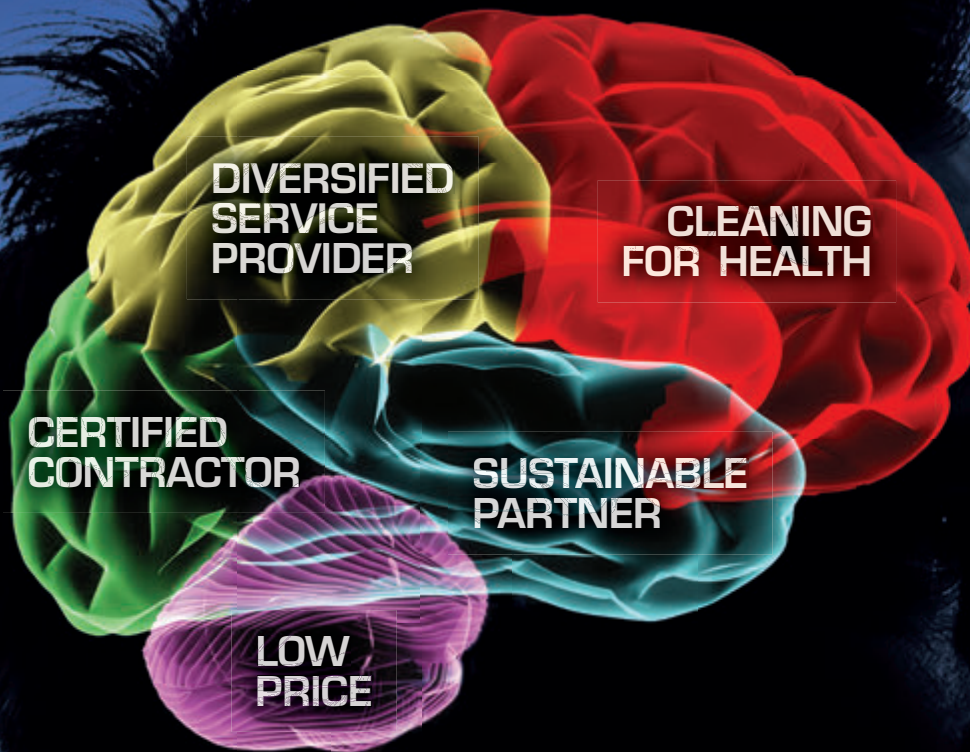


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Customer Service Is Crucial For Day Cleaning



EARLIER THIS SUMMER my family and I took a train trip across the country. It was our first time “riding the rails” and we had great fun eating meals in the dining car, bunking out in our sleeper car, and watching the scenery roll by in the observation car.

Despite these wonderful memories, when I’m asked how I liked traveling by train, I can’t help but first think of some of the poor customer service experiences we encountered. Some staff was unwilling to

help out with a dining problem; other times staff was nowhere to be found at all. Most notably, I was surprised to realize not one staff member wished me a “Happy Father’s Day” even though I was clearly traveling with my two small children.

Customer interaction — for good or bad — is what service providers are remembered for. How confident are you that your staff will receive praise for their customer service? I’m sure many building service contractors may consider themselves lucky that their janitors work at night, away from clients.

But how long with that last? Our recent survey of facility executives shows that 61 percent of respondents want day cleaning. It doesn’t matter whether that means a day porter or an entire cleaning crew staffed during daytime hours, janitors will be around building occupants. Their appearance and attitude will stand out more than how well they can keep a facility clean.

If transitioning to day cleaning, train janitors to make eye contact with building occupants and give a simple greeting. Janitors should always give occupants at least two feet of personal space and make sure that equipment doesn’t block traffic areas. If janitors need to work in occupied spaces, they should say, “Excuse me,” and make eye contact before entering. It’s possible that building occupants don’t want to be bothered and janitors need to politely respect “wave-offs” or closed office doors.

In addition, janitors should wear uniforms and ID badges, and be fluent enough in English in case they need to address building occupants. **CP**

Dan Weltin, Editor-in-Chief

A recent survey of facility executives shows that 61 percent want day cleaning

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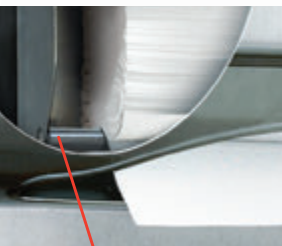
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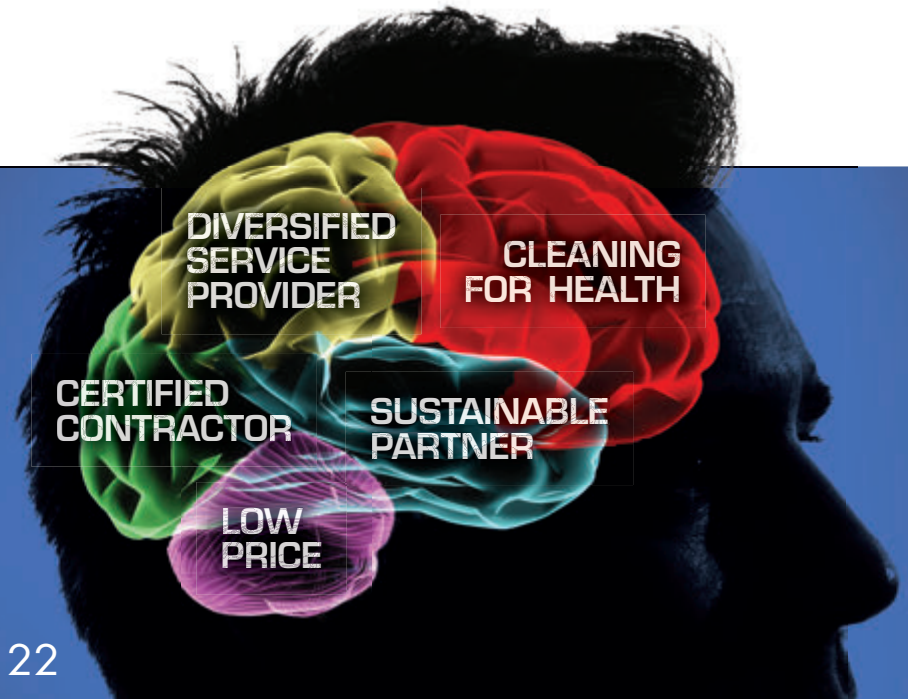
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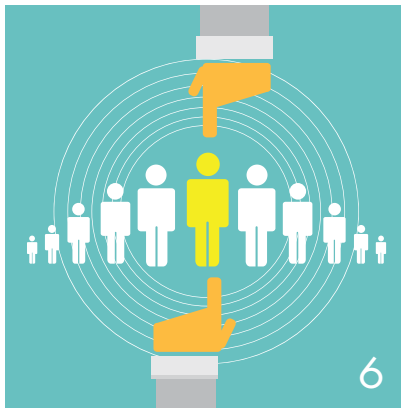
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Web Exclusive Content

State of Commercial Cleaning Business 2014

Contracting Profits surveyed its readers to get a current reading of the contract cleaning market. As building service contractors put the recession further behind them, has the industry turned a corner? We asked if cleaning frequencies are increasing and when the industry will get back to pre-recession levels, if ever. We also asked how important a low price was to customers and whether they were aware of cleaning's impact on healthy facilities and building occupants. View the survey results at www.cleanlink.com/17265cp

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Did you miss our recent carpet care webcast covering vacuuming for optimal results? Consultant Allen Rathey discussed vacuum selection, improving indoor air quality with proper filtration and much more. Watch anytime for free at www.cleanlink.com/webcasts

Understanding Employee Rights Under The Family Medical Leave Act

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ISSA And CIRI Update K-12 Cleaning Standard

The definition of "school cleanliness" just got clearer. Learn about ISSA and the Cleaning Industry Research Institute's new improvements to the ISSA Standard for Measuring the Effectiveness of Cleaning in K-12 Schools. Read the article at www.cleanlink.com/17311news

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Recruit The Best (Forget The Rest)

By Mel Kleiman



Mel Kleiman is a certified speaking professional, writer, pragmatic business owner and consultant on frontline employee recruiting, selection, and retention best practices. He serves as president of Humetrics, is a member of a number human resource-related boards and organizations. He is also a longstanding member of the Society for Human Resource Management and the National Speakers Association.

Mel is the author of five books, including the best-selling "Hire Tough, Manage Easy - How to Find and Hire the Best Hourly Employees," as well as hundreds of articles for numerous magazines and trade journals worldwide.

The two biggest HR problems business owners and managers face are recruiting new employees and reducing employee turnover.

There's only one way to reduce the high cost of employee turnover and that is to hire to a higher standard. But, when your best sources of recruits are the unhappily employed and the unemployed, you can't possibly hire "the best."

Here are three effective strategies for finding top-quality job applicants:

1. Fish Where The Fish Are:

Professional recruiters go after the people they want, and they know these folks are most likely to be found among the gainfully employed.

Print a recruiting message on the back of your business card and, during the course of your day, give one to every person who demonstrates a strong work ethic. Ask your employees, family and friends to pass them out, too. This is a great way to build a database of pre-qualified folks you can call when you have a job opening.

2. Former Employees: When good employees leave to work elsewhere, they often discover that the grass isn't greener on the other side, after all. In fact, research shows that 20 percent of supervisory employees have gone back to work for the company they'd once left.

About a month after good talent has left, call and ask if he or she would consider coming back to the company. The worst they can say is "no." And, because "birds of a feather flock together," even if the answer is no, these former employees can be a valuable source of referrals. Simply ask, "Do you know anyone else you would recommend to us?"

Also, whenever another company calls you for a reference on a former, good employee,

you've just been tipped off that your ex-employee is looking for work again. It's the perfect time to call and see if they'd consider returning.

3. Employee Referrals: Research shows that employee-referred candidates are three times more likely to be good employees. That's because employees give these candidates more information about the job requirements and

working conditions than an employer would. As a result, candidates only proceed with the application process if they feel they would be a good fit.

The key to hiring the best talent is to continuously let your employees know that you need good people. If you don't already have one, consider implementing a referral incentive program.

However, the big mistake with these programs is to pay the award only after the new hire has worked for 90 days. You don't pay for classified ads and job boards 90 days after they result in a new hire; why on earth would you penalize your employees for delivering quality applicants? Besides, when you put the reward off to a future date, you're also sending the message you are unsure about the hiring decision. Pay for referrals immediately.

And when you reward the employee, don't hide it in their paycheck; make it a celebration. The bonus or gift should be awarded in public with a great deal of fanfare and enthusiasm.

Add excitement and momentum to your referral program by giving employees a choice between cash and a day off with pay.

Use these tips to refine your recruiting strategies and elevate your hiring standards. Then watch employee turnover plummet. Proactively go after and hire the people you want. Recruit the best and forget the rest. **CP**



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[Green Products]

Green Rooted Deep, Importance Will Only Grow

Manufacturer Roundtable takes questions *Contracting Profits* has received from building service contractors and poses them directly to cleaning industry manufacturers. Each month questions and answers for a different product category will be featured.

By Dan Weltin, Editor-in-Chief

Contributors:



Linda Chipperfield
Vice President of
Marketing and
Communications,
Green Seal,
Washington D.C.



Mike Sawchuk
Commercial Sector
Business Manager,
UL Environment,
Marietta, Georgia



Has the interest in green cleaning products slowed down?

Chipperfield: Surprisingly, no. There are still purchasers and market segments that are just beginning their sustainability efforts and have yet to even start with a switch from conventional products to “green.” On the other hand, those users that routinely use green products on the housekeeping cart are branching off into products used in other areas of cleaning, such as warewashing and laundry.

Sawchuk: No, interest has not slowed down. Existing customers are having more of their products certified green by our alternative programs; and we are experiencing new customers looking to have their products certified or their product claims validated. If interest was slowing down, would these leading manufacturers be expanding their proven green offerings?



Some BSCs buy a few green cleaning products and say that’s enough.

Should they be doing more?

Chipperfield: Absolutely. There is much more focus today on having a green cleaning program that includes operations, training and equipment, versus just a one-for-one product replacement. The inclusion of Green Seal’s standard for cleaning services into programs such as

the U.S. Green Building Council’s LEED v4, the Association for the Advancement of Sustainability in Higher Education’s (AASHE) STARS 2.0, and ASHRAE 189.1 is a good indicator that products alone are not enough.

Sawchuk: Yes, they should be doing more. All products used should be proven safer (certified by ECOLOGO or Green Seal) for people and planet, work as well or better, and should not be more expensive “at the use cost.” If the products they have tried did not work, try other products or try another distributor.

Standards now exist for most products including urinal pucks, bio-cleaners, odor eliminators, etc. This is where their local distributors can assist in finding the right certified products for them and their conditions. Why go part-way green, especially when the products [BSCs don’t typically] convert to green certified (floor strippers and finishes, odor eliminators, carpet care products, urinal pucks, bowl cleaners, etc.) are usually significantly more potentially harmful than the ones typically replaced (glass cleaner, general-purpose cleaner, neutral floor cleaner, etc.).



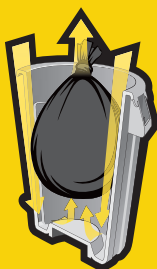
Aside from earning LEED, what are some reasons for green cleaning commercial office facilities?

Sawchuk: For human health and safety. Green-certified products by ECOLOGO



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or Green Seal are proven safer for people — not just the users but all occupants and visitors of the buildings being cleaned. This is in addition to being more sustainable for the environment. Lastly, they may be safer for the assets being cleaned if they are replacing harsh products. It is the right thing to do.

Chipperfield: The main reason is still people. We want these facilities to be hygienic and healthy for cleaning staff, tenants and visitors, and green cleaning accomplishes that goal while also reducing potentially harmful exposures and environmental impacts.

Q Will categories like micro-fiber, brooms and mops, buckets or waste receptacles get a green certification?

Chipperfield: Often these products have a less complicated life cycle (e.g., fewer raw materials) and the potential environmental impacts can be reduced

by focusing on a smaller number of key attributes in manufacturing.

For some of these categories, manufacturers have increased the amount of recycled content, which is an attribute and environmental claim that can be verified by a third-party. In general, with the types of equipment mentioned, durability is probably the most important consideration given the daily use. If they need to be repaired or replaced frequently any environmental benefits are likely to be negated.

Sawchuk: Certification: possibly not. However, more and more manufacturers will likely have their products independently tested for various aspects of performance and then the results compared and validated. Also, having products independently validated, stating they contain a percentage of post-consumer recycled content or low VOCs, will likely appeal to some. Lastly, reporting on the source and supply chain may also be important to some.

Q What do you think will be the next environmental trend pertaining to the cleaning industry?

Sawchuk: There will be continued growth for more information and greater transparency by customers. As certain customers require more information and transparency, manufacturers will look for solutions and services to help them communicate and prove their sustainability messages and leadership, and protect the reputation of their product, brand and company.

The solution and service of the future may not be a single tool, but rather the use of a variety of tools such as the use of databases, multi-attribute certifications, single attribute validations, emissions testing and certifications, etc., and using the ones required by their customers at a point in time.

Chipperfield: For more than a decade there has been a huge focus on the core cleaning products on a typical

Sustainability? Yes.
C. diff? Check.
Carpet Care? Yep.
Restroom Cleaning? Affirmative.

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housekeeping or janitor cart. Sanitary paper products, due to their inherent single-use nature, have also had a lot of consideration of their environmental impacts. What's emerging is a broader inclusion of all the different types of cleaning that may take place within a facility like laundry and warewashing.

Much of the focus to date in these other areas has been on water and energy conservation, which are important impacts, but there hasn't been much attention on the cleaning products. In fact, one often hears that "green" laundry or dishwashing products don't work as well, but that's exactly what we used to hear about general-purpose and glass cleaners.

Another emerging trend involves developments in materials and surfaces to reduce the intensity or frequency of cleaning. Examples would include polishing and sealing floors with a durable finish that doesn't need to be stripped and recoated as often or adding metallic elements (e.g., silver or copper) to fabrics, hardware, railings and other touch surfaces to impede microbial growth. While these innovations will still require cleaning and maintenance, they will likely require a different type of cleaning and may help reduce the need for some of the more hazardous products currently in use.

Q How do green certifications fit in with the revised FTC Green

Guides? Were the revisions beneficial to third-party certifications?

Sawchuk: Our new marks and logos not only communicate a clear and transparent standard or protocol, they also meet the requirements of the revised FTC Green Guides. The specific human health and/or environmental benefits of the product are clear, and the public can get more information about the standard or protocol from our website as per the qualifying language used in the mark or logo.

Were the revisions beneficial to third-party certifications? Yes, as they make more clear the human health and or environmental benefits and thereby helping to reduce "greenwashing or eco-babble."

As the FTC becomes more aggressive in weeding out greenwashing, the benefits of leading third-party certifications will continue to grow — for the manufacturers, for the retailers, and for the users.

Chipperfield: Green Seal has been actively engaged with the Green Guides since the first edition in 1992. The current environmental marketing guides are

This roundtable discusses sustainability and how to start a green cleaning program at www.cleanlink.com/cp

very supportive of credible third-party certification, versus manufacturer or industry association green programs or logos that now require clear and prominent qualifying language to differentiate them from a third-party certification. **CP**



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In The Field

[Carpet Care]

Orbital Floor Machines Can Be Used For Interim Carpet Cleaning

By **Kassandra Kania**

Orbital floor cleaning machines are most commonly used to strip finish from hard floors. However, many building service contractors are realizing the benefits of using this equipment on carpeting as well. In addition to saving money on new equipment purchases — the same machine can clean both hard and soft flooring — orbital floor machines produce a better end result in less time, and carpets stay cleaner longer.

“The use of orbital action machines for commercial carpet maintenance, both as an interim and restorative cleaning system, has risen drastically in the last couple of years,” says Craig Jasper, chairman of the Institute of Inspection Cleaning and Restoration Certification (IICRC), headquartered in Vancouver, Washington. “They are extremely fast at cleaning lightly soiled carpets at rates of up to 5,000 square feet an hour.”

These orbital floor machines, also known as oscillating floor machines, vibrate the pad driver in quarter-inch circles between 2,250 and 3,500 revolutions per minute. They work on carpets by agitating the carpet fibers with the aid of an absorbent pad, thereby absorbing the soil and wiping the fibers completely clean.

“The orbital rotation of the machine cleans in all directions,” says Keith Schneringer, marketing manager of Waxie Sanitary Supply in San Diego, California. “So it’s cleaning on all sides of the carpet fiber — front, back, left and right — giving [building service contractors] a really good cleaning result on the top of the carpet.”

Interim Alternative

Because orbital machines excel at cleaning the surface of carpet fibers, they are best suited for interim cleaning between deep cleaning extractions.

“Extraction is time consuming,” says Dan Houle, president of Regent Supply in Edmonton, Alberta, Canada. “With orbital machines, the idea is you’re trying to extend out those extraction times as long as possible, and never let your carpet get really dirty. For example, if you’re extracting every six months you could use the orbital machine every three months and extract once a year. So, it will extend the life of your carpet and the savings to a building is massive.”

Likewise Tom Tipton, owner of 4 State Maintenance in Coffeyville, Kansas, attests to the labor-savings benefit of cleaning carpets with orbital floor machines.

“Ultimately the machine abrades or agitates the surface that it’s cleaning,” he says. “So in high-traffic areas where there’s a tremendous amount of ground-in soil, the orbital machine can greatly benefit the effort. It expedites the process of cleaning. If you didn’t have that form of agitation you’d have to run the extractor over the area a number of times, which lengthens the cleaning process and is costly to the consumer because of the extra labor involved.”

In addition to being labor-intensive, extraction can often lead to oversaturated carpets.

“In high-traffic areas with heavy soil loads, people often over-wet the carpet when trying to remove the soil by extraction and damage the carpet fibers,” says Tipton. “But with the

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slotted removable weights with a 3450 rpm/69 decibel motor. The machine can re-surface VCT, tile and grout, gym floors, carpet, hardwood, marble, terrazzo, concrete and other flooring types. The product has earned the CRI SOA for Deep Cleaning.



ADVANCE — Including a 28-inch scrub path with dual 14-inch scrub pads, the SC750 REV autoscrubber removes floor finish without using chemicals. The scrubber can run continuously for up to 210 minutes in low moisture settings. The product is useful in healthcare, educational, retail, commercial and government facilities.



BETCO CORP. — When equipped with a maroon surface prep pad, the Crewman Orbital Strip Machine uses a 3,400 rpm



motor to cut through multiple layers of floor finish in just one pass. The machine can also be equipped with sand screens to quickly abrade and level wood floors or gymnasiums without leaving unsightly swirl marks. Models are available in 20- or 28-inch head sizes.

WINDSOR — Taz with Orb Technology is an all-surface machine that works on carpet, stone, tile and grout, wood, vinyl, concrete, epoxy and other surfaces. The orbital machine can be used for low-chemical carpet encapsulation, chemical-free stripping, stone refinishing, wood refinishing, and general floor cleaning.



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[Carpet Care]

orbital machine you can release the soil load with the agitation effort and successfully remove it from the carpet.”

And because orbital machines don’t over-wet carpets, dry times are quicker than those of extraction methods — anywhere from 15 to 30 minutes.

“Typically with extraction you leave some moisture behind,” says Schneringer. “Whereas with the orbital machine, you’re putting down the water and cleaning along the top of the carpet fiber, so you’re not overwetting the carpet, and it dries faster. It works really well for areas where you don’t have a lot of time to let carpets dry.”

Cleaner For Longer

Distributors agree that orbital floor machines expedite carpet cleaning, but they do not replace hot water extraction.

Orbital machines work well for areas where janitors don’t have a lot of time to let carpets dry

“You have to use water and cleaning chemistry to assist in the flushing of the fiber,” says Tipton. “So it doesn’t replace extraction, but it does decrease the labor involved by preparing the soil load to be removed and removing a portion of it.”

Jasper, on the other hand, believes that orbital equipment can also be used for restorative carpet cleaning purposes, in some cases replace extraction — thanks in part to advances in chemical cleaning agents.

“Hot water is still needed if you have contaminants like urine, but many cleaners use orbital machines to replace hot water extraction,” he says. “It’s easy to use, low-moisture, has extremely fast dry times and does a good job of cleaning and removing all the soil. And the

cleaning agents that are used help the carpet stay cleaner longer.”

Improvements in the orbital machine’s design, along with advancements in encapsulation cleaning agents, have contributed to the machine’s popularity among commercial cleaners.

“You spray the liquid onto the carpet so you’re misting it lightly, not soaking it,” says Houle. “The encapsulation chemical is designed to encapsulate and pull soil to the surface. Then you run the machine over the top, and it pulls all the soil into the [pad].”

Orbital machine design differs from manufacturer to manufacturer, says Jasper. Some equipment cleans by agglomeration, where the cleaning solution causes the soil to clump together into large particles. Other machines have more head pressure and use an absorbent pad to lift away soil.

The machines with more head pressure and an absorbent pad are not as fast as the ones that use agglomeration, says Jasper, mainly because the pads have to be changed more frequently as they become soiled. But the end result is the same — carpets are free of soil and stay cleaner for longer.

Keeping Up Appearances

The latest cleaning agents not only remove more soil from carpets when used with orbital floor cleaning machines but they also improve the appearance of the carpet.

“The encapsulation cleaning agents help fill in micro-occlusions in the carpet fibers, making them look more vibrant while coating the fiber with the protector that helps resist soiling,” says Jasper.

Conventional bonnet machines can potentially damage the carpet and therefore void carpet manufacturers’ warranties. Orbital equipment, however, does not cause carpet fibers to fray and are approved by the Carpet and Rug Institute.

“Rather than using a rotational machine that swings back and forth, you’re just vibrating on the surface,” says Houle. “So theoretically you’re not pulling the fibers as much.”

Using the oscillating action of the machine alone can improve the carpet’s appearance.

“The orbital movement actually leaves the carpet pile standing straight up,” says Schneringer. “So it’s something that helps to do a pile-lifting job, especially in areas where you have a traffic pattern going in a certain direction. It helps to smooth that out.” **CP**

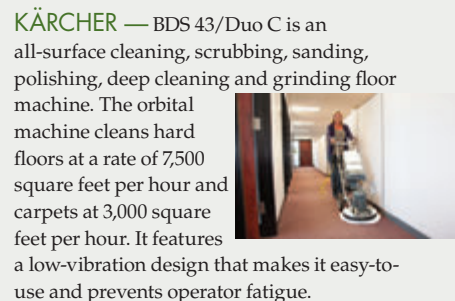
Kassandra Kania is a freelance writer based in Charlotte, North Carolina.



TENNANT — F14 Orbital Floor Machine has a rectangular scrub head that easily reaches into corners and hard-to-reach areas for even chemical-free floor finish removal for VCT floors. The machine features isolators to reduce vibrations to the operator’s hands. Its smaller size makes it useful for compact spaces.



CLARKE — The Focus II Rider with BOOST removes floor finish without the use of chemicals. The rider scrubber uses up to 70 percent less solution, extends equipment pad life by 40 percent and runs up to 155 minutes on its battery. The machine is useful in education, healthcare, hospitality and government facilities.



KÄRCHER — BDS 43/Duo C is an all-surface cleaning, scrubbing, sanding, polishing, deep cleaning and grinding floor machine. The orbital machine cleans hard floors at a rate of 7,500 square feet per hour and carpets at 3,000 square feet per hour. It features a low-vibration design that makes it easy-to-use and prevents operator fatigue.

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(not required)



[Restroom Care]

Better Cleaning In Less Time With Restroom Machines

By Brendan O'Brien

At JANCOA, janitors clean restrooms without touching a mop, bucket or rag. Instead, they use cleaning equipment that is revolutionizing the contract cleaning industry with its ability to get restrooms to a higher level of clean that's more difficult with manual tools.

The equipment uses water pressure to clean restroom floors and surfaces, allowing the operator to get into a room's nooks and crannies. Once finished, the machine retracts the dirty water with a vacuum.

The technology is better than a mop and bucket system that relies on chemicals, says Clint Bard, COO at JANCOA, based in Cincinnati. "When you are finished mopping, what-

ever didn't stick to that mop is still there on the floor and in the grout," says Bard.

The company's transition to restroom cleaning equipment has also allowed its frontline workers to avoid mops that constantly need to be laundered or end up dirty and sitting in maintenance closets. Dirty mops can begin to stink and lead to an unhealthy building environment.

"Dirty mops don't work effectively by harboring germs instead of removing them," Bard says.

The use of dirty mops also displays an image to the client and its occupants that the building maintenance crew does not care for their cleaning equipment.

"It's not professional and it shows you are not at the top of your game," Bard says.

Sizing Equipment

One of the overarching benefits of using restroom cleaning equipment is that it decreases the need for JANCOA janitors to use chemicals to clean restrooms, Bard says. That aspect fits right into the company's goal to become more environmentally friendly, he says.

"Removing the waste altogether is so much better than trying to cover it up with the smell of chemicals," he says.

JANCOA's use of restroom cleaning equipment has evolved over the last decade. When the economy fell into a recession, JANCOA was using large machines to clean restrooms. The soft economy forced the company to be less selective about its

Restroom machines help JANCOA janitors clean with less chemical usage



scope of work, which resulted in cleaning smaller buildings — often those smaller than 50,000 square feet — such as medical and office buildings.

Because of their size, management began investing in smaller no-touch restroom cleaning machines that could be easily moved from place to place.

“A lot of customers don’t have a room or space to store a large machine like that,” Bard says. “When the buildings get smaller, the closets get smaller, and the budgets get smaller. So we needed something that not only was easier to maneuver and easier to use, but more cost-effective and easier to maintain.”

For example, the company can easily justify putting three \$5,000 machines in a 1 million square foot building, but cannot justify

**We recoup the cost
of the machines
within three to
six months**

putting the same machine into a \$3,000 a month cleaning contract for a smaller building, Bard says. As a result, the company has slowly implemented smaller machines throughout its portfolio of client buildings, adding three to five machines into its operation each month.

“We want to put them in place when people are being trained on them properly,” Bard says. “We figure that we recoup the cost of the machines within three to six months.”

Once JANCOA managers determine where to place new machines, they consider what material was used to build the restrooms. In older buildings, restrooms tend to have been built with sturdier materials such as marble, ceramic, granite or metal that will not be damaged from the pressure of the cleaning machine, according to Bard.



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[Restroom Care]

However, restrooms in new buildings are often built with drywall and have laminate finishes that could be damaged by the water pressure from the cleaning equipment.

"So in a lot of buildings, you may not have the opportunity to use a pressure sprayer like you used to," Bard says. "If it's a drywall wall then you really can't be in there blowing water everywhere."

The janitorial staff at JANCOA go through extensive training on the cleaning equipment before they use it in the field. According to Bard, his company first schedules manufacturer training to get his management team up to speed on how to use the machines. The company has the manufacturer visit its training facility to do a training session for the staff. Then, when the new cleaning equipment comes into service, management trains the crew.

The feedback from the janitorial staff at JANCOA has been generally positive regarding the use of the restroom cleaning equipment, Bard says.

"The feedback with the smaller machines has been super positive. With the bigger machines, everybody loves them, but there was a lot of frustration over how big they were," he says. "Having a machine that can be moved around from place to place easily really helps especially when you have people that can't do heavy lifting."

Time Savings

When making an investment in cleaning equipment it's important to note where the machine can be best served in the field, Bard says. The cost of the machines is offset by a decrease in spending for

Restroom CLEANING TIMES (PER 9 FIXTURES)

27 MINUTES

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20.88 MINUTES

Empty Trash, Clean & Disinfect Fixtures, Wipe Mirrors, Replace Supplies, Sweep, Clean Floor Using Automated Touchless Cleaning Machine System

Source: The Official ISSA 540 Cleaning Times



cleaning solutions and other cleaning equipment. The investment is also offset by the company becoming more efficient and more thorough with its cleaning processes, both of which decrease costs and increase revenues.

"It may not be that much more faster every night, but because you are getting out all of the deep grime and everything else off the floor nightly, you don't need to come in as frequently with a deep scrub or a deep clean of the restrooms," Bard says. "So on a nightly basis, it probably takes the same amount of time to mop, but those bathrooms stay clean and stay spotless every night."

Restroom cleaning equipment decreases the time for a restroom to be out of order to tenants or the general public because it retracts water from the floors. Emergency cleanups are also made easier with the machines, says Bard.

"It's been incredibly handy to have the machines in use for emergency cleanups versus slopping a mop around," he adds.

JANCOA managers have also noticed the cleaning equipment has reduced the time it takes to clean restrooms in larger buildings where there is more open space to maneuver the equipment.

In addition to the size of the building and restrooms, the type of building also comes into play when JANCOA determines where to make the investment in the equipment.

About 70 percent of JANCOA's portfolio is made up of office space, about 15 percent is medical, and the remainder are educational facilities. Given the growth in the healthcare industry that has been driven, in part, by an aging population, JANCOA managers are looking forward to more opportunities in the sector in the future. The company's increased market presence is spurring the need for more restroom cleaning equipment, Bard says.

JANCOA is especially keen on using restroom cleaning equipment in medical buildings because cleanliness is of the utmost importance in these facilities.

"Removing germs and getting them out of the restrooms and exam rooms is huge and the no touch cleaning is really a lot safer and lot more effective," Bard says. **CP**

Brendan O'Brien is a freelance writer based in Greenfield, Wisconsin.

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[Down and Dirty]

Skip Seal is a trainer and consultant with more than 30 years management experience in the cleaning industry. He is a LEED Accredited Professional and a Cleaning Industry Management Standard (CIMS) ISSA Certification Expert (I.C.E.). Seal and his team offer support across the country with sales and operation analysis, new market penetration, and sales training. He can be reached at skip@seal-360.com.

Addressing Common Floor Care Myths

By Skip Seal

Our industry has its share of myths. Myths can confuse, frustrate or cause extra work. Let's clean-up a few floor care ones.

MYTH: *Additional coats of floor finish make a floor more slippery with each coat applied.* False. Floor finish manufacturers go to great, if not extreme, lengths to make certain their floor care products meet or exceed industry slip/fall standards. In fact, should a floor coated with any quality finish become "fast" or slippery, the best fix is to top scrub and apply a fresh coat of the same finish.

MYTH: *Top scrubbing with a weak solution of stripper is a good procedure to deep clean a floor prior to recoating.* False. The chemicals formulated into strippers are designed to reverse the process that occurs when floor finish is initially applied, allowed to dry and cure. The stripping process is a chemical process and even a weak solution attacks the chemical makeup of the floor finish coating left behind. Consequently, after scrubbing and removing the dirty solution, damage has been done to the healthy floor coating.

MYTH: *A 25 percent nonvolatile solids content floor finish is harder or more durable than an 18 percent nonvolatile solids content floor finish.* False. Higher percentages of nonvolatile solids are just that — higher percentages of nonvolatile solids. Durability or hardness is determined by the type of solids, not the percentage.


For example, finishes that are formulated for daily burnishing will be "softer" than finishes formulated for less frequent or no burnishing (easily buffable, easily scuffable). A high solids finish may be formulated to meet bid specifications calling for high solids but the type of solids can have a higher percentage of lesser

quality ingredients to help lower costs. These formulations may not be durable and may be receptive to impacted soil, which leads to oxidation and discoloration and other problems.

MYTH: *Only some finishes are susceptible to furniture sticking to a freshly finished floor.* False. This problem can happen with any finish at any time, but usually occurs in the summer months when humidity is highest.

The problem is related to relative humidity and drying/curing time. One common example occurs frequently in schools. When a classroom is coated with finish, there is no way to determine the relative humidity in that room. The only way to prevent the desks from sticking is to leave the desks in the hallway until the new finish is completely cured. But how do we know when it is cured? We don't.

To minimize the problem, apply thin coats, keep the application to 100 percent solids or less in any 24-hour period (four coats of 25 percent nonvolatile solids finish), leave the air handler on, leave the door(s) open, and when the desks are returned to the room, lay them on their sides, if possible. Should you encounter desks sticking, do not attempt to pull them up as you risk pulling up parts of tile. Instead, gently tap the legs of the desks down low near the floor until the desks separate from the finish.

These are just a few of the myths we sometimes encounter as we clean and care for buildings. 



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Cover Story

By Stephanie S. Beecher, Associate Editor

IN 2007, JERRY FLUG TOOK A LEAP OF FAITH and purchased a local Ma and Pop cleaning operation in Chesapeake, Virginia. As the former facilities director at his church, overseeing more than 200,000 square feet, he says he was familiar with the building service contracting industry and excited to take the business on.

What he wasn't prepared for, however, was growing a small company in the midst of an economic downturn. Less than two years into his venture, the height of the Great Recession threatened his success.

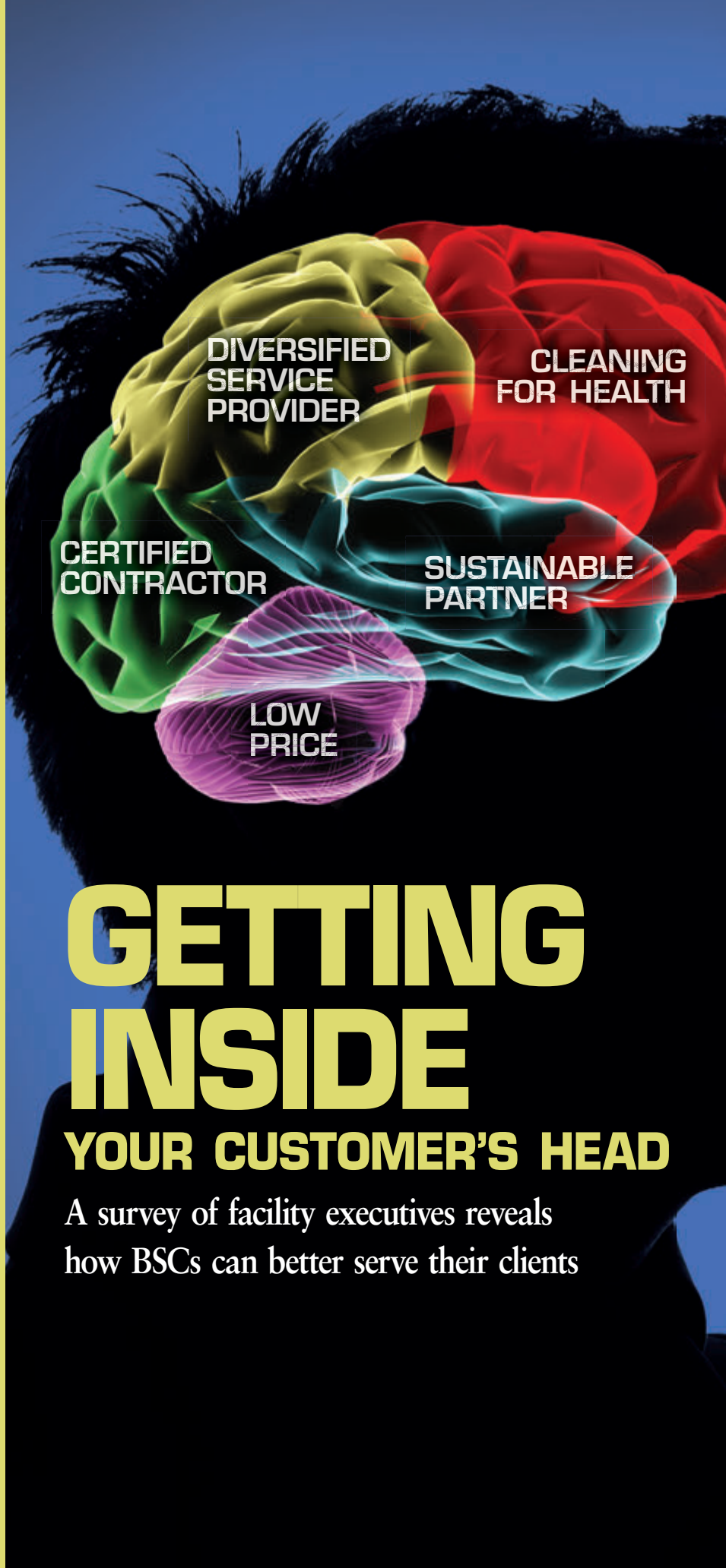
Yet, Flug had a key advantage. Using insight gleaned from his earlier role, he was able to tap into facility managers' needs and reinvent his business.

Underneath the bridle of customers who expected the BSC to "do more with less," Flug nonetheless invested in an upper management team, implemented a janitor-training program and pursued technology upgrades to improve cleaning processes, customer satisfaction and operational efficiencies.

"We spent time making sure that we were building value into our services," Flug explains. "Clean buildings are a goal of both parties. So we really needed to work together to make sure we met everyone's goals."

Today, Davis Professional Services is on track to earning \$2.2 million in revenue, this year, and is hiring additional staff to meet customer demand.

"It really gave me a perspective on what facilities managers do each day and it really helped me understand ways that I can take the pressure off my customers,"



GETTING INSIDE YOUR CUSTOMER'S HEAD

A survey of facility executives reveals
how BSCs can better serve their clients



Flug says. “The goal is to make their jobs less stressful. So, we need to make sure we understand what their needs are and build our contracts to meet those needs, implement and adjust them, as needed.”

The Industry Evolves

In an environment where doing more with less became essential to the vitality of the business, so too did the working relationship between BSC and facility executive. Whether it was out of necessity or by default, a more sophisticated and strategic partnership emerged.

“The facility management profession has been trying to elevate their work and look at it with a more strategic perspective — it’s not just about how to manage costs but how to add value to (client) organizations,” says Jim Whittaker, board chairman for International Facility Management Association (IFMA) and president and CEO of Facility Engineering Associates in Fairfax, Virginia.

Facility executives like Whittaker say they are searching for BSCs who can guide them to more efficient and eco-friendly cleaning processes, as well as to other specialty programs such as cleaning for health.

“There is a recognition (by FMs) that a large percentage of our budget is custodial services,” Whittaker adds. “We need BSCs to talk about new tools, new technologies and higher performance cleaning.”

A *Contracting Profits* survey of facility executives shows a majority — 64 percent — value a healthy and sanitary environment for building occupants more than a clean appearance (28 percent), an environmentally-friendly green cleaning program (6 percent), or a low price for cleaning (2 percent).

Consider that in 2012, about 45 percent of facility managers were likely to pick a BSC based solely on price.

That bare bones approach to cleaning is dissipating now that clients have returned their focus to other areas than just survival, says Don Zerivitz, president of Pro Clean Building Maintenance in Orlando, Florida.

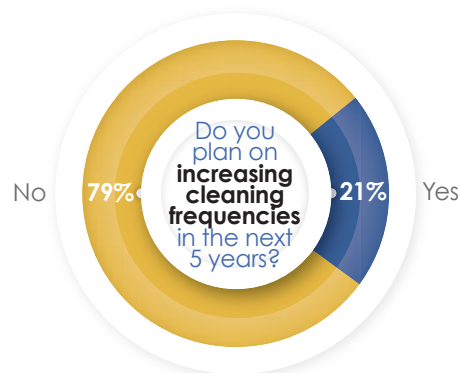
“We’re a more valued vendor — our work is a critical piece of their operations,” says Zerivitz. Especially in places where BSCs play a larger role, such as in healthcare, defense and food manufacturing, he adds.

So, what exactly are facility executives looking for? The *CP* survey shows high quality cleaning and consistent, broad line service.

In addition to traditional janitorial services, facility organizations would like providers to supply: Cleaning for health/infection control services (66 percent); window blinds cleaning (66 percent); green cleaning (63 percent); day cleaning (61 percent); and upholstery cleaning (49 percent).

Property managers also indicate interest in a variety of non-traditional services, such as recycling, exterior window cleaning, snow and ice removal, pest control, points toward LEED-EBOM certification, and general facility services, such as changing light bulbs, watering plants, and HVAC maintenance. More than half of facility executives are willing to pay more for these add-on services.

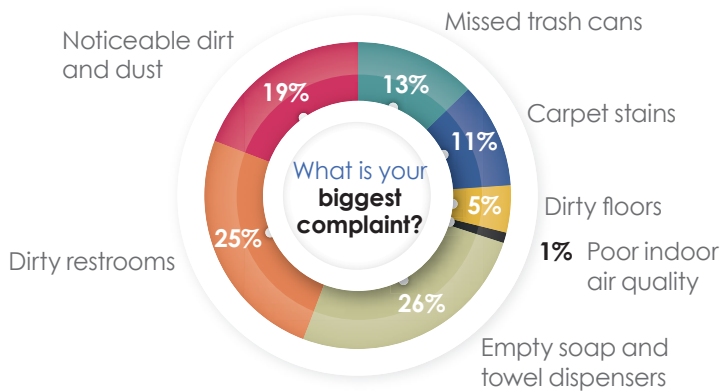
BSCs such as Zerivitz say they are making an effort to diversify their portfolios, going



beyond basic cleaning tasks to include specialized services with the hopes of becoming a more attractive option for facility clients.

“I think you’re seeing a trend that BSCs who previously had a separate division (for these services) are now integrating those

services into a single contract," says David Hewett, an industry consultant and Building Owners and Management Association (BOMA) fellow. "You're going to find that facility managers want someone who can do a little bit more. If the BSC says, 'We can do upholstery cleaning,' they would much rather have that BSC than have to go out and find more contractors."



Value Over Price

A successful partnership comes down to BSCs providing value to facility management firms, says Hewett.

Facility executives agree.

"What we want you to bring to the table is how you can become an extension of our staff and make our jobs easier," says Jeff Mabrey, senior property manager at Hines in Dallas, Texas. "I think BSCs are making great strides at providing that value."

That's not to say that BSCs don't often get the short end of the stick. As budgets are squeezed, cleaning frequencies are often the first line item to get cut, something that was especially true during the downturn.

"Everybody had to tighten their belts during the recession — we had to tighten our assets, and get our operating expenses in line and as low as possible," explains Mabrey. "Then property managers like me were also tasked with maintaining a Class A environment. Cleaning got a lot of scrutiny."

Facility executives contend that cleaning is a clear-cut priority within their building organizations. Nearly 70 percent of survey respondents expect cleaning to return to pre-recession frequencies; however, 79 percent of FMs don't plan on increasing cleaning frequencies within the next five years. About 64 percent say cleaning frequencies have been unchanged since 2007.

While FM respondents placed price low on their priority list in our survey (only 2 percent say a low price for cleaning is the most important), BSCs paint a different picture.

Zerivitz maintains that facilities increasingly value the work of service contractors, but he scoffs at the notion that price doesn't take precedence.

A *Contracting Profits* survey of BSCs indicates similar sentiment. About 68 percent of BSCs agree or strongly agree that price is the most important deciding factor for facility clients.

"I think there are certain industries and businesses that understand the value of cleaning; and I think there are certain businesses who never will," Zerivitz says. "If I tell a C-level executive that cleaning affects health, attendance and employee morale they get that at 30,000 feet. But at ground level, they don't believe it has value."

When it comes to price, Zerivitz says BSCs are still reeling from the effects of the recession, a fact exacerbated by operating in a highly commoditized industry. He says he has watched as some contractors compete in a race to the bottom.

"There is more irrational pricing in the market than I've ever seen before," Zerivitz says. "I think people are trying to recoup revenue, and in turn there is a compression of margins. They believe that any revenue is good revenue. I don't agree with that."

According to Mabrey and others, that type of bottom-of-the-barrel pricing is a huge, red flag.

"Price is always a consideration when we are evaluating a contract, but it is never our end all," Mabrey says. "Generally, a low bidder gets thrown out right away. We don't want substandard service."

Customer Service

In an industry such as building service contracting, the work that is performed speaks for itself. When people walk into a business, the condition of the building often serves as the first impression.

"I think if we as BSCs work hard to partner with FMs in the day-to-day operations that alone builds value," Flug says. "Taking the time to be the best in customer service wins in the end."

It's important that BSCs understand the pivotal role they play in building management, Hewett says.

"The biggest issues FMs are dealing with is customer satisfaction," he explains. "A couple of the biggest issues are hot or cold buildings, and janitorial issues. Twenty years ago it was, 'Are the trash cans getting picked up or not?' Now, [facility managers] want to know they have someone they can trust, someone who is responsible and can understand their needs in the marketplace."

Unsurprisingly, the biggest cleaning complaints customers receive stems from occupants who are unsatisfied with the state of restrooms. According to the survey, the most common grievances are empty soap and towel dispensers (26 percent), and dirty restrooms (25 percent).

Cleaning frequently touched objects, such as sink, toilet and door handles, and maintaining entrances and

lobby areas also ranked high on FMs task lists.

Fewer complaints and reliable service may warrant a price increase later on down the line — or an extended contract, says Hewett. Seventy percent of FMs agree with his mindset.

Hewett says BSCs can leverage their good service in annual, monthly or quarterly reports with facility managers.

"The business report is a lot of work for BSCs, yet that's where they can make the biggest impact," Hewett says. "When they can bring that to the table, they can say 'Here's what's working, here's what's not working, and here's where we need some support.'"

"It really goes back to the BSC being able to focus on the facility manager," Hewett adds. "The FM is always looking for the intangibles to bring back to management."

More Than Cleaning

As the commercial cleaning industry grows more sophisticated it is becoming increasingly important for BSCs to prove their value — something that goes well beyond cleaning. The industry as a whole has been setting a higher standard for cleaning operations.

"The needs of our end users have become more complicated, and the buildings that we operate have become more sophisticated," says Yasser Youssef, president of Building Service Contracting Association International (BSCAI). "And in a cost-cutting environment there is a real demand and need for the services that we offer to be evaluated in order to be entertained how it can become more effective."

Take for example the ISSA's Cleaning Industry Management Standard (CIMS), a certification that has become a growing distinction within the industry. And some facility management companies are starting to take notice. About 63 percent of FMs say they are more likely to hire a contractor who has earned an industry certification, such as CIMS.

"Facility executives need a service provider who is constantly staying ahead of them, delivering their needs, [and] evaluating where they can improve," adds Youssef, who is also president of the Budd Group, in Winston-Salem, North Carolina. "BSCAI is really working to create standards for BSCs to create training and certification, to really bring more education to these organizations around the value of having BSCs."

That being said, these industry certifications fly pretty low on facility managers' radars, says Hewett.

"A BSC needs to properly introduce the certification as a distinguishing mark," Hewett says. "Essentially, they are going to have to play CIMS salesman and show how (the certification) impacts customer service and economics."

When it comes to sustainability, facility executives are

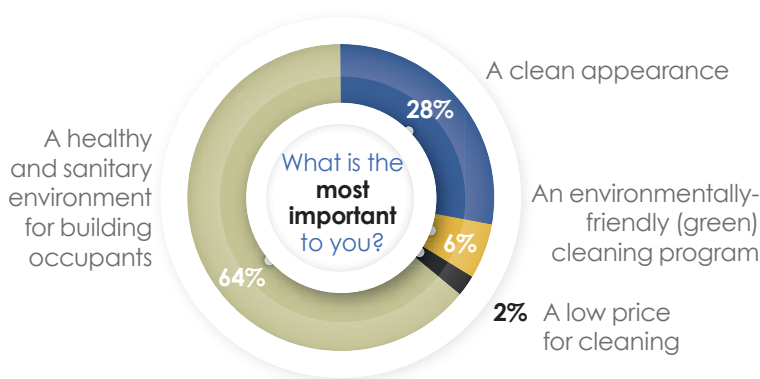
looking for BSCs to prove the same — customer satisfaction and costs. Roughly 87 percent of facility executives say they want to partner with contractors who practice sustainable initiatives.

"If you look at green cleaning, tools or processes, these were conversations that were starting to take place before the recession," Whittaker says. "The recession caused a delay, especially in facility and operations. Now, it's, 'How can we manage our energy?' They're keeping corporate social responsibility scorecards."

Part of that responsibility comes down to investing in, and maintaining an educated and professionally trained staff. FMs expect cleaning crews to undergo background checks (89 percent), wear proper uniforms (68 percent), wear identification badges (62 percent) and undergo drug screening (58 percent).

"I think the one thing BSCs overlook is how important their on-site supervisors are and how important training and tools are," says Mabrey. "Route or branch managers may see a client once a month, but it's those frontline folks who see us everyday. We are going to know if they aren't getting what they need to take care of the service."

That includes BSCs proving not only their commitment to corporate accountability initiatives, but also social responsibilities. At least 86 percent of FMs say it is important or very important that janitors are paid



a living wage — and 42 percent would even pay more for services to ensure that happens.

As the economy recovers, Whittaker says facility managers will continue to expect BSCs to incorporate high working standards — with cleaning, tools and processes — and with regards to employee fairness, work culture and services.

"It's become less of a trend, and more of a standard," says Whittaker. "There is a need to work with building service contractors to provide the right solutions. I think our partnerships are a lot more powerful." **CP**

Studying The School Market

BSCs increasingly view K-12 schools as a profitable revenue stream. But these buildings require a different cleaning approach

By Lisa Ridgely

A MAJORITY OF building service contractors — 52 percent, to be exact — are interested in entering the educational cleaning market, according to a 2013 *Contracting Profits* survey of BSCs. Interest in this market has been growing, particularly since the recession, when budget cuts turned what had been bread-and-butter office building clients into a low-margin segment.

Also suffering from budget cuts, many public school districts and private schools have been transitioning from in-house

custodial departments to less-expensive outsourced building services.

This has opened up an opportunity for BSCs to enter the educational market at unprecedented levels. Eager to make up the economic downturn's lost profit margins and further differentiate themselves from the competition, cleaning contractors are increasingly targeting schools. The number of BSCs with a strong presence in the schools market increased from 17 percent in 2012 to 21 percent in 2013, according to the *CP* survey.

But contractors who are new to this market need to approach these accounts from a different perspective than they do any of their other customer market segments. BSCs might find themselves totally unprepared for not only the bidding process and school-specific cleaning regulations and specifications, but also the need to have a well-oiled operating structure.

"There's a general assumption that if you can clean an office building, you can clean a school," says Dave Frank, president of the American Institute of Cleaning Sciences, Highlands Ranch, Colorado. "But that couldn't be further from the truth. Everything about it is different."

Do The Research

Getting past the RFP is the first hurdle for a building service contractor who is new to the education market.

"Schools are looking for professional firms that are reliable, have integrity and are able to meet the requirements of the RFP," Frank says. "They'll look at your turnover rate and want to know how you'll keep predators off the job site — how do you manage these personnel issues?"

Becoming educated about what it takes to clean a school involves research. The practices, procedures and processes are totally different in these facilities, Frank says.

Among the information BSCs need to know is:

- Whether state or federal regulations dictate what cleaning chemicals can be used;
- What kind of employee background checks are needed; and
- What percentage of tasks are non-cleaning tasks (handyman, event prep and clean-up, lawn care, pest control, HVAC maintenance, raising the flag, etc.)

Contractors will be expected to explain their own policies and procedures, including those pertaining to sustainability, absenteeism, the hiring process, insurance, safety and cleaning.

"The school district is looking for structure, for documentation, for detail," Frank says. "If you treat this RFP like you would an office building's RFP, it's going to be a disaster."

Contractors should also know they're competing against large, national companies and/or smaller BSCs that have been cleaning schools for years and have their operating structures buttoned down.

"Schools are a niche market, and they're not for everyone," says Floyd Mahanay, president, Professional Janitorial Service, Houston.

While cleaning is still cleaning, no matter what the facility is, schools present their own challenges.

"There is a large variance in the ages and types of finishes in schools. There's a lot more hard surface flooring than carpet, requiring a high level of expertise in maintaining these different surfaces. Carpet maintenance is a challenge in schools that allow food and drink to be carried," Mahanay says. "Restrooms are very high-traffic and need deeper, more thorough cleaning and disinfecting compared to office buildings, especially in the lower grades."

The school year's gaps, breaks and seasons all present challenges for deep cleaning and floor restoration schedules, he adds.

Participating In The Bid

The bid process can vary greatly depending on whether it's a public or private

school or district. Private schools operate within their own frameworks while public entities usually have sealed bids and an open-book type of process. Public schools generally allow BSCs to apply to get on the bid list for the next bid process, says Mahanay. A district may need to prequalify your company.

"Once you are notified of an impending bid process, you should show up for all

meetings and walkthroughs, bringing your most experienced operations personnel to help with getting the bid right," Mahanay says. "Underbidding a school contract is a nightmare you never want to have."

BSCs may be able to access the current school cleaning budget, but it may not accurately represent the facility's specs and costs if the school or district is transitioning out of the in-house process,

The advertisement features a background image of a school hallway. In the foreground, there is a blue and white brochure titled "Reliable Brand" with the tagline "Every Application. Every Time." and a photograph of a school building. Behind it is an open catalog showing various cleaning products and equipment. The text "Reliable brand" is at the top in blue and green. Below it, in green, is "Get your FREE catalog at RBcatalog.com". In the center, in blue, is "UPDATED JUNE 2014". Below that, in blue, is "Includes new chemicals, dispensers and the Passive Air Program." At the bottom, in blue, is "Reliable Brand. Every application. Every time." At the bottom left is the Veritiv logo. At the bottom right is a small disclaimer: "Reliable Brand is available from xpedi, LLC, a Veritiv company. © 2014 Veritiv Corporation. All rights reserved. Veritiv and the Veritiv logo are trademarks of Veritiv Corporation or its affiliates. Reliable is a registered trademark of Veritiv Corporation or its affiliates."

Educational Facilities

Mahanay adds. Specs also vary greatly between schools and districts, depending on the flooring types, finishes, the age of the buildings and the types of foot traffic within the facilities.

"Some smaller, inexperienced companies just aren't capable of handling a huge RFP," says Andrew Rosen, vice president of sales for Commercial Cleaning Corp., Trenton, New Jersey. "It could take a week just to read through the paperwork."

Knowledge of green cleaning products and procedures may not be required by education customers, but some cleaning companies have switched to green cleaning whether customers want it or not. Nearly a dozen states have legislation requiring or strongly recommending green cleaning in schools. Even though New Jersey isn't one of those states, Commercial Cleaning Corp. offers it anyway, Rosen says.

Security at many schools has tightened in recent years. Not only are uniforms more important now, but so are IDs

Mahanay recommends BSCs start with smaller customers, like a small private school. The RFP process is going to be less complex than one for a large public school district, and if they do win the bid, the account can help them build their experience and portfolio while they learn the ropes.

"And don't step into the schools market without some management and supervision staff who have strong previous experience in this market," Mahanay adds.

Certifications May Help

Earning an industry certification such as CIMS or CBSE, or a green certification like LEED-AP can help BSCs get a leg up on the competition, for a number of reasons. Frank recommends CIMS certification for any cleaning contractor seeking entry into the schools market. In many cases, the outline of the proposal mirrors the provisions of the CIMS standard.

"CIMS is not an accident," Frank says. "It builds backwards from the RFP, which is why you see workloading, sustainability policies, safety, employee handbooks, manuals, technical training, frontline worker training, etc."

BSCs that ensure their operating structures are top-notch are the ones who will be best able to specialize in the education market, he adds.

And Mahanay aligns his green cleaning program with LEED requirements.

"If you can meet LEED, you can meet most green requirements," Mahanay says. "Green cleaning has become the standard. More and more people are conscious about the environment. Any cleaning company not on board with that is going to have trouble — not just in schools but in other markets, too."

But BSCs need to think beyond cleaning and keep occupant safety top of mind, as well. Contractors' safety practices and policies should include acknowledgement of safety codes, laws and regulations. Hiring a safety manager is wise.

"Do you understand you can't have a propane tank in a building with children? Do you know you can't install an alcohol-based, battery-operated hand sanitizer at a fire exit? Do you know you shouldn't have hydrochloric acid in a building populated with six-year-olds? Most BSCs and most distributors don't know these things," Frank says.

Be Prepared For It All

From dealing with school boards and compliance with building security regulations to special event demands and maintenance scheduling, schools fall into their own unique service category. The work

flow is just plain different, says Mahanay.

"The key to school cleaning is understanding that schools are cleaned differently, and getting it right with the correct amount of labor and supervision as well as automated cleaning equipment that can help increase production," he says.

The variance of activities of some schools, especially high schools that hold events that are open to the public, such as sporting events, plays and concerts, will impact cleaning frequencies and staffing levels throughout the year.

"You really have to be on top of being able to, from day-to-day, handle a completely different set of factors that can affect how dirty a building is. There are some real inconsistencies throughout the school year you have to be prepared for and be very connected with the facilities crew so you are on top of things," Mahanay says.

Also, the messes made by preschool and grade school aged kids can be unlike any others BSCs have had to deal with.

"There's nothing worse than a grade school boy's bathroom," Mahanay adds, laughing.

Security at many schools has tightened in recent years, in response to all-too-frequent school shootings. The cleaning crew is often responsible for locking up and checking the many entrances and windows to make sure they are secure. Not only are uniforms more important now, but so are IDs.

"We bought an ID machine and everyone has to wear their IDs in the schools," Rosen says. "We've also stepped up background checks."

The benefits of cleaning schools include contract stability, loyal customers, feeling more integrated into the community than other accounts may allow and cleaning at a more fair price than other market segments.

"If you're doing a good job, and you can maintain your cost levels, there's a good chance you can have many years of service with that school district," Mahanay says. ☐

Lisa Ridgely is a freelance writer based in Milwaukee. She is the former Deputy Editor of Contracting Profits.

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A. TISSUE DISPENSER

Sofidel America — Under the Confidence brand, the Mini Twin Jumbo Tissue dispenser has a sleek and contemporary design that enhances the image of a facility. This ultra-compact, high-capacity dispenser is useful for washrooms with limited space. It holds two 750-feet, 7-inch diameter rolls.

B. ODOR CONTROL

Multi-Clean — Part of the Multi-Task line, 18 Tri-Fecta is a cleaner and deodorizer that leaves behind a fresh fragrance after consuming malodors. The product is useful for indoor applications, such as hospitals, nursing homes, schools, hotels, casinos, office buildings, public restrooms and more.

C. SOAP DISPENSER

Kutol Products Company Inc. — Designer Series Wall Mount Dispensers combine “top dispensing” technology that eliminates leaks with more design choices. Along with colorful trim accents, users can customize the look with an easy-to-slide window card. Features existing 1000 mL refills plus new larger sizes. Dispensers are available in both manual and automatic options to meet the ADA 4-inch hallway protrusion requirement.

D. RESTROOM EQUIPMENT

Gator Cleaning Products LLC — Grout Gator Pro has a reach of 25 inches, making cleaning grout faster. Add more fully adjustable brush heads to customize this tool to any size tile from 1 inch to 24 inches.

E. SWEATBANDS

ACS Industries, Inc. — The single-use Sponge Sweatbands keep perspiration from getting in the way. The sweatbands are ideal for workers in facilities where high heat and humidity are an issue.

F. FLOOR PAD

Square Scrub — Using the Microfiber Carpet Pad with the Encapsulating Carpet Cleaner deep cleans even the highest traffic carpeting with quick dry times. The pad is used wet on any carpeted surface in conjunction with the EBG-20/C, a Carpet and Rug Institute-certified machine.

G. SKIN CLEANSER

Betco Corporation — Pearlized Lotion Skin Cleanser is an economical, pH balanced, luxurious lotion skin cleanser formulated to maintain soft, healthy skin. It leaves no residue and comes available in bulk packaging and through Clario Dispensing Systems.

H. TOWEL

Wausau Paper — Artisan premium towels are brilliant white, remarkably strong, yet designed to provide soft and thorough hand drying. The towels are premium quality roll and folded towels that feature Green Seal certification and are made from 100 percent recycled fibers. The towels feature a unique surface pattern and cater to high-end facilities looking to reinforce an upscale image.

I. RIDER SWEEPER

Tennant Company — Designed for both indoors and outdoors, the S30 Mid-size Rider Sweeper has optimized dust control in both light and heavy dust applications using its patented 3-stage SweepMax Plus cyclonic system. Stage one removes 90 percent of particulates from the airstream keeping debris, moisture and dirt in the hopper. Stage two uses cyclonic filtration to remove up to another 90 percent of fine dust and moisture. The third stage incorporates a canister filter for further small particle removal.



For additional products, visit www.cleanlink.com/Productwatch



J. CLEANER

Spartan Chemical Company — In order to ensure fresh, flavorful coffee or tea in food service areas, beverage serving equipment must be kept clean and stain free. Spar-Clean Coffee & Tea Carafe Destainer is formulated specifically for the removal of coffee and tea stains. The formula works fast, vanishing stains in seconds, and the no-waste portion-controlled dispensing pump produces just enough solution.

K. ORGANIC FLOORING

Mats Inc. — PURline resilient organic flooring received Environmental Product Declaration (EPD), an internationally-accepted disclosure of the environmental impacts of a product from raw material sourcing to end of life disposal. The flooring is produced from nearly 90 percent rapidly renewable and natural raw materials including rapeseed, castor oil and the natural filler material chalk.

L. DISINFECTANT

3M — An addition to the Twist 'n Fill System, the Disinfectant Cleaner RCT Concentrate 40L kills germs in three minutes or less, cutting cleaning time and wiping out a broad spectrum of bacteria, viruses and fungi. The concentrate deodorizes, cleans and disinfects against many pathogenic bacteria, Trichophyton mentagrophytes (athlete's foot fungus), HIV-1 and influenza Type A.

M. WET WIPES

Diamond Wipes International — The improved Handyclean cleaning and sanitizing wipes include three formula options. The Multipurpose Cleaning Wipes, which are made with vinegar to clean non-porous hard surfaces, have a formula free from ammonia and sulfate and is gentle on hands. Handyclean Hand Sanitizing Wipes and Handyclean Alcohol-Free Sanitizing Wipes have antimicrobial efficacy and kill 99.99 percent of germs. Both are made with vitamin E and aloe vera.

N. WET/DRY VACUUM

ProTeam — ProGuard 16 MD is a 16-gallon unit that can maneuver easily around obstacles to tackle tasks such as emergency spills and construction cleanup. The compact size and removable handle allows for easy storage and is equipped with a convenient tool bag to keep all necessary hand tools within reach.

PRODUCT PROFILE

BSC Shifts From Timecards To Automated Time Tracking

Epay Systems

CHALLENGE: Managing Distributed Labor

Like many building service contractors, Interstate Cleaning Corporation used manual timecards to track employee time. However, Interstate recognized this method didn't provide the proactive workforce management capabilities it required.

"We wanted to be able to manage labor in real time," explains Philip Gaudy, Interstate's executive vice president.



SOLUTION: Choosing EPAY's Time and Labor Management System

After comparing several systems, Interstate chose Blueforce because "it operated in real time."

RESULTS: Transparency, Cost Control, Reduced Expenses

Gaudy maintains that, because of EPAY, Interstate has attained "real-time transparency into our workforce." At any moment, supervisors can see which employees are clocked in and where they stand in terms of budget.

Interstate also concluded that the system deters 99 percent of time theft. Additionally, the company has reduced payroll-related expenses.

In summary, says Gaudy, "Mechanized time tracking gives us an edge."



Take The Stairs To Success



OUR MANTRA at Major Commercial Cleaning is “We Don’t Cut Corners. We Clean Them.”

This is a huge statement to make, and trust me — it’s not always easy to follow through. However, it says a lot about the way we do business. We recognize that doing hard work is required to be successful in business and in life.

“Take The Stairs,” by Rory Vaden, emphasizes this theme with a common and familiar illustration. It suggests that 95 percent of the time, people will take the escalator to make the climb to the top easier. The book drives home the reality that there are no shortcuts, no easy way to achieve success. We must do the work and make self-discipline key.

In his book, Vaden outlines the “7 Steps to Achieving True Success.” A listing of these seven steps seems like an escalator approach, and an incomplete way to represent the merits of this book. However, I will mention one, the second step, also known as “The Buy-in Principle of Commitment.” It states, in part: “The more we have invested into something the less likely we are to let it fail.”

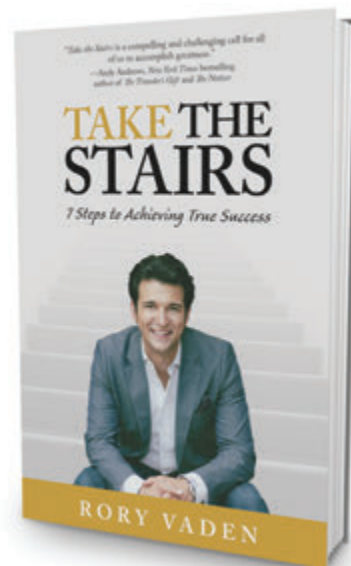
Vaden uses a story to make his point and it is one with which a building service contractor will likely relate: There are two men in the restroom. The first man accidentally drops a \$5 bill in the urinal, but doesn’t want to retrieve it. He points it out to the second man who reaches into his pocket, pulls out a \$50 bill and tosses it into the urinal.

The first guy asks him, “Why did you do that?” To which the second man answers, “You don’t think I’d stick my hand in there for \$5 do you?” Fifty-five dollars is a much bigger investment than the measly \$5 — and the reward was greater in the end.

This level of commitment resonated with me, as did the other steps. After a somewhat glamorous first career connected with the music entertainment business, I found myself starting over at 42 years of age and re-invented myself as a cleaning man. It required commitment and has proven to be highly rewarding work. One of my favorite thoughts from the book supports my personal business experience: “We need to fall in love with the daily grind. Success is never owned, it’s only rented one day at a time.”

There are more examples of success and so much more good information in this book I could offer. However, don’t take the escalator. Do the work and read the book “Take The Stairs.” It is readable and relevant for business owners and workers, alike. We gave the book to our office and cleaning staff this past Christmas with the hope that it will affirm the good work they do and inspire them to a higher level of personal success.

Robert L. Stewart,
President
Major Commercial Cleaning Inc.
Nashville, Tennessee



Take The Stairs by Rory Vaden

In a world of “get rich quick” schemes, self-discipline strategist, author and motivational speaker, Rory Vaden reminds professionals that success isn’t reached by taking the escalator — it’s earned by taking the stairs.

With humor and honesty, Vaden shares his journey to success: first as a child living in a trailer park and raised by his single mother; to a precarious career selling books door-to-door to get through college and grad school; and finally through the highs-and-lows of building a multi-million dollar consulting business.

With a heavy dose of inspiration and encouragement, “Taking The Stairs,” published by Perigee Trade, tackles procrastination and other obstacles that prevent people from becoming successful, providing real-life strategies and empowering readers in the process — one stair at a time.

Do you have a favorite business book? E-mail dan.weltin@tradeexpress.com to contribute.

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