or scrubbing machine. You may need to leave it to dwell on the tiles for a short period before rinsing with plenty of clean water.

More room at the inn



MAJOR refurbishment of Prochem's Manchester regional training course venue spells good news for cleaning professionals keen to attend the autumn's North West course.

"Over-subscription meant turning delegates away from April's course," says Prochem national sales manager Paul Robinson. In its sixth year as a Prochem venue, the Britannia Country House Hotel at Didsbury is benefiting from a facilities upgrade.

Close to the major motorway network and the city's airport, Manchester's is an increasingly popular course destination with delegates coming from as far afield as Scotland.

June saw the training team back in action at the Innlodge at The Bridge, Yatton in Somerset, an equally popular venue in previous years.

Training course selector

Training Course Dates (Chessington)

CODE JULY AUG SEPT OCT NOV DEC

C2 18/19 - 19/20 - 21/22
C1 11 - 5 1 7 5

U1 12 - 6 4 - 6

HF1 5 - 13 - 8 -

Regional Course Selector

	JULY	AUG	SEPT	ост	NOV	DEC
REGION	-	-	WHIDS	NORTH	-	*
CI	-	-	26	17	-	-
UI	*	-	27	11	100	

РПОСНЕМ.

To find out more about Prochem Training Courses visit: www.prochem.co.uk or for additional information or to make a booking simply call our Training

Urine de-contamination, stain removal, carpet cleaning, odour control



1. Urine contamination - for old or fresh

Available in ready to use 1 litre trigger sprays or 5 litre containers, into code 8/51 Unio Naurabur







Some liberally over affected area

Slot with non-coloures depositive tiesus.

Extraction clean using solutions as allown in Hut water extraction cleaning thelow).

In cases of savere some contamination spray or the contamination spray or set carpeted areas following cleaning process.

2. Stain removal - coffee, tea, blood, vomit, faeces and other protein stains

Available in ready to use 1 litre trieser sprays or 5 litre containers, order costs \$1.44 Scon Pri









Spray liberally onto married area.

Work is goody with sporting brush.

Biox with non-coloured dependent tissue.

Exerction clean using solutions as shown in Hot water exerction cleaner (below).

3. Hot water extraction cleaning

Available in 5 litre commerce, was com \$115 January Pay-8124 Claur Iven









All polision tank not been were



Clean with her water

Fresh solutions

Frederickers 1st Course foot Courses very CF (1st Co Telephone: 020 8974 1515 Fax: 020 8974 [545] Ernall sales@grochem.co.uk www.geochem.co.uk