

DELIVERING SUSTAINABLE HYGIENE INFORMATION

INCLEAN

Volume 27 Issue 6 November/December 2014

**To clean in
healthcare is
to clean for
hygiene**



**AUSCLEAN
2014 wrap**

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www.incleanmag.com.au

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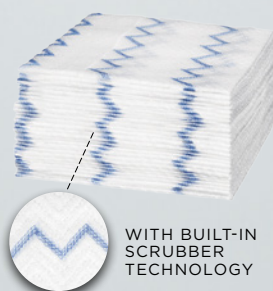
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Events Calendar

2015

ISSA/Interclean Latin America

February 25 – 27: Mexico City will again be the location.
www.issa.com

The Cleaning Show

March 10 – 12: The British Cleaning Council's event moves to London's ExCeL.
www.cleaningshow.co.uk

Cleaning Expo

March 24 – 26: The Cleaning Expo, which will be held at the UK's NEC, will be complemented with a Healthcare/Hygiene Expo, Street Cleaning Expo and Cleaning Conference.
www.cleaning-expo.com

ISSA/Interclean Central & Eastern Europe

April 22 – 24: The 7th edition will be held at the Expo XXI International Exhibition Centre, Warsaw, Poland

Pulire Italy

May 19 – 21: Europe's major cleaning event of this year, it will be held in Verona.
www.pulire-it.com

Cleaning.Management.Services (CMS)

September 22 – 25: The Berlin Exhibition Grounds will be the venue.
www.cms-berlin.com

AUSCLEAN Pulire

October 20 – 21: Australia's dedicated cleaning and hygiene show will be held at Jupiters Casino, Gold Coast
www.auscleanpulire.com.au



ISSA North America

October 20 – 23: The largest US cleaning and hygiene exhibition will be held in Las Vegas.
www.issa.com

2016

ISSA/Interclean 2016

May 10 – 13: The Amsterdam RAI will again hold the world's largest cleaning show.
www.issainterclean.com



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"We must ensure that working women and men who are on the frontlines of protecting our communities have the necessary training and support that will enable them to safely and effectively limit the risks of Ebola exposure,"

Mary Kay Henry, president Service Employees International Union

The true value of clean is something that society is yet to grasp. In fact, many within our own industry – such as our frontline cleaners – don't realise the impact and magnitude of their jobs and the cleaning industry's role in protecting against the spread of infection. However, when there's an infectious outbreak, such as the Ebola crisis, the critical importance of cleaners becomes even more apparent. As Jerome Peribere, president of Sealed Air, was quoted; "The emphasis has now moved to the direct impact cleaning has on health and safety."

News of the Ebola outbreak is hitting our media feeds daily and, while it hasn't yet hit our Australian shores, the threat is very real. Preventative measures in the US have seen 200 airplane cleaners walk off the job in New York because of infection concerns. In response, the Service Employees International Union (SEIU) conducted specific infection control training with staff with guidance from the US Centers for Disease Control and Prevention.

These same concerns need to be addressed here in our country as it's only in times of crisis that our community looks towards cleaners to be the 'saviours'. That's because cleaners are the first line of defence in protecting against the spread of infection. And they need to be armed with the correct 'ammunition' – training, equipment, PPE gear – to win the fight.

Unjustly, our industry often gets the blame when an infection spreads when in reality the cleaners and BSCs should be thanked. But are our cleaners prepared? The Occupational Safety & Health Administration (OSHA) recently issued Guidelines for Cleaning and Decontamination of Ebola on Surfaces for workers and employers in non-healthcare/non-laboratory settings, as published in CleanLink.

Seemingly, based on the lack of comment by our government – including airport managements – and industry bodies regarding the preventative infection control measures being undertaken for our contract cleaners and service providers, we could be sleep-walking into potentially life-threatening situations.

But let's not allow society to blame the cleaners. Our BSCs won't turn a blind eye – this threat is real, and our industry has the power and means to combat it. Re-train your staff and get them prepared. Fingers crossed the Ebola virus never reaches our shores but if it does, the least we can do is be ready for it.

Kim Taranto
Editor

January/February INCLEAN 2015

Focuses:

- I.T.
- City Cleaning

INCLEAN looks at new advances in technology for the cleaning industry and asks the question: just how important is it really? Cleaning is labour intensive and requires more and more information technology to manage people and equipment on site – and cost-effectively. Software delivery options are becoming more sophisticated to make data retrieval easier and work efficiencies better.

INCLEAN also focuses on city cleaning which comprises of outdoor areas, public spaces with pedestrian traffic, public amenities, and issues relating to daytime cleaning and noise control. We also look at what technologies manufacturers are incorporating in their machines' design to meet this demand and the pros and cons of daytime cleaning.

Published: 5th January

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Advertising booking deadline: 27th November

Advertising material deadline: 4th December

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One-day 'boutique' AUSCLEAN meets industry demands

The MCG, Melbourne, was the location for a most successful 'boutique' one-day AUSCLEAN 2014. Held 14 October, and co-located with the Institute of Hospitality in Healthcare's (IHHC) annual conference, some 700 industry executives took in an exhibition, workshops, seminars and networking.

Visitor numbers flowed steadily with the event's exhibition floor busy through until early afternoon. Those visitors comprised 'quality' in that they were senior executives with buying authority and represented key segments, notably building service contractor and healthcare.

"We were very pleased with the overall event activity," stated Simon Cooper, Interpoint managing director. "The co-location with the IHHC conference, held just across the road at The Hilton, proved extremely worthwhile.

"Typically, many industry execs were intrigued when we initially proposed this boutique one-day event but their positive responses post-show indicate we made the right choice," he added.

Busy, innovative, 2015 program for INCLEAN and AUSCLEAN revealed

Reinforcing the '365-day a year' commitment to the industry, INCLEAN and AUSCLEAN are further upping their investment in 2015 with a new magazine title and an active events program, announced by Cooper at a pre-show sponsor and speaker welcome gathering. Cooper emphasised his organisation's ongoing enhancement of its portfolio of print, digital and event products.

"We have introduced new efficiencies into the magazine's publishing process and continue to invest in reader databases through digital and event activity. And, we have placed more emphasis on education in our AUSCLEAN program as well as sought value-add co-locations such as AUSCLEAN's 2014 involvement with the Institute of Hospitality in Healthcare (IHHC)."

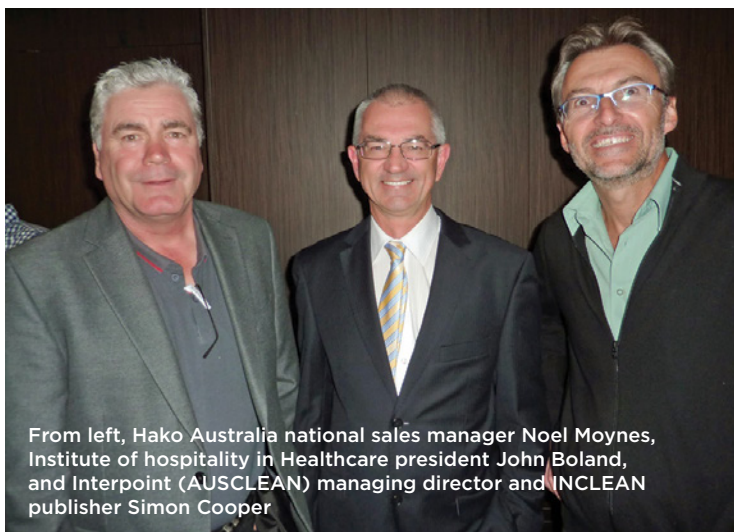
Cooper announced that INCLEAN New Zealand magazine will be launched as a quarterly title in 2015 while AUSCLEAN Pulire 2015 will be held at Jupiters Gold Coast, Queensland on 20 and 21 October.

"With INCLEAN New Zealand, we will build on the successful Clean NZ show, which saw a 27 percent increase in visitor traffic. Through that event and INCLEAN'S long established profile in that marketplace, we have a strong presence already in New Zealand. The industry expects us to further enhance our offerings in this marketplace and we are responding," noted Cooper.

He also explained that through its integrated product approach, the AUSCLEAN/INCLEAN portfolio allows suppliers and distributors of cleaning and hygiene products and services the very best media mix.

"My key message to you here is that our team has a wealth of experience, our resources are unsurpassed, and we will maintain a steady flow of innovative products and services," Cooper emphasised.

For all images go to www.picasaweb.google.com/incleanmag



From left, Hako Australia national sales manager Noel Moynes, Institute of hospitality in Healthcare president John Boland, and Interpoint (AUSCLEAN) managing director and INCLEAN publisher Simon Cooper



From left, World Federation of Building Service Contractors Australian representative John Grant, Building Service Contractors of New Zealand CEO Lillian Small and InterClean Australasia's managing director Bill Bassett

"The effectiveness of the one day show was immense. The flow of people was consistent throughout the day, devoid of the usual 'lulls' associated with longer shows. Additionally the fact that it was exclusively a cleaning industry trade show ensured that the quality of the attendees were those who only engage the cleaning industry. This made it highly beneficial from an exhibitor perspective. 10/10 to Intermedia for all the promoting that they did to generate the awareness and make it the success it was - this certainly helped drive up the numbers of attendees"

- **Garth Michalson, chief executive officer of Cleanstar**

"ISS were happy to support AUSCLEAN this year, at the prestigious MCG venue. We clean the MCG and they are one of our major customers, so it was a great opportunity to showcase what we do, especially during the tour of the ground. We were also delighted to see so many visitors from the adjoining IHHC conference. The partnership with AUSCLEAN meant that we met a number of prospective health customers from interstate who may not normally have attended" – **Debbie Robbins, marketing manager ISS Facility Services Australia**



ISS' Debbie Robbins with MCG tour guide Alan Joyce



Pacvac's Karen Nicol (left) and Tammy McCool, Mater Health Service, North Queensland. Pacvac is driving its latest machine, Thrift, hard in controlling its cost effective features and benefits



Jani-King's training manager Ian Outhwaite (left) with Oates's Lucas Paris

"On behalf of Pacvac I would like to thank Intermedia for organising AUSCLEAN in Melbourne, which proved to be a great success for Pacvac. We really felt that this was the 'right event' for Pacvac to exhibit at and we talked with many of the industry's leading market professionals who showed great interest in our latest product, the Thrift, and also our Superpro battery700 vacuum. Intermedia's coordination of such an event is always of the highest standard and we look forward to exhibiting at the next AUSCLEAN" – **Donna White, managing director of Pacvac.**



Daniel Jungfleisch praised the virtues of Whyte Specialised Equipment's Eyre portable extractor



Tennant's Julian Lee (right) with The Bethane Group's Tony Rutherford and Catholic Homes' Carey Bray (left)



Pure Concepts' Nicolette Woodfield with Lupin Systems' Ian Strong

Judges find 'home grown' innovation at AUSCLEAN 2014

Judging innovation awards is always a tough task but INCLEAN Innovation Awards 2014's judges possessed both the knowledge and experience to find worthy winners. Building Service Contractors Association of Australia (BSCAA) national president George Stamas and BSCAA Victorian president Paul McCann selected products that reflected both international and local research and development.

Stamas and McCann spent some hours on the exhibition floor, assessing a wide range of products and services. They used their own companies' on-site experiences as well as appreciating the problem-solving features and benefits many products offered.

"We sought real innovation that can deliver real productivity gains," said Stamas. "And we appreciated the amount of investment local companies have put into developing superior design and formulation," added McCann.

Equipment

Winner: Intellibot 'green' robotic scrubber. This technology has also been short-listed for an ISSA/InterClean North America Innovation Award

Honourable mentions:

- Conquest Equipment's ecosweeper 360 battery powered suction sweeper. Eight hours of operation impressed the judges
- Makinex dual pressure washer. Australian-designed and made, a robust multi-function machine

Chemicals

Winner: Whiteley Corporation's Synergy sealer finish. 'New gen' polymer technology applied to develop an Australian-made product

IT Software

Winner: Templa CMS fully integrated software for contract cleaners

Janitorial

Winner: 3M Safety-Walk Anti-Slip 'peelable' coating. Developed by the 3M Australia team, it is now being launched in Australia and will roll out into New Zealand early next year, then globally thereafter.

For the Diary: AUSCLEAN Pulire 2015, 20 and 21 October, Jupiters Gold Coast, Qld. www.auscleanpulire.com.au



Clearlink's Carlos and Fida Ortiz with their Award winning Intellibot and Alco Battery's Wayne Davis (right)

"AUSCLEAN 2014 at the MCG was a great expo. For a one day event it was a great turn out and result. Our day was a busy one with a good cross section of visitors and numbers and well represented by the cleaning industry supporting the event. Congratulations to the Interpoint team for a very well run and promoted one day AUSCLEAN event" – **Frank Cupido, managing director of Hako Australia.**



AUSCLEAN 2014 Innovation Award judges George Stamas (left) and Paul McCann



Teleclock's Nigel Gillions (left) with Templa CMS's Mark Fermor



Whiteley's Greg Whiteley (left) and Greg Pobjoy

AUSCLEAN's education program delivers industry solutions

The education program at AUSCLEAN's one-day boutique event offered a diverse range of healthcare, hygiene and cleaning seminars, covering some of the critical issues affecting our industry today. From best practice cleaning and food hygiene, to infection control and cleaning for hygiene in aged care – our panel of specialists and experts shared a wealth of knowledge. For the business side, the focus was on maximising workplace efficiencies and expert business models for BSCs and carpet and restoration professionals.



Bill Bassett, managing director of InterClean Australasia, kicked off the program with his delivery of *Best Practice Comes to Healthcare Cleaning*, which offered some easier, faster and safer solutions to keeping a facility hygienically clean. This session was also a taste test of InterClean's Cleaning Hygiene Improvement Process (C.H.I.P) course – which supports Bassett's opening statement.

"We don't need products, we need training," he stated. Bassett's aim is to teach managers and cleaners to create an aseptic clean, which is the 'state of being free from disease causing contaminants', and the medical definition is to 'reduce the number of organisms and prevents their spread'.

Bassett addressed one of the most critical issues in healthcare cleaning today and that is cleaners are under so much pressure to get a job done that they clean just to make it 'look' clean, and not to clean for infection control. "Our cleaners need better training to be able to do their job correctly. Especially training on touch points," continued Bassett. "Think about a touch point as a finger print and you can understand why touch points are much more important to clean than anything else."

The healthcare theme continued with Martin Stone, director of HACCP Australia, sharing some of his expertise from 30 years in the food hygiene industry. Stone touched on the workings of bacteria, about how they get into food, how they make people sick – and most importantly – how to stop them in the hospitality industry. "Bacteria includes germs and pathogens and there are 1,000,000 bacteria per gram in a standard sandwich," stated Stone.



When it comes to food hygiene, Stone pointed out that temperature and time are critical when cooking food to kill pathogens. And the most common environmental vectors that allow bacteria into food are unclean surfaces, the mixing of raw and cooked food, pests such as rodents and insects, and of course humans – hands, clothing, equipment reservoirs, cleaning materials, etc – thus effective hygienic cleaning is critical.

Infection control specialist Sue Elder from Bug Control addressed a full room for her two-hour workshop on *Infection Control for Cleaning Services* where she spoke about protecting the front line workers in healthcare and cleaning, not just protecting the patients. "The exposure to body fluids, environmental factors, occupational factors all cause the spread of infections and some people don't realise just how vitally important it is to wear protective gear and wash their hands properly," said Elder, offering attendees a hands-on demonstration using Glow Germ and disposable PPE gear.

Meredith Rowan, I.T. business strategist from eziTracker, turned the focus to business with her seminar on *Maximising Workforce Efficiencies*. "The key is to leverage technology to produce workforce efficiencies to solve the challenges and problems in your business – skills shortage, language, staff management and client demands such as transparency," she shared.

"Competition is staggering and there are ways to do more for less," continued Rowan.

"Managers are effective but you can't track all staff all the time and that's where time



and attendance software comes in, little things add up such as late staff, leaving early, and the number of hours people claim to work is exaggerated by up to 26 percent. The way to combat this is to collect data so you can gain efficiencies."

Director of Jena Dyco, Jenny Boymal, followed up with *Generalist Business Models vs Target Market Model* where she explained the advantages of offering a specific service to a niche target audience. "If you don't have a passion or love for what you do, people will see right through it. So finding a targeted specific service might work better for you than being an all-rounder like everybody else in the business. Instead you are seen as a trusted advisor and industry 'expert' in that area," she noted.

Wrapping up the education program was Ross Mitchell from Sebastian Property Services with his session on *Delivering New Cleaning Outcomes for Aged Care and Healthcare Industries*. "If you want to clean in aged care, you have to clean for hygiene. Appearances aren't enough. You will fail. You don't get a second chance to make a mistake. Back then it was Golden Staph, today it could be Ebola," stated Mitchell.

He spoke about the industry changes and what is expected for the future. "If we want to change the way we do things, new thinking is required. Do what you've always done; you'll get what you've always gotten. And if you're not happy with what you've gotten then you need to make a change," he remarked. "Our clients have higher expectations and we need to improve cleaning outcomes just the way we have evolved from back then to now."

BSCAA NSW's information fest delivers members competitive advantages

Training, employee induction, waste recycling savings and an insight into new technology were the main topics covered at an 'information-fest' delivered at a recent Building Service Contractors Association of Australia (BSCAA) NSW branch members and suppliers meeting.

This most informative breakfast meeting was held at The Ranch, North Ryde (Sydney) on 24 September. Guest speakers included Young Manager of the Year 2013 Hailey Marks; NSW Construction and Select Property Services Industry Training Advisory Body's Andrew Bryson; WorkPro's Luke Mugavin; and suppliers Stephen Waddingham (Edco) and Tim Grainger (Watts Waste).

Hosted by BSCAA NSW president Terry Corby, the breakfast was also an opportunity for members and suppliers to network.

Bryson brought his audience up-to-date with an 'Overview of traineeship commencements in cleaning'. Perhaps ominously, his presentation showed a marked decline in NSW traineeships, from some 1900 in 2008 to a projected 600 by 2014 year's end.

Emphasising that the cleaning industry requires a cultural and attitudinal change, Bryson said, "training requires a full business analysis so business knows it will get a bang for its bucks."

In other words, BSCs and clients need to understand that training does bring financial (bottom line) rewards. And Bryson also pointed out the importance training has when 'engineering' cleaning as a career.

He surmised that training subsidies will cease to exist in the next 10 years and that "employers will decide what their businesses need and how they will service" those needs.

An enthusiastic Marks took attendees through some of what she had gleaned with her attendance at the World Federation of Building Service Contractors 2014 Congress (New York). As winner of the Hako Australia sponsored BSCAA NSW Young Manager of the Year 2013 award, Marks mixed with senior industry execs from around the world.

She brought away with her increased awareness of robotic technology; the use of heat sensors for service specification; capitalising on skilled people for multi-tasking; and leadership lessons delivered by Jim Collins.

Corby pointed out that for most members,

dealing with waste is a problem. "Please take this problem away from us," he asked Watts Waste's Tim Grainger. Grainger explained the benefits of recycling, as against simply using a 'waste service'.

Not only is there a good feel (environmental) factor, the savings for BSCs and clients by embracing a professional recycling system are significant.

A new BSCAA NSW supplier, WorkPro, offers a web-based (on-line) employee induction process at a very cost-effective price. WorkPro's Luke Mugavin explained that part of the process includes instant national police checks.

"They allow your organisation to adopt a 'just-in-time' approach to this critical employment screening process," Mugavin stated.

For Edco's Stephen Waddingham, the breakfast meeting was an opportunity to talk about his company's wonderful history as an Australian-owned family business, which has been established some 70 years.

He pointed out that the logistical and merchandising experiences that Edco has 'enjoyed' with the large and aggressive retail industry have been employed in offering the commercial sector superior ranges and service.

Edco handles about 1,000 containers a year and works through some 450 distributors nationally. Its stock holdings are prodigious. As well as the Edco janitorial brand, the company also markets Sorbo window cleaning products as well as ETC floor pads.

www.bscaa.com

Consulting editor's comment: Our industry does not want for education and information, both in business and technology terms. Various meetings and events, often monthly and held in most capital cities, offer service providers ideas and information that can lead to competitive edges. Unfathomably, these meetings are often poorly supported and this writer ponders why.

As well as delivering 'need-to-know' stuff, these association meetings provide an excellent networking environment. It should also be said they require considerable organisation input.

Instead of an 'I know it all' attitude, BSC executives could well help themselves and their organisations by learning about opportunities to enhance competitive performance.



Some Guardian Property Services' executives, from left Julianne Jago, Kaylene Cleaver, Sue Bond and Hailey Marks



Hako's Frank Cupido with Hailey Marks



BSCAA's Helen Thurtell with Andrew Bryson (NSW CSPSITAB)



From left, John Hughes (Guardian Property Services), Stephen Waddingham (Edco) and Greg Whiteley (Whiteley Corporation)

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CCWA recognises its frontline cleaners

Cleaning Council WA (CCWA) hosted its bi-annual AustralianSuper Cleaning Industry Excellence Awards on 17 October to showcase and acknowledge individuals working in the WA cleaning industry.

"This is a great opportunity to reward our frontline cleaners for the hard work they do," said Lyn Whelan, CCWA president. "Much of their work goes unnoticed and unrecognised; but today they receive get to receive the accolade they greatly deserve."

Awards were presented in the areas of workplace competency, innovation, industry service, and training. An impressive crowd of industry members

gathered at Western Australian Cricket Association Boundary Room for lunch and the presentation of the awards.

Clare Speed from AustralianSuper, the event's sponsor, attended the award presentation as did State Government of Western Australia representative the Hon Peter Katsambanis MLC.

Whelan said the bi-annual awards were an opportunity for employers and managers to reward 'outstanding employees' within their organisation and for them to meet similar people from other organisations in a social environment.

This was the 11th bi-annual Western

Australian AustralianSuper Cleaning Industry Excellence Awards, and as in previous years, the event was well attended with more than 125 people from large BSCs, regional members and new members represented.

"It was the largest cross reference representation at an awards event for some time," revealed CCWA executive director, Cameron Palassis. "This year's awards also received the largest number of nominations, with in excess of 55 nominations."

www.cleaningcouncilwa.com.au

Individual Award Winners:

- Excellence in the Field of Office Presentation – Malai Bartlett (Allclean Property Services)
- Excellence in the Field of Hard Floor Maintenance - General and Small Retail up to 2,000m² – Alan Douglas (Charles Service Company)
- Excellence in the Field of Hard Floor Maintenance – Large over 2,000m – Evelyn Melville (Delron Cleaning)
- Excellence in Field of Industrial Operations – Denise Costello (Delron Cleaning)
- Excellence in Customer Relations – Rocco Catalano (Delron Cleaning)

Company Award Winners:

- Best Practice Trophy – Delron Cleaning
- Industry Customer Service Award – EBM Insurance
- Regional Business Award – Delron Cleaning Geraldton
- Small Business Award – Spic n Span Cleaning

Main Individual Award:

- The Manager Award – Leslie Tuli (Delron Cleaning)
- The Leading Hand Award – Kathryn Brown (Delron Cleaning)
- The Phil Connelly Award Cleaner of the Year – Margaret King (Allclean Property Services)

www.cleaningcouncilwa.com.au



Clare Speed from AustralianSuper

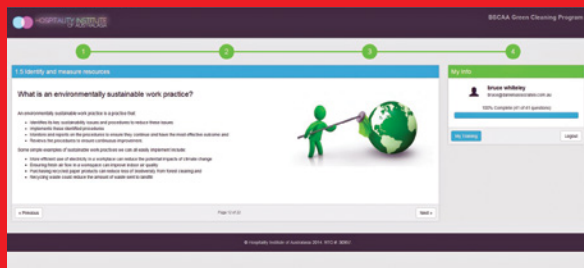


From left: CCWA president Lyn Whelan, Cleaner of the Year Margaret King from Allclean Property Services and the Hon Peter Katsambanis MLC



Cleaning Industry Excellence Awards nominees

BSCAA online green cleaning course warmly received



The Building Service Contractors Association of Australia's (BSCAA) recently released online Green Cleaning course has been well received 'with rousing interest from all corners of the cleaning industry, from contractors, in-house cleaning and housekeeping operations, healthcare and aged care.'

"For the first time in the cleaning industry cost effective training courses are now readily available to everyone," points out Bruce Whiteley, managing director registered training organisation Daniels Associates.

"Up until the release of the BSCAA online cleaning courses it was hard to find a cleaning course for under \$150 and cleaning training was divided into the haves - those attracting government funding - and the have nots - those not attracting government funding. The cleaning industry at large is commenting that finally there are courses available that are cost effective and convenient," Whiteley emphasises.

Recent New South Wales and Queensland BSCAA annual general meetings here supported the initiative to deliver cost effective equitable training courses to the industry.

Pleased with the response from BSCAA members, Daniels believes that over the next 12 months these courses will establish themselves as industry best practice.

The courses offer flexibility, convenience and a pathway to further education. Access is available for registered training organisations to use these courses as a recognition pathway (RPL) for obtaining a cleaning qualification.

The BSCAA green cleaning course covers all elements of the competency unit 'CPPCMN3001B Participate in environmentally sustainable work practices' and provides an ideal introduction for those interested in sustainable cleaning practices. Topics covered include conducting a green cleaning audit; developing simple green cleaning procedures; buying green; continuous improvement; and communicating with clients and staff.

"The BSCAA green cleaning course offers a cost effective platform for cleaning contractors to include an element of green cleaning in their future government contracts and tenders," Whiteley notes.

www.bscaa.com

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COLUMBUS
XP2 & XP3



CADDYCLEAN
ST1002



SUREVAC
PRO200



MATRIX STEAMER
SV4000 Steam & Vac



COLUMBUS
RA43B40 Battery or Electric

The RA43B40 Columbus scrubber we purchased performs extremely well. It is easy to use, and is built strong. My experience with commercial cleaning equipment goes back along way, and I have to say that this cuts the mustard well.

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Kennards Hire Concrete Care offers a highly simple, incredibly effective cleaning solution in the ride on Scrubber.

This new unit offers quiet, fume-free operation and allows for an environmentally-friendly clean in the most sensitive areas. Ideal for aisle-ways, factory and warehouse floors, and larger open areas, the ride-on scrubber is the perfect machine for high traffic areas.

Hydraulic power steering and one-button operation makes the Ride-On Scrubber astoundingly simple to operate in a short amount of time. Freshly scrubbed floors are left immediately dry, allowing traffic to flow freely through a newly cleaned area, thanks to Fast Foam cleaning technology.

The Ride-On Scrubber is available from Kennards Hire Concrete Care with an innovative sweeper attachment, incorporating a dust control mechanism, and an off-aisle power wand.

The perfect machine for busy areas, the Ride-On Scrubber is one of many convenient cleaning solutions available from Kennards Hire Concrete Care.

In addition to the ride-on scrubber range is a compact walk-behind floor scrubber suitable for domestic & office areas where portability is key.



How to use Floor Scrubbers

If you're looking at a floor scrubber and find yourself a little confronted by this seemingly intimidating piece of machinery, then cool your jets! We've taken the mystery out of scrubber operation; it's actually one of the easiest jobs you can do (once you've got the right machine).

Check out this simple how-to from Kennards Hire Concrete Care. In three minutes you'll feel like you've been using this great range of floor scrubbers for years.

1300 662 599

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Scrubber Sweeper

Featuring a huge cleaning capacity, the combination Scrubber Sweeper is capable of cleaning up to 21000 square metres per hour, making it the ideal choice for large commercial cleaning projects. It also reliably cleans up to three times longer than conventional scrubbing, saving both time and money. To eliminate battery recharge downtime, the Scrubber Sweeper is powered by LPG gas and also features chemical-free technology that reduces water consumption by up to 70% for an environmentally-friendly clean.

To clean along sides of walls effectively, the Scrubber Sweeper is also equipped with a side brush that offers increased cleaning capacity for both scrubbing and sweeping. Another option that can be used is the pressure blast wand & hose for difficult to reach areas.



Burnisher 60cm (LPG) Polisher

On the smaller end of the scale is the all-Australian designed and built Burnisher 60cm gas-powered floor and surface polisher. The Burnisher 60cm (LPG) is a high productivity polisher for use when speed is critical. Its compact design makes polishing big jobs easy and the high speed gloss finish leaves surfaces with a spectacular shine. The Burnisher 60cm (LPG) can effectively clean 2400 square metres per hour and is suitable for industrial enamel and epoxy-coated finishes. It's the perfect machine for use in airports, retail centres, hotels and anywhere else where a professional polished finish is essential to the building's aesthetics.

Kennards Hire Concrete Care offers a great range of Scrubbers and Sweepers for commercial use that are regularly maintained and serviced to ensure a reliable performance. A viable and sustainable option for all commercial cleaning jobs, periodically using Scrubbers and Sweepers can effectively avoid the gradual build-up of dirt, grime and residue. Scrubbers and Sweepers clean virtually all stains from concrete and completely rejuvenate the surface. They also prevent the need to use cleaning techniques that can potentially damage the concrete in the future.

Hiring commercial Scrubbers and Sweepers from Kennards Hire Concrete Care is the efficient, effective and easy way to successfully clean your surface.

BSCNZ's quest for 'continuous improvement'

By Lillian Small*

This has been a big year for Building Service Contractors NZ (BSCNZ), from our inaugural CleanSweep awards and the successful Clean NZ show in May, to rolling out innovative strategies to benefit our members and position the organisation for the future.

In particular, we are working to engage more closely with our members. I have really enjoyed meeting our members at our five meetings around the country and at other events we have organised. I'm grateful to all who have shared their ideas and for the great feedback on the strategies we are putting into place to provide our members with further support, and to increase the profile of the industry.

That flow of ideas and feedback is vital. It allows BSCNZ to be nimble in responding to events and innovation that impact our industry and to best meet our members' needs. Please call or email if you have anything you would like to discuss – let's keep the communication flowing.

In order to raise the profile of our industry and public awareness of the value and vital importance of the work that we do, we need to share our success stories – through the BSCNZ website and further. If you have stories of successes and achievement you would like to share – in training, innovation, long service or exceptional customer service – then please let me know.

We are continuing to improve the systems and functionality of the BSCNZ office to bring more benefit to our members throughout the country. We are seeing great member uptake in our regional branch committees and at a Governing Council level.

September saw successful regional branch committee meetings held from Auckland to Otago/Southland and we are embracing the support from our supplier members.

In our Canterbury region we held a seminar covering all aspects of environmental standards. The aim was to ensure our members were up to date with the latest developments and information in this field, and can apply that in meeting the needs of their customers.

In Wellington we held social lunches for all members in the region to attend, which has proved a great forum for networking and sharing advice and ideas.

A training event on floor-stripping, held in Waikato, proved very popular. This was sponsored by Karcher and held at its Hamilton showroom.

Members brought along their teams so they could find out about Karcher's innovative chemical-free stripping systems. It was a hands-on training day and we received great feedback. Thank you to Karcher for its support.

At the time of writing the National Government is just beginning its third term in office following the General Election. We are looking forward to working closely with Government to ensure the voice of the industry is heard and represented.

I'm also looking forward to continuing the work we have begun through the last quarter of 2014 and into the future – providing a comprehensive service to meet the needs of our members countrywide while striving to continuously improve our industry in all areas.

**Lillian Small is CEO of Building Service Contractors of New Zealand (BSCNZ), www.bsc.org.nz*



Floor-stripping training event hosted by Karcher



Vale John Clohessy

It is with great sadness we advise the passing of John Clohessy on Saturday the 27 September after a three year battle with cancer, a fight fought well and unknown to many.

Clohessy was passionate about his vision for the betterment of cleaning and property services industry, and will be remembered through his companies Changing Directions, Better Managed Contracts and CiMAS technologies.

Clohessy was dedicated to the time he gave to the Building Service Contractors Association of Australia (BSCAA) for more than 10 years, as well as four years as the Victorian branch's executive director. Clohessy is survived by dear friend Pat in Melbourne, his children and grand children in Perth.

Clohessy's drive and vision will surely be missed long into the future by his associates, colleagues and friends, but mostly by his brother Mike and sister Marcelle, who after having worked side by side with him for the past 20 years, will pick up the baton and carry it forward to complete what they started together so long ago.

BSCAA national president George Stamas shared his personal condolences. "John was a passionate contributor to our industry and was instrumental in reinvigorating the Victorian Branch of the BSCAA through his support of the Board at a national level," said Stamas. "He tirelessly educated people in the industry to achieve and award sustainable cleaning contracts. Our thoughts are with his family and loved ones at this difficult time."

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New committee and new initiatives; it's a new era for the BSCAA Victoria



Committee members from left: Joe Kaplan, Anthony Daniher, Michael Ebejer, Marina Juric, Matt Marsh, Carolyn Journeaux



From left: Anthony Daniher (Danhers Facility Management), Joe Camilleri (Central Cleaning Supplies) Denis Pagan and Daniel Pisaniello (Central Cleaning Supplies)



Guest speaker, Denis Pagan



From left: Matthew Barnett, Samuel Nutbean (Kingfisher Recruitment) and BSCAA national president George Stamas (GJK Facility Services)

With a newly elected and 're-energised' committee, along with member engagement initiatives planned for the coming year, the Building Service Contractors Association of Australia (BSCAA) Victoria believes it's a new era for the association, from which its members will only benefit.

By Keith Watts

The Building Service Contractors Association of Australia (BSCAA) Victorian division held its annual AFL Grand Final lunch at Melbourne's iconic Melbourne Cricket Ground (MCG) on 25 September to the background sound check of the event's entertainment – singers Tom Jones and Ed Sheeran.

The event was sponsored by Central Cleaning Supplies and was attended by 138 members and guests, more than double previous years. Master of ceremonies for the day was Anthony Daniher of Danihers Facility Management who kept things moving along on schedule.

Matt Marsh, BSCAA Victorian vice president, of Sebastian Property Services welcomed members and guests, thanked Central Cleaning for its sponsorship of the lunch, as well as national partner, AustralianSuper, and gave an update on some important association changes.

Marsh announced the recently elected BSCAA Victoria committee; starting with Paul McCann, as president (CMC Property Services), himself as vice president (Sebastian Property Services), Stephane Faye'd-herbe as treasurer (CIA Group), Carolyn Journeaux as executive director, and committee members Joe Kaplan (Kaplan Services Pty Ltd), Marina Juric (Border Cleaning), Anthony Daniher (Danihers Facility Management), Rob Fearnley (Staples Australia Pty Ltd), Elias Stamas (GJK Property Services) and Martin Leach.

President McCann was absent but had pre-recorded a video message outlining the new era of business for the Victorian BSCAA.

"The new committee has spent the last couple of months speaking

to members to garnish their support for the industry, and for the BSCAA, and the feedback has been very positive," shared McCann. "It's a difficult time for any member association; numbers are falling across the board but we've had a great response to some initiatives we plan to put in place, such as utilising LinkedIn to get more information to individuals, not just companies. We've also recently launched Tenderlink, of which all member companies will have access to tenders as part of their membership and will be rolled out in the new year.

"We'll be looking at other ways to improve member engagement too, and I hope that you all share our view that with these initiatives, it's going to be a new era for BSCAA," he added.

McCann finished off by asking members to support the annual excellence awards, designed to recognise outstanding achievements by employees who provide service in the property industry across six categories, to be held 14 November. "It's a great function to recognise the cleaners and supervisors who do such a great job for all of us and our industry," he reflected.

The guest speaker over lunch was AFL Premiership coach, Denis Pagan, who gave an entertaining address on his history, an insight into his career as a junior and then senior AFL coach, and about what motivates him. Teams coached by Pagan have participated in five pre-season, 14 day grand finals for 12 Premiership victories. He drew on his 28 years of coaching experience and talked about the key ingredients for attaining sustained success – team alignment, leadership, goal setting, developing self belief and overcoming adversity. "The harder you try, the luckier you get," he said. "The worst thing is disunity."

Vice president Marsh and committee member Stamas announced that entries for the 2014 AustralianSuper Industry Excellence Awards were open and encouraged members to get their nominations. The Awards presentation night will be held at The Hilton Hotel, East Melbourne on Friday 14 November 2014.

www.bscaa.com/vic

Goldberg honoured as inaugural 'cleaning legend'

The late Gerry Goldberg of Pall Mall was honoured as the first name on the NCSA 'Legends of Cleaning' honour roll during an industry dinner held on 3 September by the National Cleaning Suppliers Association (NCSA) at ANZ Olympic Stadium, Sydney.

NCSA national president, Stuart Nicol, saw the evening as a milestone in the NCSA's 40 year history. "The roll was conceived to not only acknowledge the legends of the past, but also to provide encouragement to the new breed of entrepreneurs and managers and alert them to the potential of our multi-million dollar industry," he said. "Individual success stories abound with many people starting a business with minimal capital and who went on to build major national companies with multi-million dollar turnovers.

"Epitomising such success is the life and contribution to our industry of the late Gerry Goldberg, managing director of Pall Mall Manufacturing. From very humble beginnings, he took on one of America's largest manufacturers of floor pads, which had the lion's share of the Australian market. Not only did he beat them at their own game, Pall Mall went on to topple the giant to become the leading supplier across the country," Nicol shared.

"Gerry's major contribution to the industry was his passionate advocacy for training and professional development... a focus NCSA will pursue in the future in recognition of his involvement as association president for many years."

The NCSA proudly acknowledged Goldberg's contribution to the industry – commercially, professionally and personally by placing him as the first 'Legend of Cleaning' on the honour roll.

Three business colleagues and close friends – Kevin Jackman (Complete Cleaning Supplies), Bruce Lees (RapidClean), Alan Hardcastle (INCLEAN) and his son Errol Goldberg (Pall Mall), offered personal tributes to the man himself, citing his infamous traits and characteristics of integrity, strong work ethic, endless knowledge

of floor pad technology and his passion for the industry.

In a further tribute, the NCSA and Goldberg family are jointly sponsoring The Gerry Goldberg Industry Achievers Award – a perpetual prize designed to recognise those individuals who substantially contribute to the future of the industry. "I hope this award will in some small way make people remember him and what he did for our industry," shared Errol Goldberg. "It is a great way to keep his memory alive and I know dad would be happy that this award will be given to someone achieving great things in the industry he loved and to which he devoted so much of his time."

For all photos from the trade event and evening visit

www.picasaweb.google.com/incleanmag

www.ncsa.org.au



Geoff Thorpe holding the Legends honour roll remembering Gerry Goldberg

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38" (96,5 cm)	33,500 ft ² /hr (3100 m ² /hr)	2 x 20" (51 cm)	603 cc	1600 - 3600 rpm

Size	Noise Level	Start	Pad/Brush Speed	Weight
30" (76,2 cm)	87 dB (A)	12V Battery	325 rpm	280 lb (127 kg)
38" (96,5 cm)	87 dB (A)	12V Battery	325 rpm	335 lb (161 kg)

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CONTRACTING

It's cheap and easy to engage contractors... until you're in court facing penalties of more than \$50,000



Lisa Velasquez

By Lisa Velasquez*

Recently, a business was fined \$47,520 for failing to pay entitlements pursuant to the *Cleaning Services Award 2010*, on the basis that workers were independent contractors (*Fair Work Ombudsman v Jooinie (Investment) Pty Ltd & Anor [2013] FCCA 2144*).

The Federal Circuit Court of Australia found the director of that business guilty

of sham contracting and personally fined them \$9,504. The penalties imposed were in addition to an order to repay employee entitlements of over \$18,000.

All too often businesses within the cleaning industry choose to engage contractors opposed to employing staff. It is usually a decision based on what is (seemingly) easier, less administration, more cost effective and 'common' in the industry. However, simply paying tax invoices to a contractor with an ABN opposed to wages is not enough to deem someone to be a contractor rather than an employee. If you get this classification wrong, your business could find itself in the center of a Fair Work Ombudsman (FWO) investigation facing serious penalties and an order to pay compensation to workers for unpaid entitlements.

What is an independent contractor?

An independent contractor is a person who conducts their own trade or business by providing services under terms set out in a contract. Typically they receive work from multiple clients, they have a high level of control in relation to the way the work is done, when the work will be done, and how many hours of work is required to complete a specific task. They also use their own tools and equipment, pay their own taxation, insurances and superannuation and bear the risk for making a profit or loss.

What is sham contracting?

Sham contracting occurs when a business arranges for an employee to form their own business and become a contractor instead of an employee to avoid meeting obligations that would exist if the worker were an employee; such as penalty rates, worker's compensation insurance, superannuation and leave entitlements.

Is it easier and cheaper to engage independent contractors?

Engaging independent contractors does not reduce your responsibility as a business and often it will not save you money, because your administration costs will increase to train, monitor and manage those contractors.

Although independent contractors conduct their own business, your business is still responsible for the health and safety of all workers in your workplace. Health and safety duties cannot be delegated to a contractor, nor can you argue that you relied on a contractor to identify hazards or to adopt a safe system of work, even if the contractor has been hired for their specialist knowledge and skills.

Employers should be aware that, like employees, independent contractors also have protections and workplace rights.

Independent contractors are protected by the *Independent Contractors Act 2006* (Cth) which, amongst other things, ensures that the contract is fair. In doing so, the Court will consider:

- The bargaining strength of the principal and the contractor;
- Any unfair tactics, undue pressure or influence used by the principal during the negotiations; and
- How the fees payable to the contractor compare with salaries paid to employees performing similar work (including penalty rates, leave and other entitlements).

Independent contractors are also protected by certain components of the *Fair Work Act 2009* (Cth), including *General Protections*. For example, it is an offence to refuse to award work to a contractor due to their union affiliation, race, physical or mental disability, religion or gender.

Misclassifying workers as contractors when they are really employees is the obvious danger of engaging contractors; however there are other dangers that are often overlooked by businesses, including:

Quality control – How can you control the quality of the service and the products being used? Being paid per job creates an incentive for contractors to cut corners, how do you ensure this isn't happening and how many hours will be spent by your business to audit the contractor's work?

Risk management – Are the contractor's insurances and license fees up to date? Have you provided the contractor with work instructions? Is the contractor following the work instructions? Has the contractor trained their staff to follow those work instructions?

Company image – How is the contractor promoting your company image? How does the contractor interact with your clients?

Competition – If the contractor is performing the work well, engaging with your clients and willing to do it at a slightly cheaper rate your business may have trained and mentored a competitor.

How can your business mitigate risk?

If your business chooses to engage an independent contractor, following these six steps may mitigate your exposure to risk:

1. Have a contract that clearly sets out the independent contractor's obligations and your obligations as the principal;
2. Regularly review the amount of work that is being done for your business – how many hours a week is the contractor spending doing your work, and is the contractor doing work for anyone else?
3. Induct the contractor and their staff in relation to your policies, procedures and work instructions;
4. Audit quality and safety compliance;
5. Check and monitor insurances and licenses; and
6. Manage client relationships.

Misclassifying employees as contractors is not the only common misclassification that occurs within the cleaning industry.

Classifying employees as casuals when they work regular and systematic hours places businesses at risk of breaching industrial laws and potentially facing an investigation and penalties.

If you are a director or manager of a business, know what your obligations are, know what your workers are entitled to (not just the minimum hourly rate within the relevant Award) and regularly review each worker's engagement.

**Lisa Velasquez is workplace relations director at Cube Workplace Solutions, www.cubeworkplacesolutions.com. This publication is for informational purposes, it is not intended to be legal advice. Readers should obtain legal advice in relation to their specific circumstances before acting on the information in this publication.*



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24" (61 cm)	28,000 ft ² /hr. (2600 m ² /hr.)	24" (61 cm)	1800 rpm
28" (71 cm)	34,000 ft ² /hr. (3160 m ² /hr.)	28" (71 cm)	1700 rpm
40" (102 cm)	50,000 ft ² /hr. (4600 m ² /hr.)	2 x 21" (2 x 53 cm)	1850 rpm

Model	Noise Level	Width	Length	Weight
21" (53 cm)	< 89 db(A)	24.5" (62 cm)	56" (142 cm)	215 lb (97 kg)
24" (61 cm)	< 89 db(A)	27.5" (70 cm)	58.5" (149 cm)	221 lb (100 kg)
28" (71 cm)	< 89 db(A)	31.5" (80 cm)	61.5" (156 cm)	234 lb (106 kg)
40" (102 cm)	< 89 db(A)	46.5" (118 cm)	61.75" (157 cm)	340 lb (154 kg)

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IPS pushes the limits of technology with chemical-free robotic cleaning

On July 1, 2014, Integrated Property Services (IPS) took over the cleaning services for the University of Technology (UTS) Sydney, and introduced for the first time in the industry a complete environmentally cleaning program entailing: chemical-free day time cleaning and robotic cleaning systems, which according to UTS contract manager, Melinda Johnson, has the cleaners working more efficiently than ever before. INCLEAN's editor, Kim Taranto, met with Johnson for a site visit to the newest – and cleanest – building on campus.

“We have started something here that’s really unique and very exciting,” exclaimed Johnson. “IPS has had the contract for just under three months and we are introducing a lot of initiatives in here and it’s working wonderfully!” These ‘initiatives’ include the use of the Intellibot Robotic scrubbers and vacuums, supplied by Clearlink Services, which are hands-free, automated robotic floor cleaners. The HydroBot is a scrubber for hard surfaces; the DuoBot, a sweeper/scrubber for hard surfaces; and the AeroBot, is known as the ‘true vacuum’ and is the second machine globally that is CRI accredited.

“We map the machine to clean a certain area, and it does it all on its own,” explained Johnson. “But it’s completely safe; you can walk in front of it and it will stop – it’s almost like the robot thinks for itself.” The Intellibot hands-free cleaning operating system incorporates up to 19 sensors, giving the robot a 360-degree view of its surroundings, and allowing it to operate and clean on its own. The sensors detect obstacles, stairs and people, stopping to let them pass before proceeding.

IPS is the first integrated service provider to introduce the Intellibots into Australia through Clearlink Services and under the guidance of general manager Fred Itaoui. “The vacuum component is fantastic and the only problem we have is if the furniture is moved and then some spots might get missed, but all we have to do is re-map the program,” noted Johnson. “Every cleaner has their own pin number which logs a user record and makes the cleaners responsible for their own work. The robots save on cost, time and repairs. Our cleaners can go empty bins and complete other cleaning while the robot cleans the large open areas.”

The Intellibot is designed with an Eco-save filtration system that purifies the water to provide clean, reusable water and eliminating chemicals and waste water. However Johnson has another trick up her sleeve that is saving IPS and UTS thousands of dollars – and she calls it the ‘holy water’.

“We are using a chemical free cleaning system called the Tersano which uses ozone technology to transform ordinary water into and every day chemical-free commercial cleaner,” Johnson shared. “We call it the ‘holy water’ because it works without any added solution, no odour, no health and safety concerns – it’s just fantastic.”

In addition, Johnson’s stock take order has reduced significantly from three and a half months ago when she was spending over \$3,500 in chemicals for the entire campus. But since the Tersano was introduced, the first monthly order was only \$120 and her most recent



From left: Melinda Johnson, Nikko Dacanay and Dipankar Rajbangshih with the Intellibot Robotics vacuum

Nareerat Samrongruk in Building 11 with the Pacvac cordless vacuum

order was just \$75. “The only stock we have used is carpet cleaning chemical or stripper and sealers and magic wipes,” she revealed. “Not only is IPS happy with that, the university loves it too.”

“Obviously we still need some chemical for any sewerage spills, but for all other everyday cleaning, and especially for glass, which is what this building is mostly made of, it works brilliantly,” Johnson exclaimed. “There’s no toxicity and there’s no risk of anybody getting chemical splashed on them. One of my cleaners is a bad asthmatic and before the ‘holy water’ whenever he cleaned a bathroom or was using something like orange solvent, his asthma would flare up and he’d be coughing and wheezing and have watery eyes,” Johnson added. “But now he loves it; he calls it the ‘magic water’.”

Last but not least is the introduction of day time-cleaning, to which Johnson said the cleaners have responded with complete enthusiasm. “We have removed the office cleaning being done at night or early hours of the morning and getting it done during the day instead,” she explained. “We’ve brought back customer service element so people actually see the cleaner. You can see that they are doing their job and not only has it saved us financially, it’s made everyone happier – the cleaners and the clients.”

Nareerat Samrongruk is one of the day-cleaners and has been working with Johnson on and off for the past seven years. She starts at 7am and she works her way through the levels, cleaning the kitchens and vacuuming the common areas using a cordless Pacvac vacuum for OH&S. Turning the backpack on, Nareerat vacuums the communal area carpet with a light hum that doesn’t disturb the conversation. “People actually move furniture for me, or when they see me coming, they move away from their desk so I can do my job,” she shared, “and often they say thank you, which is really nice.”

Johnson goes on to explain staff toolbox training, so that each cleaner learns thoroughly, and the ‘buddy system’ where one shift works between 7am to 3pm and the next shift between 2pm to 10pm. “This crossover system works because the job can be passed over in that hour, the staff get to talk to each other and share the work responsibility, and learn from each other,” Johnson explained. “We found that changeover period is what really helps the staff to work together as a team.”

In addition each staff has a smart phone using Cleantelligent that allows easy communication between client, the cleaners, site managers and Johnson. “We also take photos and report back to the client. In fact, we are communicating more now than ever before,” she continued. “It’s brilliant for ongoing maintenance. There’s no reason to blame the cleaner anymore. Every supervisor and site manager has an iPad and an iPhone so it’s easy for us to keep in touch about any problem or issue.”

After working at the University for six years, originally under the Swan Services contract, Johnson is quick to sing praises of the current cleaning system in comparison. “With the new systems, the cleaners have never been happier – and we all know that happy workers are productive workers.”

www.ipsl.com.au/

ISS identifies new ways of securing welfare in challenging future



How can the public sector maintain a high level of welfare services to an aging population with more individual demands, at lower costs? This is the key question in a recently released 'white book' called 'ISS 2020 Vision - Future of Public Sector Outsourcing'.

Published by ISS in co-operation with Copenhagen Institute for Future Studies, it is based on interviews with a wide range of experts from around the world including representatives of the public sector, research institutions and outsourcing companies.

According to ISS' Group CEO Jeff Gravenhorst (pictured), there is an increasing need to make the service delivery in the public sector more efficient with lower costs.

"In some developed countries, the public sector is now responsible for up to half of the domestic economic activity, and it will play an even more important role in coming years," said Gravenhorst.

"With these trends in mind, it is concerning that the interest in efficiencies and value-for-money seem weaker in the public sector than in private companies. One example is that

the myth that hours spent on a specific task equals level of quality is widespread in public sectors around the world.

"We, as outsourcing services providers, would very much like to play an active part in addressing the challenges societies face. Not just with concrete service solutions, but also by sharing research and know-how.

"Service and outsourcing are our core competencies, and we do care about the future of the societies where we operate," emphasised Gravenhorst.

On the basis of research, the white book identifies a number of relevant major international trends that affect the future of the public sector and outsourcing.

These include demographic bulges; growing customer expectations; personalisation of services; and a shift in the role of the public sector from provider of services to commissioner and facilitator with a number of providers.

It also lists a number of strategic issues that challenge the public sector and are forecasted to increasingly do so in coming years. They include the need to do more with less; balance automation with 'the human touch'; and breaking down organisational silos.

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Commission finds UK firms failing to protect key rights of cleaners

An examination by the UK's Equality and Human Rights Commission (EHRC) has revealed that some employers in the commercial cleaning industry are failing to meet their responsibilities to their staff in relation to pay, holiday or sick leave and dealing with their concerns. Many cleaners feel that their employer, client firms and the public do not treat them with the dignity and respect everyone should expect, states a EHRC press release.

The EHRC report was released mid-August 2014 and can be found at: www.equalityhumanrights.com/invisible_workforce

The non-domestic cleaning workforce is largely made up of women, migrant and older workers. While the Commission found many examples of good practice in employment and working conditions, many cleaners spoke of being 'invisible' – the 'lowest of the low', being spoken to rudely and treated badly compared to other employees.

Significant numbers of cleaners said they received no support when they complained of being harassed or bullied, and some said they were punished with extra work or worse duties for raising concerns. Others said they were afraid to report problems for fear of losing their jobs, and a few workers said they were threatened with dismissal when they told their employer they were pregnant.

Despite the AUD\$14.3 billion (8 billion pounds sterling) contribution the cleaning industry makes to the British economy each year, large numbers of cleaners reported problems with under-payment or non-payment of wages. This can drive them into poverty and indebtedness.

The report identified examples of workers being sacked for complaining about not being paid in full and on time.

The industry has been the subject of extensive outsourcing since the 1970s and price competition has led to a general downward pressure on wages and working conditions.

The Commission found that longer contracts created a more positive relationship between the client and the cleaning firm, gave greater job stability to cleaners and encouraged investment in workforce development.

Migrant workers' lack of awareness of employment rights and poor language skills left them particularly vulnerable to mistreatment. Some of the migrant workers interviewed had not been given an employment contract; others did not have their contracts adequately explained to them. A few migrants said employers used language barriers to avoid paying them in full.

In some cases workers were told by their employer they were not entitled to paid holiday or sick leave, although they were permanent workers with legal entitlements. Some felt pressurised into going into work when they were ill and others were expected to arrange their own cover.

Some cleaners said they had nowhere to take a break as some clients did not provide for this and they were denied access to staff canteens, and some workers had to eat their meals in cupboards full of mops, buckets and cleaning chemicals.

The Commission, which promotes and enforces the laws that protect everyone's right to be treated with fairness, dignity and respect, makes a number of recommendations for the industry.

These include encouraging clients to commission cleaning services at living wage rates, as a matter of good practice. It also wants them to consider what action they can take to ensure cleaners are treated with the same dignity and respect as their own workforce and customers.

The Commission is now setting up a taskforce, chaired by EHRC



deputy chair Caroline Waters, to look at issues raised by the report, identify examples of good practice and ways of taking these forward.

Equality and Human Rights Commissioner, Caroline Waters said: "Fairness, dignity and respect are values we all share. Yet the Commission uncovered some disturbing evidence of the absence of these in the treatment of many cleaning workers by supervisors, clients and the public. Cleaners are largely invisible, despite the cleaning workforce numbering nearly half a million people.

"Our evidence showed that, while many workers are treated well, enjoy their job and have their rights upheld, a significant number do not. Cleaners do physically hard work and often take great pride in their jobs, but many felt that they were not appreciated or afforded the dignity and respect shown to others in the workplace.

"They may be bullied by supervisors, have problems with their pay, and have excessive workloads. This can often be linked to a focus on reducing costs at the expense of good practice in employment and contracting.

"I am looking forward to working with the cleaning firms, union representatives, clients, trade bodies and government organisations that make up this yearlong taskforce. Together I believe we will identify key actions to improve practices across the sector and ensure that everyone understands their role in ensuring workers are treated with dignity and respect."

Examples of good practice were:

- Cleaning firms providing tender proposals for contracts at both the market rate (often minimum wage) and at a living wage rate.
- Clients setting the contract value to cover the costs of paying workers a living wage and including living wage clauses in contracts
- Clients introducing daytime cleaning to reduce their energy and security costs, so allowing cleaning firms to offer workers regular sociable hours, with opportunities for longer or full time hours.
- Clients integrating contractor workers into their workforce through involvement in the client firm's training, staff meetings and social events.
- Clients and cleaning firms valuing cleaning staff: in some cases this meant basic social niceties such as greeting or thanking individuals; in other cases, firms had specific events or awards to recognise good team work or performance.
- Clients and cleaning firms providing training that broadened skills and opened career opportunities: this included induction into clients' policies and procedures, and access to customer service training or to health and safety training leading to accreditation.

.....
Members of the taskforce include Sodexo, Interserve, Facicom, Enhance Office Cleaning, Building Futures Group, NHS Property Services, ISS, KPMG, BIS, TUC, RMT and Unison.

Waste Choices introduces bidding system for waste management

Waste Choices, Australia's first online marketplace for waste management and recycling, was launched on 9 September for businesses wanting a 'simple, fast, transparent, cost-effective and compliant solution for waste collection, recycling, treatment and disposal,' stated the media release. The marketer explains the process below.

Through Waste Choices, businesses of any size have the flexibility of posting a one-off project or an ongoing contract for the management of more than 30 waste streams. A range of reputable waste management providers across Australia including URM, 1300 Rubbish, Action Waste, Waste 2 Resources, State Waste Services, Bingo and smaller providers will bid for posted projects and businesses can select with whom they wish to work.

Small and medium businesses, hospitality, food services, property management and construction companies would stand to benefit most from working with Waste Choices. Joel Harrison, co-founder of Waste Choices said, "Waste Choices simplifies the management of waste by providing businesses the choice and flexibility of working with different service providers to manage various waste streams in a compliant manner."

Businesses can post a waste project in three steps: enter the pick-up location, the type of waste to be collected – from general waste,

liquid waste, recycling to hazardous materials – and selecting a bin size to represent the volume of waste. They will be able to select from a range of competitive bids from 14 national and state-based waste management providers with the flexibility to award a project based on price or reputation of the provider.

Waste Choices offers an automatic alert feature that notifies businesses that are on annual contracts with service providers when they are about to expire. This avoids businesses getting automatically rolled into new contracts with their existing providers, which would generally attract price increases of between 10 to 25 percent on average annually.

Harrison added, "Australia has over 2 million business waste generators and Waste Choices will free them from long term fixed contracts, help drive down the cost of waste management and increase the transparency through a system of bidding."

"Waste Choices brings a new competitive advantage to the industry by opening the waste disposal market to smaller service providers that want to grow their market share and to target new customers without making additional capital constraints such as hiring sales people or leasing trucks to manage waste collections," he added. "This is a win-win solution for both businesses and service providers."

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Assetlink tackles retail slips and falls with OH&S innovation

*With wide open spaces of glossy floors, cleaning a retail facility poses certain challenges that need to be addressed to avoid slips, trips and falls. However, integrated facility services provider, Assetlink, has taken a proactive approach and introduced a simple, yet innovative method of tackling these challenges head-on. INCLEAN's editor **Kim Taranto** met with cleaning manager, **Karen Talbot**, onsite at a major regional shopping centre (Western Sydney) to hear all about it.*

Having worked for Assetlink for eight years and a long history in all types of cleaning, Talbot knows a thing or two about what is required to clean a retail facility. "There's a higher expectation when it comes to cleaning a retail facility, because you're not only catering to the client, you're cleaning for the thousands of shoppers that enter the building every day," explained Talbot. "The focus isn't just on the cleaning, it's on cleaning to such a standard that will make the shoppers happy, and meet their expectation."

"We also have to take into account the shop owners, so really there's three separate 'clients' that we work with to ensure the shopping centre is clean and safe."

Talbot's team work tirelessly to keep the centre looking its very best. "Night cleaning gives us the opportunity to do a thorough clean whilst our day team maintain the centre's presentation."

During the day, our team work on a rotating shift so that all areas and touch points are cleaned continuously throughout the day. "This constant flow of maintenance is what helps us maintain the high standard of clean that Assetlink delivers," Talbot noted.

Assetlink partners with suppliers such as Tennant, Master Australia and Agar, which are some of the leading suppliers in our industry.

"An innovative concept we have introduced is a dedicated onsite team to manage public liability incidents. By consistently tracking and trending all incidents we are able to identify high risk areas and therefore effectively manage our labour deployment daily. Having a dedicated team onsite, constantly focusing on the high risk areas helps prevent slip and falls," explained Talbot. The team follows a hot spot schedule designed by Talbot many times throughout the day to check for spills. These hotspots mostly include fresh food areas and main thoroughfares.

"I re-evaluate this schedule each week so if there has been a trend of incidents in a particular area, we adjust our labour deployment to continuously minimize the risk," Talbot explained. "While this concept doesn't eliminate the risk altogether, it has decreased our incident numbers significantly so it's been really effective."

While the shop owners are responsible for cleaning their own stores, often Assetlink's cleaners are asked to help with fit-outs or general cleans when shops are vacated. "It's not really our responsibility however, our team members are always willing to help out," said Talbot. "We also assist with the organic waste disposal program."

When asked if managing such a large facility posed challenges to Talbot's job as manager, she simply said that it came down to the type of people she works with. "It doesn't matter how big the facility is, or how much traffic you get, it will always need to be cleaned so the challenges aren't so much with the job itself, but whether or not



Assetlink manager Karen Talbot (left) with one of her day-cleaners, Kitty Lui

you have the right people doing the job," she remarked. "And my team is fantastic. We work really well together and they all take pride in their work."

Talbot added that communication is the key. "Making sure that our team members are aware of what is expected of them is a big part of it; they need to be trained to meet the high standard of the company and of the client. Then they can deliver," she stated. "Sometimes we have VIPs come through the centre and while we always expect a high standard of clean, it's during those times that they know they have to be extra vigilant and thorough."

Being a retail centre, Talbot's team is often faced with the challenges of holiday shopping during Christmas and Easter, where the traffic flow of customers seems to double. However Talbot assures me that it's never a big issue as her team is prepared for the rush. "If the client requests more team members for a special event – we deliver. If the client wants more regular detailed cleans – we deliver. Our cleaners always step up."

With numerous sets of amenities throughout the shopping centre, it's one of the most important areas to be cleaned and we have created a comprehensive weekly deep clean program so by the end of the week each amenities block has been thoroughly detailed, cleaned and constantly maintained," Talbot said.

Assetlink has held the contract at this major regional asset since 2010 and according to Talbot, the system is working. "With constant training including Certificate III we know our team members are equipped with the right skills to do their job," she claimed. "Not only are they maintaining the high standard, they are meeting the expectations of the company and the client; and that is what makes the difference."

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Cleanliness can aid or hinder your client's online reputation

*Often, a customer's first 'stop' after a dining or shopping experience is a social media channel or online review site, such as Yelp.com.au. But unlike good reviews, bad reviews spread quickly and can negatively impact a business. To help businesses clean up their online reputation and improve the overall cleanliness of their facility, specialised services provider **Cintas Corporation** reveals the top four online cleaning-related complaints.*

"A picture of a dirty restroom posted online is never good advertising for your business," said Dave Mesko, Cintas' senior director of marketing. "Regardless of the business type, cleanliness should always be a priority."

There are many factors that customers look to when determining whether or not a facility is clean. Cintas identifies the following top four complaints found on review sites:

1. "There's food and grease all over the floors"

One of the first things customers notice when entering a facility is the floors. From crumbs to grease to stains, dirty floors are an immediate deterrent for customers when entering your facility.

New York Yelp user David T. described his experience with a chain restaurant's dirty floors, tables and chairs as the 'filthiest place' he's ever walked into and eventually walked out.

From matting programs and daily cleaning to restorative cleanings, make sure you have an effective cleaning program in place that focuses on deep cleaning, protecting and maintaining floor surfaces.

2. "The restrooms are dirty and don't have any toilet paper"

A recent survey revealed that 94 percent of U.S. adults would avoid a business in the future if they encountered a dirty restroom. A Yelp reviewer in New York City left a negative review at a movie theatre after her dirty experience. After witnessing wet toilet seats, dirty floors and no toilet paper or soap, she 'wouldn't recommend this theatre'.

To avoid these mishaps from happening in your facility, implement an ongoing restroom care program that not only ensures that restrooms are always properly stocked, but that they are also regularly deep cleaned. In addition to daily maintenance, integrate a deep cleaning program to remove organic soils and odours that regular mops and brushes can't.

3. "People use the same mops and wipes all over the building"

People often think that anyone can clean, but in reality, there is a right and a wrong way. For example, online reviewer Amy W. witnessed a Chicago fitness centre employee cleaning multiple areas of the locker room with 'the same rag'; starting with the toilet.

While there is no one-size-fits-all approach,



employees who are not taught effective zone or touch point cleaning techniques can cross-contaminate a facility by spreading dirt and bacteria from one part of the facility to another. Cross-contamination can also present a substantial risk for an outbreak of an infection or virus such as Methicillin-resistant *Staphylococcus aureus* (MRSA) or norovirus.

To limit the chance of cross contamination, regularly train employees and emphasize the risks involved with not changing cleaning tools or solutions in each area.

4. "The kitchen is disgusting"

Maintaining a clean kitchen is imperative to a positive online reputation and can instantly leave a bad taste in the minds of customers if anything is less than clean. For example, a Yelp user in Seattle said this about a 'disgusting' kitchen she was able to see from the dining area; 'This is never ok, even when a place is really busy'.

For a higher level of clean in a kitchen, consider implementing a chemical dispensing unit to ensure that cleaning chemicals are always available and to eliminate manual dilution. Time spent diluting chemicals or searching for cleaning products can be reinvested to keep surfaces clean and sanitised.

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US research reveals significant janitorial product segment trend changes

'Fast-casual restaurants and healthcare facilities present growth opportunities for US janitorial and housekeeping cleaning suppliers', finds Kline

Stringent sanitising rules within a growing number of assisted living facilities, nursing homes, as well as in acute care settings such as hospitals, drive the United States' janitorial cleaning products market's growth.

However, the rapidly growing concept of fast-casual restaurants represents the highest growth, according to the just-published Janitorial and Housekeeping Cleaning Products USA: Market Analysis and Opportunities by worldwide consulting and research firm Kline & Company.

The top three end-use segments of the janitorial and housekeeping cleaning products market estimated at US\$4 billion in 2014, together, account for close to 56 percent of all janitorial cleaning product sales in 2014. [Extrapolated by adjusting population and currency, that could suggest an Australian market size of AUD\$318 million.]

'Contract cleaners, the leading end-use segment accounting for a little over 30 percent of the industry total, have increased penetration and revenues, but changes in floor care have affected this leading segment.

'To cut costs, facility managers often reduce the frequency of waxing and floor stripping, causing the formerly vibrant floor-care sector to post a flat to modest growth rate.

'As a result of growing awareness of better hand hygiene practices, the hand care class continues to outperform the other product groups, driven by strong sales of foam hand soaps and instant hand sanitisers,' states Kline.

Kline points out that, while regular outbreaks of various infectious diseases have a dramatic impact on hand hygiene products' sales on the short-term basis, real growth comes from the increasing knowledge that hands are the primary medium for the continuous transmission of various critical diseases.

'Hand care remains the prominent product class for suppliers to increase their revenues.'

A diverse group of suppliers competes in the janitorial market. Laura Mahecha, Kline's I&I industry manager, notes, "Kline segments the market into three primary groups: national branded suppliers, household cleaners companies, and private labelers with a few suppliers overlapping multiple categories. Lastly, there are local and regional suppliers, but these players are increasingly marginalised in the business."

Leading suppliers in the (US) janitorial market include Sealed Air, Ecolab, Gojo, Zep, and Spartan.

"In contrast with food service distribution that has undergone rapid consolidation and is now led by major national companies like Sysco, USFS, and Gordon, the janitorial market is comprised of a vast number of intermediaries. This limits chemical suppliers' ability to build market share in the janitorial business comparable to that of food service and laundry chemical businesses," comments Mahecha.

Among a range of critical buying factors rated by the report's survey respondents, product performance is rated the most important in their buying decision. Product safety is ranked second. Environmental friendliness receives a lower rating emblematic to the current business environment. While the industry is actively promoting environmentally friendly products, green cleaning must be cost-neutral for these products to resound with end users.

Janitorial and Housekeeping Cleaning Products USA: Market Analysis and Opportunities is a research of the US away-



from-home cleaning products business. Based on nearly 1,100 interviews, combined with the data and insight gleaned from the seven previous research editions conducted over the past 25 years, this study is said to provide a complete analysis and perspective of this important market.

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A high priority on food safety and hygiene keeps customers coming back



By Katie Das*

You can't change a customer's first impression of your restaurant. From the moment patrons walk through the front door, they are looking for a clean, visually-pleasing environment. Diners' expectations have never been higher and the overall dining experience is what will keep them returning. As an operator, your commitment to creating a superior dining experience is reflected in the gleaming

surfaces of both the dining and kitchen areas.

It's important to place a high priority on food safety in order to best protect customers, employees and the reputation of your business. Individual incidents of foodborne illness may be somewhat commonplace in today's world, but widespread outbreaks can be front page news and result in negative backlash, causing sales to plummet.

Both the Food and Drug Administration (FDA) and its Canadian equivalent, Food Retail Food Services Code (FRFSC), report that the occurrence of food-borne illness risk factors found within commercial foodservice operations are statistically higher than commonly believed. According to the 2009 FDA Report on the Occurrence of Food-borne Illness Risk Factors, contaminated equipment and utensils within the foodservice environment were out of health code compliance more than 17 percent of the time. Improper cleaning and sanitization of foodservice equipment, surfaces and utensils were clearly identified as the most significant factor in the food production process.

Microorganisms or allergens are frequently transferred directly onto food or surfaces during the food preparation, serving and storage cycle. Poor hand washing, failure to clean and sanitise a cutting board between uses or using the same preparation table with raw and cooked foods are all examples of how easy it is to move bacteria around the kitchen and create dangerous food safety risks.

Restaurant owners and managers can ensure their facility is in top shape by following these simple rules:

1. Choose the right products and tools

Effective cleaning and sanitisation within the foodservice environment will reduce the chance of cross-contamination of 'safe food' during processing, preparation, storage and service because soil, bacteria and other microorganisms are physically removed. However, it's important that restaurants use products and tools that will deliver superior cleaning results. These include chlorine and quat based sanitisers, degreasers and other surface cleaners.

To ensure the proper concentration of chemicals and achieve the best cleaning results, restaurants should install space-saving dispensing systems that provide dilution control. These also eliminate overuse of chemicals and unnecessary waste because employees don't have to make guesses about dilution.

Employees must also be mindful of the temperature that chemical sanitisers work best at and the contact time that is required to kill harmful microorganisms. A lower contact time can help improve productivity and compliance with cleaning and sanitization but operators should ensure the product is effective at removing bacteria and safe.

2. Create and follow a schedule for cleaning food contact surfaces

Once the right products and tools have been selected, restaurant managers should create an easy-to-follow process that details cleaning and sanitization responsibilities. Since cross-contamination is the most common and critical sanitisation failure leading to food-borne illnesses, it's important that food contact surfaces are thoroughly maintained on a regular basis.

These surfaces include any equipment surface or utensil which food may touch during the food production process or via potential 'incidental' channels such as food draining, dripping or splashing onto the food preparation areas. For instance, the interior of a microwave oven is considered a food contact surface because food stuck to the sides or ceiling of the oven could drip onto other foods being warmed.

3. Reinforce practices with training

Instances of food-borne illness are usually the result of proper procedure non-compliance so it is critical that every member of a foodservice team knows what constitutes a food contact surface. Additionally, employees should understand the importance of using the proper processes and products to both clean and sanitise.

Online training is an effective tool for standardizing education within a facility and across multiple restaurant locations. It also allows managers to keep track of employees' test results and identify areas for improvement on an individual basis. Employees should undergo training when they are first hired and periodically throughout the year, as risks and responsibilities change over time.

Every restaurant operator wants a spotless record when it comes to instances of food-borne illness. Keeping kitchen and dining environments clean not only increases safety but encourages customers to return again and again. Choosing the right products and tools, developing proper procedures and implementing effective training protocols for staff are key elements to any successful – and hygienically clean – food service operation.

**Katie Das is a global marketing manager at Diversey Consulting, an independent consulting group within Diversey Care, www.diversey.com/consulting*

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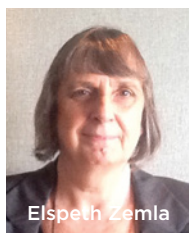


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Maintaining high standards is top priority at Auckland's Langham Hotel



By Ron Smith

Visitors and guests entering Auckland's Langham Hotel can't help but be impressed by the magnificent chandelier that's the centerpiece of this five-star hotel's spacious lobby. As you look up, you have to wonder: Who cleans it? How often is it cleaned? And how is it cleaned

without disrupting the ongoing activities of this busy hotel lobby? I'm here to interview Elspeth Zemla, the Langham's executive housekeeper, and hopefully she can provide the answers, along with an insight into the hotel's busy cleaning operation.

Zemla's impressive career in hotel housekeeping management commenced in her home country of Scotland and continued after her arrival in New Zealand 18 years ago with her appointment to the Millennium Hotel in Queenstown. Today, Zemla is enjoying life in New Zealand's largest city, in charge of the Langham's housekeeping department and its 100-strong cleaning team.

The Langham – part of the Langham International Hotel Group – is one of Auckland's most prestigious central city hotels, enjoying its dominant location on the Symonds Street ridge, overlooking the harbour and CBD. In 1982, the hotel, then managed by Sheraton, opened on the site where once stood Partington's windmill, an Auckland landmark for the first century of the city's history. Built in 1850, the flourmill was demolished in 1950.

The task of cleaning the Langham's 409 luxurious rooms and executive suites, along with all elaborately appointed public areas and restaurants, is the responsibility of the hotel's housekeeping department. For someone faced every day with such a daunting task, Zemla exudes confidence and calmness that the hotel has the staff and systems required to maintain the exceptionally high standards of cleanliness and hygiene that guests expect.

"Getting everything done in a timely and efficient manner is sometimes a fine balance. We're continually working around the movements of our guests, being as unobtrusive as possible," says Zemla. "For example, we have airline crews who arrive late and depart late. They tend to sleep through until late morning, so we certainly don't vacuum the corridors outside their rooms during that time."

The Langham's housekeeping team works 24 hours a day, in three time shifts. The morning and daytime teams require 29 room attendants, with each cleaning up to 14 rooms – that's approximately

one room per attendant every half hour. Another four to five staff are required to continually refresh the hotel's public areas and restaurant areas – a job sometimes made more difficult when guests linger over a long lunch until after 3pm.

Then there is the laundry and drycleaning requirements for individual guests and hotel management to attend to. For cost efficiency, all daily toweling is washed in-house, but other laundry, including bedroom linen and even some hotel staff uniforms, is now being outsourced to local providers. Overnight, from 10pm to 7am, the sunrise team takes over – about three to four cleaning staff working mainly in the hotel's public areas, including the restaurants and lobby lounge when the last guests have departed. When late guests are expected, cleaning the lobby is left until after everyone has checked in.

Zemla accepts that recruiting and training staff is an ongoing process; "Finding the right staff isn't that easy. It's a hard market. Younger people prefer to have their weekends off and that's when we need them most. We're continually looking for people who will view hospitality more as a career option, hoping they'll stay with the hotel and possibly progress to other hotel departments," she reveals. Drawing from Auckland's diverse and multi-cultural population has resulted in a housecleaning team that currently represents 25 different nationalities.

New recruits, most with little experience of working in a five-star hotel, undergo an intensive Welcome program over two days. Zemla actually prefers to take on staff with no experience. "If they've had work experience in a three or four-star property, we find there's a lot of re-education required to bring them up to our higher standards," she admits. The two-day introduction concludes with an afternoon tea at the hotel with a training supervisor followed by on-job training over the next few days. Depending on their progress and aptitude, they'll most likely be cleaning rooms on their own after eight to nine days, although all rooms will still be double-checked by their supervisor before a new guest arrives.

And finally, about cleaning that chandelier in the hotel's lobby; "We don't touch it," Zemla explains. "That's a job for specialist chandelier cleaners. They come in once a year and give it a thorough going over. The entire chandelier can be lowered to ground level for easy access. Obviously it's another job that's usually performed after two in the morning." But Zemla and her team take care of the rest of the hotel to ensure it sparkles just like that magnificent chandelier.

auckland.langhamhotels.co.nz

Solaris and Lombard partner in delivering sustainable, stylish, washroom solutions

With both organisations imbued with strong sustainability credentials, it was logical for distributor Lombard The Paper People and supplier Solaris Paper to partner. Capitalising on their respective marketing strengths, the companies began working together in late 2013 and now report that it's a relationship which is delivering positive results for their clients.

Lombard has a comprehensive range of ecological packaging and is a signatory to The Australian Packaging Covenant, pledging to reduce packaging material going to landfill and increase re-use and recycling of materials.

As an environmentally responsible company, Solaris Paper adheres to stringent Australian and international environmental laws, only sourcing material for products from certified suppliers.

Solaris Paper carries PEFC (Programme for the Endorsement of Forest Certification) Chain of Custody, which is the world's largest sustainable forest management certification

scheme. This ensures Solaris Paper products come from sustainably managed forests and can be traced back through the manufacturing and forestry process.

Livi is Solaris Paper's 'away from home' range of quality toilet paper, facial tissues, towel and related products. 'Livi is well known in world class establishments across the globe from hospitals to resorts, restaurants to cafes, government institutions to corporate offices, and schools,' states Solaris.

'Currently, Livi is distributed in 37 countries across five continents,' it adds.

Lombard finds that the Livi range's toilet tissue, facial tissue and dispenser tissue products are the most popular, particularly within the hospitality, catering and cleaning industries. 'The features and benefits customers most like are that the products are great quality and always readily available,' notes Lombard.

'Even more added value is provided



Danielle Lombard
(Lombard) and
Cameron McKean
(Solaris)

to Lombard through Livi's provision of educational materials, which have helped build trust and transparency between the two partners.'

Livi provides an online portal, 'Multiply', where customers and distributors can order products and access educational materials, marketing communications and invitations to training and sales sessions.

This helps to educate the distributor and end user about washroom hygiene, emphasising that a well-equipped washroom is good for business and reputation.

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Housekeeping is state-of-the-art for corporate focused Novotel Perth Langley



Craig Kelmar

By Kim Kamarudin

Novotel Perth Langley Hotel is a four and a half star, 256 room hotel that is part of Australia's Accor hotel group. The city hotel is a key property for Accor within in Western Australian and caters predominantly for corporate clients and flight crews in addition to leisure guests visiting the city. In terms of cleaning this translates to 24 hour check-in and housekeeping staff that are consistently cleaning and turning over rooms.

The hotel's rooms division manager Craig Kelmar has worked with Accor for 10 years and the past nine months has been at the helm of the Novotel Perth. His role involves overseeing about 90 staff in hotel operations, which includes front office, reservations and housekeeping. "Perth provides a different operation in comparison to other city hotels I have worked in," Kelmar explained. "We have a lot of airline crew come through the hotel and all at varying times. More often than not, airline crew will check out of a hotel at 10am and then another



Novotel room attendant Grace with one of the housekeeping trolleys

crew will arrive to the hotel and check in just an hour later. This type of transfer is quite easy to manage from a housekeeping perspective.

"However, the way it works in Perth is slightly different. As a significant percentage of our business is airline crew it means we have check-ins at 3am, 4am, 5am and 6am. This is nothing like a standard hotel check in time of 2pm and check out of 11am," he noted.

"To manage this flow of guest movements we have 24-hour check in and housekeeping staff for check outs that are constantly turning over rooms," he explained. "A common hotel scenario is when businessmen fly in from Melbourne, arrive at midnight and check out at 7am, attend a meeting and then fly straight back to Melbourne."

Room cleaning at the Novotel varies depending on the person checking out. The hotel has a variety of rooms ranging from standard queen to apartment style rooms. Cleaning times range from 15 to 30 minutes and due to the business mix of guests, housekeeping staff clean more checkout rooms than stay-overs.

"As a corporate focused hotel with a significant turnover of clients we have a lot more check outs rather than stay overs," he said. "Timing does change for rooms depending on the client and size of the room. Leisure guests tend to use the room more than a business guest does when travelling. Often this means a leisure room takes a little more time to clean compared to a corporate room where the bed, one towel and one soap may have been used. For room attendants this means they are straight in and straight out in minimal time.

"We have a very structured cleaning schedule that room attendants are required to follow when working through a room. Accor provides induction and on-site training programs for housekeeping staff that are standardised across the Accor group to ensure time is used efficiently and rooms are thoroughly cleaned to the highest standards," said Kelmar. "Room servicing involves a checklist of where to start and in what order to clean the room so everything is completed in the allocated timeframe.

As for the housekeepers, Kelmar is proud of his team. "We have staff that have just joined the team and some who have been working here for 25 years. Our employees love what they do and of course the hotel, which has become their home-away-from-home throughout the working day. We are lucky to have a really good team of people in the hotel that keep our standards high."

Novotel's housekeeping department is also responsible for the cleanliness of Senses Restaurant, Fenians Pub and five conference rooms which cater for up to 500 people. According to Kelmar, when meal service is completed the area is closed so the restaurant area can be cleaned.

"The Lobby area is cleaned and buffed every evening by our public areas cleaning staff when there are less people coming through," he stated. "Our public areas cleaning staff keep the lobby clean during the day and take care of other high traffic areas like the lobby toilets and windows. We have a small carpet shampoo machine onsite to take care of spot cleaning of carpeted areas like the restaurant and conference room areas."

Accor's Sustainable Development Program, PLANT21 incorporates 21 commitments in favour of sustainable development. As well as working with employees, guests and partners to reinvent hotels sustainably, Accor Hotels use eco-labelled products, recycle waste and use renewable energy.

Our chief engineer strongly believes in the hotel being sustainably
Continue on page 37...



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ISS 'back-to-back' winners at 2014 Australian Service Excellence Awards

ISS Facility Services won nine awards at the Customer Service Institute of Australia's (CSIA) 2014 Service Excellence Awards, announced early last month. These annual awards recognise the highest achievement in customer service for individuals and organisations.

ISS was proud to take home, for the second year running, the coveted 'National Training Excellence' award that acknowledges leadership in training and development.

Endorsed by the Prime Minister of Australia, the 2014 Service Excellence Awards were hosted by TV Presenter Jessica Rowe at the Crown Palladium in Melbourne.

ISS said it was delighted to be recognised again at this prestigious event, where the company received eight awards in 2013. 'In recognition of the company's outstanding customer service success, ISS achieved an even greater result in 2014, taking home nine awards across a full range of customer service categories,' said the company's statement.

ISS Group CEO Jeff Gravenhorst gave a key note address at the event in which he spoke of his company's drive to deliver the ultimate in customer service.

"Across the ISS Group we are working on common themes – our value proposition is to facilitate our customer's purpose through people empowerment. This is about putting the customer's vision and purpose into focus and figuring out how we can support them to become even better at their jobs. That type of customer service is what we aspire to achieve at ISS," Gravenhorst emphasised.

Winning the CSIA's 2014 'National Training Excellence Award' for the second year in a row recognised ISS' strong commitment to managing and training world-class professional service staff. More than 90 percent of ISS' 13,000 employees across Australia are customer-facing, so it's imperative that they are supported and well trained in understanding their customer's needs, points out the company.

As a global facility services company, ISS' vision is to become 'the world's greatest service organisation'.

"In Australia and New Zealand, ISS has made many changes to its business over the past three years to become more customer-service driven. With a focus on developing tools, processes and new customer-orientated training programs, ISS is building a more engaged workforce and is providing better service value to our clients," explained ISS Australia and New Zealand CEO Dane Hudson.

CSIA 2014 Service Excellence Awards presented to ISS Facility Services were National Training Excellence; Chief Customer Officer of the Year' to Darryl Prince, director of people and culture; Training Excellence award for Victoria; Large Organisation award for Victoria; Customer Service CEO of the Year' for NSW to Dane Hudson; Chief Customer Officer of the Year for NSW to Darryl Prince; Customer Service Leader of the Year for Queensland to Scott Erwin, general manager of human resources; Customer Service Manager of the Year for WA to Adam Motbey, training manager in resources; and Customer Service Professional of the Year for SA to Sally Walker, APO.

www.au.issworld.com



Some of the ISS management team who enjoyed accolades at the CSIA 2014 Service Excellence Awards

...Continued from page 36

focused, says Kelmar. "He is our sustainability champion in this hotel and looks for all the areas on which we can improve including energy and recycling. We recently installed movement sensor lighting in the lobby toilets so when they are not in use the lights turn off.

"We also ask our overnight guests to help minimise the hotel's use

of water and energy by hanging up towels and requesting linen be washed only when needed by placing a card on the bed. These small and simple gestures of re-using towels are popular with guests which is a win-win for the local environment and the hotel," claims Kelmar.

www.novotel.com/gb/hotel-1764-novotel-perth-langley/index.shtml

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Rapid Group kicks goals in achieving 'outstanding result' in flat market



*RapidClean's 2014 conference reflected a year of success, growth and for many, a few major business goals scored – and this theme echoed throughout the entire conference. Held over two days from 19 to 20 September, members of the Rapid Group along with 23 of the 26 preferred suppliers, came together at Heritage Queenstown, NZ, overlooking the picturesque Lake Wakatipu for its 20th AGM, one-on-one business, networking, socialising and a few fun adventure outings. INCLEAN's editor **Kim Taranto** reports.*

Growth seems to be a running theme for the Rapid Group as each year the collective grows not only in numbers and support, but in profit. General manager, Bruce Lees, acknowledged this precedent in his presentation about the group's direction. "We set many goals for last year and together, we have achieved an outstanding result in a flat market," he reflected.

Lees went on to list the group's achievements, which included building a national footprint, increasing member loyalty to preferred suppliers, increasing member pride and interaction, increasing the group's profitability and credibility, developing product exclusivities, increasing the group's purchasing power, and starting to compete for national business.

In addition to these achievements, the group gained three new members in Rockhampton, Perth and Townsville, released three specials catalogues, and had 16 suppliers and 22 members with double digit growth and four suppliers and 12 members with single figure growth. Rapid also updated its website, which increased online traffic by 30%, built an intranet to increase members' connectivity and increased its advertising.

"However, there are new challenges that have arisen that we must confront and new goals must be set and achieved if we are going to continue to prosper," added Lees. "But this year's harder; our opposition is tougher and we need to fight hard to win and continue to grow. The foundation reason the Rapid Group exists is to improve the profitability of its members and this is at the core of every goal we set and every activity we undertake."

This led to Lees' listing the Group's goals for 2015; such as providing



From left: Rob O'Neill, Brendan Berry and Francis Lai



From left: Glenn Stubbs, Colin McDougal and Jim Taylor

effective marketing material for members, complete the national membership network – as there's still eight cities without a Rapid distributor – build recognition of the RapidClean brand and increase purchasing from preferred suppliers by 15% – just to name a few. "All of these goals are achievable but will require commitment from our members, suppliers, the RapidClean board and team," Lees stated.

After Lees' pep talk, the members and suppliers moved to their respective tables for the first of the 'speed meeting' session, which the Rapid conference has adopted as the most effective way for all



From left: Joan Edney,
Grant Derham and
Sandy Nicholson



Bruce Lees



Janelle and Kevin Daniels



Adventurer Steve Gurney

members and suppliers to interact with one another. “It’s a great system and really works because you get to talk to every single member over the two days,” commented Chris Van Graan of Intervac. “It’s only 12 minutes but you’d be surprised just how much you can cover in that time.”

The Group also had the privilege of listening to two guest speakers – one of which was business coach Charmian Campbell who attended last year’s conference. Campbell’s theory is that life revolves around scoreboards and unless you look at the numbers generated from your business, you don’t know whether you’re winning or losing. Last year Campbell had been assisting Adam Cameron of Whereabout Supply and had such successful results that David Thyne and Glenn Stubbs of RapidClean Tasmania hired her for their business.

“You seem to just cope with business and think it’s not going too bad, but Charmian helped us discover all the little stuff that we weren’t doing; she showed us our business stripped back, in the raw, and made us realise there’s so much more we could be doing to make our business better,” shared Thyne. “But 12 months on our business is now kicking more goals than ever before.”

The second guest was at the other end of the spectrum – motivational speaker and professional adventurer Steve Gurney – who shared his tales of success and survival; and the attitude that helped him achieve them. “Winners who achieve their goals are very specific about what they want and don’t accept any consolation; it’s about working smarter, not harder – and it all comes down to attitude,” said Gurney. “It’s not about the one thing you do, it’s the culmination and attitude applied to everything you do – and that can make a big difference in business and in life.”

The conference came to an end with the gala dinner sponsored by Oates, beginning with pre-dinner drinks at sunset overlooking The Remarkables mountain range on the rooftop terrace. The icon conference room was transformed into a winter wonderland where members and suppliers enjoyed a three-course dinner while the end-of-year awards were announced. RapidClean Supplier of the Year was awarded to Oates and accepted by Lucas Paris; and RapidClean Member of the Year was awarded to RapidClean Central Coast and accepted by Lisa Hodges and Mick Harrington.

For all images visit INCLEAN’s photo album at:

www.picasaweb.google.com/incleanmag



Rob Musilli (left) and
Lorenzo Tadeo



From left: Bruce
Lees, Lisa Hodges
and Mick Harrington



Bruce Lees (left)
and Jim Taylor

RapidClean Perth's rebranding now offers customers all 'The Goods' they need



The Goods
managing director
Ritchie Campbell

By Kim Kamarudin

After more than 35 years of specialising in cleaning, washroom and hygiene supplies, Perth's RapidClean has undergone a branding transformation and become 'The Goods'. The family-owned and operated business still aims to be the number one choice for cleaning and washroom supplies, backed up with knowledge, advice and value for money. The Goods team is committed to providing the same quality and standard of

service to its existing customers and plan to expand and grow the new brand into other market sectors.

The Goods managing director Ritchie Campbell explained that the rebranding was done to avoid confusion about what the business does. "Feedback we have received over time has been that RapidClean sounds like a contract cleaning business," he said. "This was a deciding factor when considering changing the name. We wanted a name that better represented the products and services we offer and the market segments our products are appropriate for.

"We worked with a branding company to come up with The Goods. We wanted something simple and clear that would allow us to grow into any market," Campbell explained. "For us the new brand captures the nature of the business we are in of supplying 'the goods' our clients need. It's simple, no fuss and has some fun connotations we can explore. Our intention is to create a unique personality that connects with our clients," he added.

Campbell started working in the business with his father 12 years ago. He started out in customer service and sales; learnt all the aspects of the business and stepped into a management role a few years ago. Since the new brand launch in October, he explained, the business has expanded from cleaning and washroom products to include safety and catering items.

"What this means for existing clients, like contract cleaners, schools and aged care facilities, is they can now buy a wider range of products from The Goods," Campbell stated. "Our existing 800-plus client base is important to us. For existing and new clients we will be a one-stop provider for all 'the goods' they need.

"For us the rebranding is an evolution in the business that will allow us to improve our service to existing clients as well as branch out into other areas to capture new clients," Campbell noted.

The Goods has 10 staff at the 1,200sq m Belmont site that includes office space, a showroom and retail area for walk-in customers and a warehouse for product storage. According to Campbell the team aims to do the best they can to provide consistent, quality customer service.

"Our aim is to create a culture and environment of caring, service-driven staff that provides consistent, quality customer service to our clients," he shared. "This is and will continue to be a work in progress. We believe providing day-to-day service that is hands-on with attention to detail is vital.

"We are committed to solving the issues and challenges faced by our clients whether they need pricing information, have a product question, a query about an item on backorder or a problem with products delivered. Plus, our staff visit clients to make sure the most appropriate products are being used to achieve the best results."

Campbell said their intention is to make this process easy for their customers, hence why the business' tagline is 'supply made easy'. The Goods has more than 2000 cleaning, washroom, safety and catering consumable items available for purchase. Customers can access and order products via the new website or by contacting sales and customer service staff by telephone or at the showroom.

"The new website provides clients with access to viewing all of our products," said Campbell. "It's clean, simple and user-friendly, which are exactly the sentiments we want customers to associate with our brand."

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The dos, don'ts and risks of heating in restorative drying



By Scott McFadzen*

Winter has come and gone with its Antarctic blasts for another year. The 2014 winter saw more than ever the use of heat to assist in our drying procedures. As our industry matures

in Australia along comes the opportunity to use new equipment and alter our usual day-to-day drying procedures. The use of heat is one piece of the pie in our drying process and with that comes some awareness.

The use of heat adds energy to our drying environments. Energy causes evaporation to occur at a greater rate by increasing the temperature on the material surface we are drying. Raising the temperature of a wet material increases the rate of evaporation which in turn changes the internal vapour pressure of our structures. A building material will also dry quicker depending on the permeance or the porosity of the material being dried.

But I need to reiterate the importance of keeping our drying procedures at a safe standard, especially when using heaters in the building environments we are drying.

There has been a swing this winter to the use of standalone radiant heaters, direct fired industrial heaters and direct-heat drying technologies.

If we must use any equipment with a heating element to assist in raising the ambient temperatures, then you need to ask yourself, 'have I done everything possible to make this safe? Have I exhausted all other equipment options?'

Be very clear of what the dangers are to whoever maybe wanting to come in when you are not there. Have you put in all necessary steps to reduce the risks and do we have controls in place? Have you positioned signage to inform people of the risks?

I would prefer to have no one at all come in apart from the monitoring team while any heater is running. This reduces the risk but you still need to have explicit instructions set out and a plan of action. Radiant heaters are great if used sensibly. That means not placing them beside something that will combust or go up in flames.

If you are using a direct fired industrial heater you must make sure that adequate fresh air is provided so that the fumes being

released are not going into the occupied airspace. These direct fired heaters can produce extreme heat with fuel attached, so the job must be monitored on a regular basis.

A CO detector is a must-have tool for monitoring your indoor environment for Carbon Monoxide. The home owners must be made aware of the heater being used and the dangers associated by tampering with it. Using these heaters requires more safety documentation and safety steps. Do you have these in place?

Direct fired heater



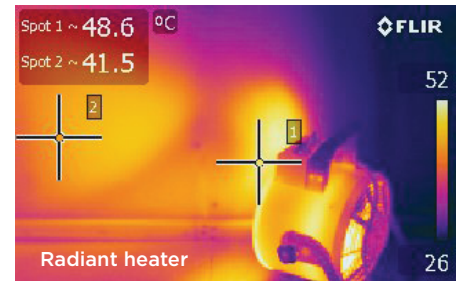
The use of fire places with our drying procedures should be monitored very, very closely. A fire place should never be alight while no one is home and air movers blowing around air in the environment. This is an uncontrolled environment and should never occur if possible.

Direct-heat drying technologies are another way of using heat and have had great success with assisting in the drying of building materials and timber flooring.

All heating equipment energises the building material to increase the evaporation process. Though in doing this, we need to keep at the forefront of our mind, 'what is that materials temperature rating?'

The CSR Gyprock Red Book on page A15 displays the thermal coefficient of the Linear Expansion. It shows the stable temperature range of CSR Gyprock to be 4°C to 38°C. This means by definition that the CSR Gyprock when subjected to conditions above 38°C *can* change the condition of how the boarding is attached, taped or fixed. This means the screwing, taping, gluing, plastering joins can be affected by high heat once it goes over the normal range of interior temperatures.

This could mean that when you heat a room up above the 38°C the possibility of weakening the joins or screws holding it in place and going beyond the product's stability rating increases. However, the time exposed to high temperatures needs to be



considered before any conclusions are held accountable. This rating mentioned above is not to be confused with the temperature rating that can possibly damage or weaken the boarding by excessive heat damaging the existing water molecular structure.

Every building material and content item will have a temperature rating. The information is there to find for ourselves. I would suggest you download as much free information from the product manufacturers as possible.

Some more questions we should ask ourselves when using heaters:

1. Is the heater in a safe position?
2. Is it secured correctly?
3. Is there the opportunity of it being knocked over?
4. Is it a safe distance away from the building material surface?
5. What are the materials safe temperature ratings?
6. If you are using a fuelled powered heater, are the fumes being correctly distributed away from the house?
7. Is there sufficient running power?
8. Is there a chance of fire? What precautions do I have in place?
9. And most importantly... is it safe?

There are more questions I am sure you can ask yourself and every time you assess a job another problem will arise that needs addressing, and will change our documentation or ideas.

My observations, experience and testing shows that heat is great when mother nature is not kind to our drying goals, but along with it comes some perils and learning curves.

More heaters are coming into the Australian market and I believe by next winter we will see more being released into all distributor stores. Just remember to dry safe.

.....
*Scott McFadzen is an IICRC master technician and director of Mackay Carpet Care & Restorative Services, www.mackaycarpetcare.com.au

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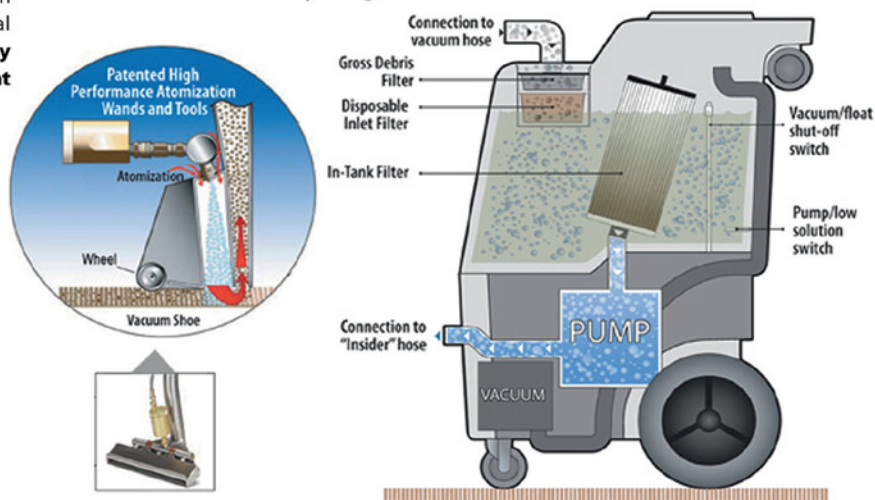
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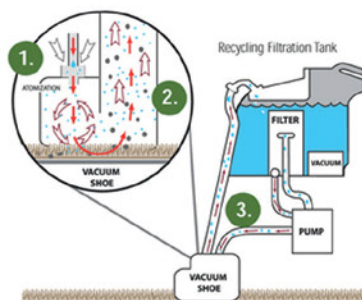
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In Your Toolbox:

Coatings as solutions for the remediation pro



By Cole Stanton*

Once upon a time, I received possibly the greatest compliment to an instructor. A full bird colonel at a military health conference said, “Son, you made some of the most narcoleptic bull-s@#\$ interesting”. It is only fitting to start with that glorious personal moment, because this article is, in part, about the inherent excitement of paints and

watching them dry.

This is the first of an occasional series in INCLEAN on the categories of coatings used by professional restorers. Coatings are an excellent example of how understanding and using products properly, can make a big difference.

In this installment, the focus will be on the coatings the restoration professional needs for mould remediation. Where we go next is up to our readers. Let us know: asbestos, smoke seal, lead paint, HVAC resurfacing materials, HVAC sealants, something else? We will galvanise our coatings gurus internationally to drive the next installment to wherever you want to go.

Mould-resistant coatings for structural surfaces

Purpose: prevent new mould growth on structural surfaces

When it comes to mould, it is a natural question. ‘Is there anything you can do to keep it from coming back?’ The ‘it’ is the mould, and the professional remediator or indoor environmental professional (IEP) is expected to have an answer that satisfies the instinctual common sense of the customer. What can be done to provide confidence that mould will not reoccupy their home or business or school? Mould compelled your customer to seek out professional restoration services. Mould persuaded them to turn over their building to investigation, containment, and workers enveloped in suits and masks. Can the customer be blamed for not wanting to go through all this again?

Benefits: Fundamentally, coatings for mould remediation provide two roles: First, coatings lock down residual fungal particulate. The second is to provide a surface resistant to future mold colonisation.

While the goal of remediation is always total mould removal, ours is not a perfect world. Any remediator that promises zero mould or 100 percent clean is reckless and unrealistic. When dealing with microscopic organisms and related particulate, there is always undesirable contaminants that escape our best efforts. Mould remediation coatings thus function similarly to ‘locking down’ like the final step in asbestos abatement. Locked down by a coating, particulates are adhered, can’t be inhaled, and an exposure pathway is eliminated.

Preventative coatings can also provide a surface that inhibits future growth on or in the coating film for years to come. With spores always all around us, some will land on surfaces remediation efforts strived to clean. In the absence of a preventative, mould can germinate and recolonise. Nutrition for mould is available since growth was there before. As always, moisture is the trigger and even modest conditions can be encouraging to more growth. Slightly above normal humidity can suffice. Ordinary seasonal fluctuations, proximity to water, a chronic structural deficiency, or inherent building function (e.g. swimming pool) may not be possible to completely address. In such situations, mould-resistant coatings can provide a surface ideally inhospitable to new mould.

These coatings do not kill mould that inevitably lands from the air. Active ingredients present in the coating simply deter re-growth where the

labour and resources of remediation have been painstakingly expended.

Considerations:

Actives: It makes sense to ask a manufacturer about what the active ingredient is in their product. If the manufacturer can’t provide this information, or defers that their ingredient is proprietary, this should give the remediator or IEP good reason to seek an alternative. No one can pick up a container of coating and observe quality, deficiency, or perceive in advance that a product will provide the services advertised by the manufacturer.

For example, there is typically a direct correlation between the amount of active ingredient and mould-resistance performance. Preventative coatings formulated for professional mould remediation should have a robust load of effective active ingredients. Coatings intended for other uses typically have far less ingredient and consequently less resistance to future growth. Virtually all house paints, for example, contain preservative ingredients that will prevent microbial activity from spoiling in the can, but an insufficient amount to resist mould after application.

Permeability: Since moisture was the trigger for the original mould issue that required remediation, we obviously want to avoid trapping future moisture. According to the IICRC S520, widely considered the most current and extensive standard of conduct and care in mould remediation, ‘Antimicrobial coatings and sealants should not create a vapor barrier that could lead to a build up of moisture, and possibly contribute to a future microbial or structural problem. Products should demonstrate reasonable permeability as tested under ASTM D 1653.’

The latter is a test method for paints and coatings to measure how much water vapor can transmit through the dry film at a certain thickness, as measured in a unit of water vapor passing through a certain area at a certain pressure over a certain period of time – calculated in a unit called perms. There is no minimum or maximum number of perms a mould-resistant coating should have, but a manufacturer should be able to provide data that help the remediator and IEP determine if vapor passage capability is ‘reasonable’ for the application at hand.

Note that the ASTM test method is important. If a manufacturer cites their permeability using an ASTM method other than D 1653 or its cousin E 96, consider this a red flag. Why did that manufacturer use something else? For example, according to the product literature, one product was tested to an ASTM F 1249 Method with a reported breathing rate of 6 Perms. Sounds great, until further research identifies that the test method is for plastic packaging film (imagine your meat from the market). Compared to the standards for plastic film, the coating scored well on that relative perm scale. But when tested to the ASTM D 1653 method for paints and coatings, the breathability score dropped to 1.2, and on that scale 1 perm is generally considered the equivalent of a vapor barrier such as 6 mil polyethylene sheeting (U.S. Department of Housing and Urban Development (HUD)). Does your coating breathe, or is it a barrier trapping moisture now and into the future?

Clarity: Mould-resistant coatings are available in Australia in both white and clear. The latter can be especially useful as the clear dry film permits future visual observation to identify whether new growth is taking place. In addition, where a white coating in structures normally unpainted, such as crawlspace subfloors overhead or attics, would seem odd (a potential alarm to buyers in a real estate transaction, for example), a clear coating can obviate such concerns. One tip: consider

utilising clear mould-resistant coatings with a gloss. When the clear coating reflects light when shone at an angle, it is simple with a torch (or flashlight) to visually inspect to confirm adequate coverage and a contiguous film.

Regulatory aspects and requirements:

Performance Testing: Due diligence involves requesting documentation that demonstrates a coating performs as it claims. Ask for actual reports issued by an independent testing laboratory, above and beyond any manufacturer's marketing. There is no regulatory requirement to conduct such testing. It is voluntary, and the prominent and prudent manufacturers have performed lab testing and will make results readily available.

The most trusted test methods to seek are either ASTM G 21 Standard Practice for Determining Resistance of Synthetic Polymeric Materials to Fungi, and/or ASTM D 3273 Standard Test Method for Resistance to Growth of Mould on the Surface of Interior Coatings in an Environmental Chamber. The IICRC S520 standard states: 'Antimicrobial coatings used in post-remediation applications demonstrate optimal performance results when tested in accordance with industry standards ASTM G-21 ('0' rating) and ASTM D-3273 ('10' rating)'.

If a manufacturer can promptly supply the actual lab report for either method, and the report's conclusion is that the coating prevented growth, now there can be confidence in the preventative resistance of the product. And this documentation is valuable to provide to the property owner.

Additional attributes: Since at present there are no regulatory requirements for mould-resistant coatings, the industry must turn to the available standards of care like IICRC S520. In addition to mould performance testing and permeability, the other characteristics the standard recommends the remediator consider include ensuring that 'antimicrobial coatings and sealants should be water-based, low-odour, and contain low volatile organic compounds (VOCs)'.

Procedural position: An unfortunate and too common mistake is the application of mould-resistant coatings prior to the clearance procedure to determine that remediation has been completed, i.e., removal of mould to bring the property back to everyday conditions. The IICRC S520 standard describes this as verification not that a structure is mould-free, but instead that remediation has achieved a 'normal fungal ecology', i.e., no visible growth and a background amount of mould consistent with what would be expected for that structure in that place/climate.

This clearance procedure is a Post-Remediation Verification or PRV, and is typically a clearance conducted by a third-party consultant or IEP. Application of coatings prior to a PRV could interfere with sampling and visual observation to determine that adequate cleanliness has been obtained. Therefore, when mould-resistant coatings are applied is something that should be discussed and incorporated into the scope of work when the project is initially designed. Otherwise, when an IEP is involved with verification of project completion, they may not be comfortable with signing off that work was done sufficiently because the coating film is in the way of their observations.

For those still awake, you can now revel in your enriched understanding of mould-resistant coatings – what they do, and what they don't. Where do you want to go next? Let INCLEAN know what articles you want in the next issues.

** Cole Stanton is executive vice president of Fiberlock Technologies, Inc.
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Steamy's innovative drying techniques reaps the rewards and satisfaction of a job well done

Gidon Kabaker, managing director of Steamy's Cleaning & Restoration Services, and winner of the 2014 Jena Dyco award for Most Innovative Residential Restoration Project, talked to INCLEAN about the winning job, his industry views and how he manages his life and business following a simple motto – 'be the best you can be'.

By Keith Watts

"There is always room to learn because you can never know enough" said Kabaker, admitting he is hungry for information. In the early days when he was building his business he put money back into it to educate himself by taking a number of restoration courses and attending overseas study trips to the US. This thirst for knowledge and being receptive of innovative techniques has put Kabaker in good stead. This was evident when he won the 2014 Jena Dyco Award for Most Innovative Residential Restoration Project, which was announced at the Jena Dyco Mould and Restoration Conference earlier this year.

The job was based at a single-storey domestic property in Epping, Victoria. The house was dug into the side of a hill with the garage underneath and the water damage was confined to the main bedroom, en-suite and walk-in robe. The cistern in the toilet was faulty and had overflowed flooding the bathroom tiles, the parquetry timber floor in the bedroom and walk-in robe. "When we came to the job the parquetry was already buckled and was lifting up because of the excess moisture that was stuck inside the timber," revealed Kabaker.

Fortunately the job was quite accessible to them as the sub-floor was exposed from the garage underneath the house, Kabaker explained. He was therefore able to apply heat from the top and bottom using a method called sandwich drying. "Because the timber has gaps we used an Injector Dry System," he said. "The drying area was compacted by making it as small as possible so that the equipment would work more effectively."

Kabaker's team taped heat panels onto the parquetry and made a moisture barrier with plastic sheeting – basically a tent. "We then injected hot dry air into that area with a dehumidifier and with the injector dryer we pulled moisture from the timber. The exhaust of the injector dryer was sitting on top of the inlet of the dehumidifier so it was pulling moisture back into the dehumidifier until we got it dry. Hence, the term 'push and pull'," explained Kabaker. "We repeated the process underneath although it was a bit more of a challenge installing the equipment on the ceiling of the garage."



According to Kabaker, If you put drying equipment into an area then naturally hot air will rise, but what he did was to keep that hot air as low as possible was to wet material. "That was one of the reasons why this particular dry was so successful," he claimed. "Not many people do this kind of drying. A lot of companies would just put a dehumidifier into a room and dry the entire room instead of just concentrating on the floor. Now that I have won the award I have posted a number of photos on Facebook and others are now starting to follow suit."

"We call timber floors and sub-floors 'specialty drying'," Kabaker revealed. "There was no need to replace timbers and we brought it back to pre-existing condition without even needing to re-polish the floor."

Kabaker said that great care has to be taken not to over-dry the materials. The 'push and pull' method allows for a more controlled drying environment. The machines were run 24/7 but monitored on a daily basis and regular readings were taken with a moisture meter. "If you over-dry it becomes hard for the timber to go back to its original size," he explained. "It will shrink and form gaps that can become too big and create other issues."

Kabaker prides himself with being able to provide his clients with a speedy response to what is usually a very traumatic time for them. "Our KPI is to get to a job within four hours," he stated. "I got the call for this job and went straight to Epping to do the inspection. The same day we provided a quote to the insurance company and got approval within two days. We then installed all the equipment and put in the moisture



barriers. Generally, a timber job can take up to two weeks but we completed this job within five days, which is a super quick turnaround."

It's specialised restoration jobs like this, noted Kabaker, that separate the real restorers from the builders that claim they can do the same work. "They often don't know what they are doing and all they are trying to do is to offer insurance companies a cheaper solution. Builders want to replace material, not restore and the insurance companies need to realise that replacement is more expensive than restoration," Kabaker continued. "I would like to see insurance companies change their attitude. I would also like to see more people who call themselves restorers to get proper training so we can raise the stature of this industry."

Kabaker reiterated the point that an insurance company might not realise how important restoration is, compared to just building a new structure. "There could be secondary damage if materials are left wet," he commented. "There could also be mould growing and secondary damage to other materials which create bigger damage overall. And this type of secondary damage isn't picked up by a builder."

"When damage initially happens it is sometimes hard to see any existing damage so you need to have the right equipment such as thermal cameras. These are a worthwhile investment – the better the camera, the better pictures," he shared. "You need to have the right tools in your box otherwise you will find it quite difficult to do the right job. Everyone should have an injector dry system and they are a lot more affordable than they were a few



Tenting system underneath sub-floor

years ago. It pays to invest in good equipment and it is very important to fully understand what it can do.”

But the real guts of it, for Kabaker, are the reward and satisfaction. “What I love about this industry is the reward and satisfaction I get from showing people that we care and we want to make a difference” he reflected. “Generally we are the first people to see a client after a flood or fire and they are usually very distressed. We create relationships with them and help them through a tough period. We give them a telephone number that they can call 24 hours a day so there is always someone they can talk to.”

When Kabaker started his business as a carpet cleaner in 1997 he admitted to not knowing much but he quickly learned and realised that people care more about ‘service’ rather than price. “They were the sort of clients that I wanted” he revealed. “We provide a service and a process. Nobody cleans carpets the way we do and we communicate with our clients to find out what they want and show them our point of difference. I also share my goals and vision with my staff. For me, quality and customer service is number one.”

www.steamys.com.au

SCRIA NSW members gather for branch revival



The NSW branch of the Specialised Cleaning and Restoration Industry Association (SCRIA) gathered together under the leadership of NSW president Penny Tralau for its first ‘revival’ event in hope to encourage members to become more involved. Held at Carpet Care Services in Lane Cove (Sydney) on the evening of 2 September, more than 30 SCRIA members attended to socialise, network and listen to some short presentations by fellow members.

After official proceedings of SCRIA’s AGM, Tralau introduced x from The Masters Touch and Turbo Force International, Arizona (US) who addressed the topic of Winning hard surface work, such as tile and grout cleaning and colour sealing. “This is a whole other side of the business that restorers should be tapping into,” urged Bitton. “With the right training and the right equipment, it’s an extra service you can be offering your clients that would enhance the services you already have.”

Scott McFadzen from Mackay Carpet Care also gave a presentation on Restoration case studies using chambers. “The most obvious reasons to use chambers is to control the air within the environment that we are trying to dry,” explained McFadzen. “Chambers allow the restorer to decrease the drying space and specifically target an area for efficient dehumidification and quicker drying time. It truly is the quickest and most efficient and cost –effective way to dry a specific area.”

The ‘revival’ event came to a close with the newest SCRIA members introducing their services and offering how they can benefit the association. Tralau thanked everyone for attending, remarking that this meeting was the largest in NSW for many years.

“I am really excited to be the NSW president and I’m looking forward to receiving support from you all in growing the New South Wales chapter,” stated Tralau. “This is our opportunity to mould (excuse the pun) this group into an energetic and vibrant state association that will rival the other groups in Victoria and Queensland.”

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CFR visit proves rewarding for Cleancare's Ron Knoester

A visit to CFR's US headquarters by Cleancare principal Ron Knoester confirmed his belief that not only is the CFR machine range of recycling extractors genuinely innovative, it is also supported by a first rate executive team.

Knoester spent time in early September with CFR's senior management team at the Fort Worth, Texas, head office facility. Also joining Knoester as a 'host' was UK-based Tacony international sales and marketing manager Gordon McVean.

"CFR is a great story to tell," emphasises Knoester. "Its technology blends superior cleaning outcomes with environmentally-friendly design and systems."

"My visit to CFR's headquarters allowed me to see first-hand the excellent state-of-the-art manufacturing and warehousing facility, get a marketing up-date, and undertake further training."

For an importer and master distributor like Cleancare, knowing that CFR's quality control and spare parts back-up are top notch means it can deal with end-user buyers as well as re-sellers with confidence.

Melbourne-based Cleancare has been enjoying strong CFR machine sales and at times has been under the pump with tight stock levels.

"As we predicted, CFR machines are sought by commercial cleaners and carpet cleaners – those looking to upgrade and those entering the industry," Knoester explained.

"We are also getting more and more interest from the healthcare industry, in particular for the Cascade 20," he added.

The Cascade 20 recently joined the CFR Eco 500, Pro 500, Pro 750, and Pro Spotter machines. The Cascade 20 carpet cleaning system is designed to deliver 'contractor-grade deep cleaning productivity that far surpasses other interim and restorative carpet cleaning methods'.

It uses healthier, sustainable cleaning science to reduce organic materials in the carpet to minimise odours and increase the health and safety of building occupants.

Whether it is being used for interim or restorative cleaning, the Cascade (400 psi) 95 litre unit is claimed to top the industry in productivity. Cascade will clean a 390 sq m area in restorative (deep cleaning) mode in one hour.

www.cleancare.com.au



Key executives in CFR's senior management team, from left, technical service/quality manager Charlie Kerr, president commercial floor care group Steve Day, senior vice president operations Sandie Santos and production engineer Doane Vo

Thermography for moisture specialist restorers



Technology is constantly changing and for some time now the restoration industry has been using thermal imaging cameras to assess and monitor water damaged properties to gain a better understanding of the extent of moisture in a flood-damaged structure.

Registered RTO, Jena Dyco, has started offering a Thermography course tailored to these specific needs. "Before this course, most restorers get basic training on the use of the thermal camera, however this is not enough," states Jena Dyco's director, Jenny Boymal. "Jena Dyco has been working with the University of Melbourne Commercial Division for 12 months to develop a course specifically for professionals who deal with moisture affected properties."

The first course was held on 29 and 30 September 2014 in Melbourne with a group of 12 attendees that learnt about uses and limitations of using Thermography. Dr Alan Smith, lecturer in Thermography for the engineering department of The University of Melbourne, facilitated the course.

"The group explored the principles, procedures and applications of infrared Thermography," explained Boymal. "Participants developed skills in documenting thermal patterns or problems caused by improper building design, workmanship and/or material failure."

"All participants received a Certificate of Completion from the University of Melbourne," she added. "It is very exciting for members of the restoration industry to gain a Certification from such a reputable and recognised institution."

Some feedback from participants included a comment from Gavin Payne (Restore-All, Qld)

"This course made me think about Thermography in a different way; there is a real science to getting accurate information from a thermal imaging camera," he stated. "It was certainly an eye-opener and I feel much more confident about the information I'm getting from the images."

Meanwhile Kay Gough (Drizair, Qld) said; "I had no idea there was so much to Thermography, it is so interesting to get a perspective from someone outside of the restoration industry who specialises in it," she reflected. "Dr Smith is a wealth of knowledge and I am now able to see how I can use Thermography to enhance my restoration reporting."

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Pex 500 the 'king of mobility'

According to the marketer, the Pex 500 from U.S. Products is known as the 'king of mobility' because the system is so easy to transport and manoeuvre from location to location, up and down stairs, etc. The Pex 500 is designed with a special wand caddy that is moulded into the machine's design along with a retractable hose wrap and cord wraps to hold electrical cords. It is the easiest-to-use, highest-performance hot-water carpet extractor on the market today, states the marketer.

www.advancedse.com.au; www.ccwonline.com.au



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With powerful motors, the Nilfisk AX410 boasts Smart Solutions Dual Cleaning Mode to reduce the amount of detergent and water used when cleaning carpets, saving technicians time and, importantly, money.

With simple controls and an integrated on-board tool to make cleaning upholstery or spots fast and easy, the AX410 is ideal for hospitality sites such as restaurants, hotels and food service areas.

With a brush width of 410mm and working width of 457mm, the AX410 can manoeuvre around furniture with ease.

The 30 litre solution tank has a filter to protect the pump, which is easy to remove and clean without the need for tools. The 23 litre recovery tank has a shut off float to keep water and chemicals away from the vacuum motor.

The single spray jet technology provides even spray coverage and reduces water use per minute.

The Maintenance/Low moisture mode has a flow of 1.14 litres a minute to use less detergent and water. It will operate continuously for 26 minutes in this mode. The Deep Restoration mode sprays solution directly onto the carpet and uses aggressive brush agitation to loosen tough spills, perfect for deep cleaning in heavily soiled areas.

www.nilfisk.com.au

10 Commandments of carpet care

U.S. Products has introduced the "10 Commandments of Carpet Care." So, without further ado, here it is:

1. Know your carpet. Is it a nylon carpet? A wool carpet? A synthetic? Knowing the type of carpet is the first step in properly taking care of it.
2. Protect carpets, make sure mats are installed at all building entries and key interior walkways.
3. Carpets should be vacuumed every night, especially in moderately to heavily trafficked areas.
4. Know how to use spotters and have them readily available.
5. When removing a spot, never brush or rub. Scrape debris off debris and then blot the area with a white towel or cloth; the spot should transfer into the cloth.
6. Remove stains as soon as they are detected; the longer they remain in the carpet, the harder they are to remove.
7. Develop a carpet maintenance strategy based on need (appearance) as well as a schedule.
8. Only have IICRC-certified technicians clean carpet.
9. Use hot-water carpet extractors; they are more effective at removing soils and many carpet manufacturers now require their use.
10. If you don't know what you are doing...don't do it. Carpets are too costly an investment for 'experimental cleaning'.

www.usproducts.com

DriEaz 2500 delivers power of larger machines at half the size

Recognising the need for fast, efficient humidity control along with convenient storage, many facilities managers are turning to the Dri-Eaz BD2500 LGR dehumidifier. This unit, built in the US, combines the efficiency of LGR (low grain refrigerant) technology with a convenient compact size, on-board humidistat and automatic pump-out.

Built for the tough environments of water damage restoration and construction, the BD2500 LGR delivers the reliability, portability and performance facilities managers need to respond quickly and effectively to water intrusions.

The BD2500 features what is said to be best low-grain performance for its class – removing more water than units two to three times its size. It is compact and portable, fitting where others don't – crawlspaces, bathrooms, kitchens, etc and stacks for storage.

The BS2500's control panel displays inlet and outlet temperatures and RH in real time; and selectable displays for four different languages.

intl.legendbrands.net



Upskilling in 'scientific' drying methods is opening doors for FRSDA

Ivi Sims is the director of Flood Restoration and Structural Drying Australia (FRSDA) and she's no stranger to the cleaning, carpet and restoration industries, having dipped her brush into all three. Recently, she was appointed Victorian president of the Specialised Cleaning Restoration Industry Association (SCRIA) and also claimed accolade for winning the Most Innovative Commercial Restoration Project award at the Jena Dyco Mould Conference 2014. So what is it that inspires Sims to not only chase her business goals, but to achieve them? INCLEAN's editor **Kim Taranto** finds out.



"I have been in the industry about 15 years. I owned a cleaning company for 12 focusing on green cleaning, then over that time I became more focused with the carpet cleaning and drying aspect," Sims shared. "In the last six years I decided to upskill with Jena Dyco for specialist training as Master Water Restorer, Master Fire and Smoke, Master Textile Cleaner and Applied

Microbial Remediation Technician (AMRT). And earlier this year I went to the U.S to complete specialist training in applied structural drying." Sims also acquired the Assessing Timber Floor Performance with the Australian Timber Flooring Association, which qualified her as a level seven practitioner.

"For me, the focus in the last year has been on wood floor drying and structural drying. We use a lot of techniques I learnt in the U.S and found that this has brought in a new approach to the way we dry in Australia. Not only are we drying faster, but better and with stronger results."

Sims' business is a specialist restoration company specialising in wood floor drying, structural drying, consultant and project management for large projects, working collaboratively with other companies and partnering with business. "FRSDA has grown strongly in the last few years and I have made great progress in acquiring larger projects and



Dehumidification with hot dry process air vent thought the floor and wet moist air received by LGR dehumidifier

working collaboratively with other businesses," said Sims. "FRSDA is now a significant player in the industry, especially in wood floor drying, with newer techniques and innovative approaches."

These are the same 'scientific' techniques Sims used to dry the floor that won her the Jena Dyco award. "I was drying the oak wood floor of a basketball court, which was more than 2000m square. The difficulty was that the courts were in use while drying and could not stop operating," explained Sims. "Temperature differences were also an issue, continuous movement on the floor, and complexities in identifying where moisture came from made this a very technical job."

"I managed the project and worked with builders, building engineers, local council and the basketball court management to achieve a very successful outcome," she revealed. "And we advised building engineers of landscaping and aggie pipes at the back of the building to ensure no future water ingress and damage. I also identified and remediated the source of water ingress, and dried the 'cupped' wood floor back to its normal state."

A lot of Sims experience and knowledge comes from continuous upskilling, but also her involvement with industry associations, which are a great resource and support. "SCRIA provides help and support for all its members and is a strong voice for our industry, IICRC is like the bible and my staff and I are all accredited through them and follow their standards in drying," noted Sims. "Then of course there's Woosafe, ATFA for wood flooring knowledge and RIA, the North American peak body for the restoration industry."

And while Sims believes the industry is still relatively young in Australia, she admits to having a tremendous passion for it. "I enjoy taking an innovative approach to my work. And learning as much as I can to do the job right," she remarked. "All the people I've worked with are just as dedicated and passionate about what they do and this makes working with them a pleasure. My goals now are to do more national projects and consultation around Australia to broaden my horizons and my business."

www.frstda.com.au



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Detergent dispensing systems are the future of cleaning

By Brian Clark*

The green cleaning movement is driving many positive innovations in cleaning product, equipment and processes. This is particularly evident in the chemical industry, with more sustainable plant and animal by-product based surfactants replacing traditional oil-based ingredients. But cleaning chemical innovation is not confined to formulation. The need to minimise weight, transport costs and CO2 emissions in transport has led to more concentrated products and to reduced packaging combined with simple and more accurate dispensing systems to control dilution rates.

It's funny how things move in circles. Detergents based on petrochemicals were developed in response to the shortage of the animal and vegetable fats used to make soap during World War I and World War II. The effectiveness and strength of these new surface active agents was such that it was too costly and too difficult to use the detergents by themselves as end-products and so water was used to dilute these ingredients into a more consumer-useable form. Consequently, traditional commercial detergents may contain up to 95% water before they are diluted for use.

However, water is heavy and bulky and this led to the need for larger containers, which, in turn increased freight, storage and handling costs. In fact a 200L drum on its side in a drum rack and banks of 25L containers with a tap attached and a measuring cup was the dispensing standard, and still is in many cleaning storage areas.

Concern over environmental issues, cost in use and increasing emphasis on user safety, the traditional 15, 20 and 25L drum are virtually a thing of the past in cleaning operations, as well as the 'glug-glug-glug and a bit more for luck' dilution system. Instead, detergents are being packaged in 1, 2 and 5L sizes with a move to laminated pouches rather than traditional plastic jerry cans. This dramatic change has been brought about by advances in surfactant chemistry, environmental issues and the availability of accurate small dose dispensing systems.

There are basically two types of detergent dosing systems in common use – the venturi system and manually operated detergent dosing pumps.

Venturi dilution systems have to be connected by a plumber and they dilute chemicals by the venturi effect of water passing over a small nozzle creating a venturi or suction effect, drawing the chemical into the water flow at a given rate. Venturi pumps offer a simple solution to safely dispense diluted chemical into buckets, spray bottles and for filling the solution tanks of cleaning equipment but they can be costly to install and maintain and finicky for chemical suppliers to adjust as dilution accuracy is reliant on the correct selection of small 'metering tips' that need to be regularly checked and changed to compensate for variations in mains pressure, water flow, temperature and viscosity of product.

Brightwell Dispensers Ltd, a UK based manufacturer of dosing pumps has just released a new modular venturi system under the name of ECOMIX, part of their ECOrange, which changes the world of venturi dilution forever. ECOMIX utilises a simple dial selection that does away with metering tips, allows easy adjustment by the chemical supplier and offers a similar degree of accuracy in high, medium and low water pressures.

Chemical manufacturers and suppliers can also offer manual dilution dosing pumps where the cost of installation, low water pressure or lack of accessible plumbing makes venturi dilution systems impractical. Manually operated dosing pumps deliver an accurate dose of detergent to a spray bottle, sink or bucket with a single lever stroke. The measured amount can be easily adjusted by the chemical



provider but not by the user as the adjustment system is located inside a locked panel. Some models offer locked chemical concentrate boxes and timed single-shot lock out systems to prevent users double or triple dosing which significantly lowers in-use cost and are especially ideal for detergent super-concentrates.

Dialled dilution and single shot dosing pumps can be customised with colour coded labels, which, combined with simple signage and descriptive wall charts allowing the user to match the correct chemical to the correct application, will facilitate easier, safer and more efficient cleaning operations.

Dialled dilution and single shot dosing pumps will revolutionise the way we use and manage cleaning chemicals and serve to greatly reduce the environmental impact of cleaning operations. With the removal of water, super concentrates in small packaging will lower freight costs and CO2 emissions will fall by as much as 90%. The reduction in packaging size will allow the use of innovative recyclable and bio-degradable packaging that reduce plastic usage in packaging by up to 95% and a consequent reduction in bulk (and cost) to land fill. The biggest impact will be on people. Handling weight will be dramatically reduced and new low impact formulations combined with dosing pumps will significantly reduce chemical exposure, consumption and waste.

Accurate dialled dilution dosing systems and eco-friendly super concentrates are definitely the way of the future for the cleaning industry.

**Brian Clark is national business development manager for Richard Jay (www.richardjay.com.au), the Australian distributors of chemical dilution and dispensing equipment for Brightwell Dispensers Ltd www.brightwell.co.uk. Brian can be contacted on 0421 000044.*

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Chemform's green range leads the market in sustainability

By Kim Kamarudin

There are companies that claim to be 'green' and then there are those that embody the concept of 'green' practices. Chemform is one WA company that takes its commitment to sustainability and green practices seriously and holistically. Established more than 35 years ago Chemform is a Perth-based chemical manufacturer that provides cleaning chemicals and services to various industries across Australia.

Five years ago customers started asking for 'green' and environmentally friendly products which, according to Chemform national sales manager hospitality Peter Tzavellas, the company listened to and started creating. The range of products is known as Chemform Green.

"When we started this process our managing director Guy Vinciguerra was adamant about creating a culture and a commitment throughout the company, not just a product range," Tzavellas explained. "This includes offsetting 100 percent of our carbon emissions by purchasing government carbon offset credits for our fuel and energy use and investing in the planting of WA trees for land revegetation and rehabilitation.

"Chemform was also the first chemical manufacturer to be awarded Green Stamp certification through the Cleaning Council WA's (CCWA) program supported by The Department of Environment and

Conservation," he added.

Initially what they discovered was a lack of clarity in relation to the definition of green cleaning and sustainable practices. So Chemform did its research and defined and published its own green definition and policy on the company's website.

"Each of our 55 staff members has been included in the research and learning process. We have looked at all parts of our business – from deliveries and vehicles to electricity use to our product range, and we will continue to assess and continually improve," Tzavellas revealed. "The impact we have on the environment now will impact our children in the future, so we need to change our practices."

Chemform manufacture its products at the head office in Balcatta, WA. The company proudly promotes its commitment to providing products that are safer for the environment, safer for the end user and that are cost effective. The company's green ranges of products are non-dangerous and, where possible, are derived from plant-based, renewable resources.

"Our product ranges have been developed by our chemists with scientific honesty, with reference to ACCC guidance material and a strong anti-green washing stance," Tzavellas said. "The range has grown from 30 to 60 products and our premium concentrate range, known as Sapphire, has received third party certification from Good Environmental Choice Australia Limited (GECA).

"Products in the range must meet our strict criteria. For example products containing detergents must be readily biodegradable. The range is free from phosphates, oil-based hydrocarbons, chlorinated hydrocarbons, carcinogens, heavy metals and is not strongly acidic or alkaline," shared Tzavellas.

"We pride ourselves on being very clear, very honest and completely transparent in our operations. Chemform is a quality assured company and this is something we are committed to and passionate about," he remarked.

"Chemform works with customers on sustainability programs. We encourage clients to educate and promote where they are acting sustainably in their marketing. We consider ourselves to be partners in business with our customers and partners in achieving a common goal – a sustainable future while reducing costs," noted Tzavellas.

Chemform is committed to being a market leader when it comes to sustainability. Tzavellas admits with the company's ongoing assessment and improvement plans they are a long way from where they want to be but they aim to be a market leader nonetheless. "We are always looking at sustainable ways of working," he explained.

"This is about changing the way we think and work in order to embed the concept of sustainability in to all aspects of our business. Sustainable practises create real value for our employees, our customers, communities, society and the environment – now and for generations to come."

"Our MD Guy Vinciguerra reminds us that the slogan for the Chemform Green range is 'if you care about the environment choose Chemform Green'. It is wonderful to see how our clients and the public in general have so eagerly chosen the green alternative," admits Tzavellas. "It makes us feel good about the future."

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Peter Tzavellas

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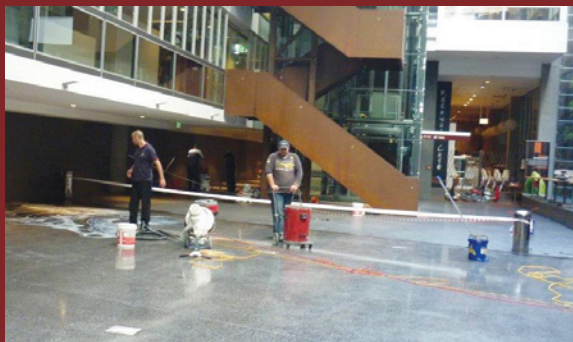
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Green strippers can be more effective than conventional



By Eric Scholl*

Although green strippers are proven to be safer for human and environmental health, many users have concerns about their performance compared to conventional strippers. The most common complaints are that green strippers are not effective against traditional (non-green) floor finishes, and that they are not useful in removing multiple layers of finish.

The truth behind these issues depends upon the chemistry of the green stripper being used. Some green strippers are made to work specifically in a green maintenance program with a green floor finish. These strippers contain chemistry to break the calcium cross-links of green floor finishes, not the zinc cross-links of traditional floor finishes. In this case, green strippers may not work as effectively as conventional strippers at removing multiple layers of traditional finishes.

However, green stripper technology is changing and improving in such a way that green strippers can be even more effective than conventional strippers at removing any finish. Many green strippers contain an amine-based ammonia replacement, meaning they can effectively break the zinc cross-links of traditional floor finishes.

Effective green strippers contain larger amounts of safe solvents rather than large amounts of high caustic materials. The increased solvent content allows the stripper to effectively penetrate and loosen multiple layers of finish.

While some green stripper technology is made specifically for green floor finish technology and does not work as effectively against traditional finishes and heavy build-up, many new green strippers have much improved technology that will work as effectively as or better than conventional strippers.

As with many other products, a green stripper does not necessarily mean a less effective stripper. New technology has allowed users to find safer, environmentally friendly products without sacrificing performance.

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** Eric Scholl is lead chemist Multi-Clean*

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Tips and tricks for periodic maintenance of stone and tile surfaces

By Garry Phillips*

Daily maintenance of a stone or tile surface is generally straightforward – implementing a regimented and documented routine using approved products and completed by regular cleaning staff, all of which greatly minimises the risks of damage. Periodic maintenance, however, is a different story, and this is where much of the damage to a stone or tile surface can occur.

Generally if a cleaning company holds a contract for a property that includes a sensitive stone or tile surface, the salesperson will have specified this in the documentation. This means that (a) products are specified that are safe for the surface, and these products are available on site, (b) the cleaning regime is clearly documented and (c) the regular cleaning staff who work on the site have been trained on how to clean the surface without causing damage.

Periodic (or intensive) maintenance is a little different. Periodic maintenance isn't a restoration process, and it's considered fairly straightforward, but it can be damaging to sensitive surfaces. Often the work occurs because it's a stipulation in the contract rather than through a real need, such as a pre-scheduled 6-monthly strip-and-seal.

Much of the time there are different staff completing periodic work, using different products and processes. However some of these products and processes may not be appropriate for a stone or tile surface – even though the cleaning terms are the same.

For example, 'strip-and-seal' is regularly completed on lino floors with great effect. 'Strip-and-seal' can also be completed on marble floors, but if the same process and products are used as the lino floor it will cause serious damage to the marble. Although it's the same type of periodic maintenance, with the same name on the work order, it requires a different approach.

A key example of this is the terrazzo floor at a 1930s Art Deco cinema. The floor had been given a yearly intensive cleaning by the cleaning company, and it had been completed twice without any issues. However this year it went very differently – different staff completed the periodic work, and they caused severe damage to the terrazzo by using an acidic chemical on the sensitive calcium-based surface.

In the case of this terrazzo floor, what should have been routine annual maintenance work then required extensive (and fairly expensive) expert restoration by Slique technicians to recover the floor to its original state.

Rule #1: Understand

Our first rule applies here, as always: you **MUST** understand the surface you're dealing with. If you're not sure, refer back to the Guide to Identifying Stone and Tile Surfaces in InClean's March/April 2014 issue. It is absolutely critical to understand the surface to ensure that safe products and processes are used, whether in day-to-day maintenance or less-regular periodic maintenance.

Rule #2: Record

Record the condition of the surface, and the products and processes that are appropriate to use for ALL work – including the periodic work. And then make sure they're adhered to by the staff.

Rule #3: Control

Tightly control the use of chemicals and variations in processes, particularly around the times of periodic work. Make sure it's done the way it has been recorded.



Don't allow staff to trial new products recommended by chemical companies, without first being aware of whether they will affect each surface. Trials of new product should only be conducted on small out-of-the-way areas by experienced staff, or even better they should be demonstrated by the chemical company, so that risks or damage to a client site are limited.

How to choose periodic maintenance products:

There are a few tricks to choosing products and processes for periodic maintenance on stone and tile surfaces:

1. Seek professional advice. If you know you need to complete annual maintenance on a terrazzo floor, ask a specialist chemical supplier what to use and how to use it. Just make sure you tell them what surface it is being used on, as if you give them the wrong information, they could give you the wrong product.
2. There is no substitute for a specialist stone and tile care product for these sensitive, expensive surfaces. Choose a chemical supplier who specializes in these products, and can offer support when you need it. Some may even be able to provide training to your staff.
3. If the surface has a coating or sealer applied, choose a product that can maintain the integrity of the coating or sealer. Otherwise you could be applying chemicals that will damage them and reduce their effectiveness. Your chemical supplier should be able to advise you on this.
4. Read the labels!! Even if it's been provided by a chemical company, always check the label or the product MSDS sheet before using it.
5. Test a small area first.
6. If it doesn't appear to be working, STOP IMMEDIATELY. It can cause so much damage if you persist. If it's not visibly effective, stop and seek advice.

*Garry Phillips is managing director of Slique, Australasia's stone- and tile-care experts, www.slique.com.au

Non-toxic pesticide aerosol helps keep bed bugs at bay

By Bernard Thompson*

The hospitality industry knows that bug prevention is good for business and it only takes a perceived bed bug, flea bite or cockroach sighting to cause a world of pain – and possibly, in today's litigious world, compensation. With increased travel is increased risk of bed bugs as the little buggers hitch a ride in suitcases and without clearing customs or asking permission take over a room. Or if left unnoticed, they can envelop entire floors, which can cripple a business operationally and financially.

Bed bugs in particular are hard to find and daily checks of mattress linings and bedding is the optimum solution to be a step ahead of customer complaints. Unfortunately these and other pests are building up immunity to chemicals. Sydney based protective coating manufacturer Rapelle has teamed up with Technology 4 Hotels to provide a simple prevention and check solution for housekeepers to keep bugs at bay and their customers and businesses risk protected.

I attended a session last year at Ausclean presented by resident bed bug guru Dr Stephen Doggett from the Department of Medical Entomology, Westmead Hospital, NSW and was intrigued by Dr Doggett's discussion on the increase incidence of bed bugs this decade by some 4,500%. Further to that was the news that they were resistant to chemicals. Dr. Doggett was recommending a natural pesticide called Diatomaceous Earth (DE) which is mined here in Australia. Unlike toxic chemicals, food grade DE is nontoxic and registered as a pesticide by the US EPA and Australian APVMA. It produces a physical kill in that the DE ruptures the external shell of pests' wax coating and they die of moisture loss.

I tried DE on both flea and bed bug infestations and it did the job over several days as the bugs had to crawl through the DE. But DE powder is very messy to use so I worked out a way with partners to put DE into an aerosol can. The trick is to deliver it dry with no mess and because it is a fine mist it can get into all cracks and crevices leaving no place for bugs to hide. Left undisturbed, it's a permanent barrier.

The best thing for a hotel to do is have a proactive bed bug program in place. Regular inspections of bedding, mattress edges and other popular bed bug hang outs such as head boards and bed frames should be a key part of any proactive program. More importantly,



to demonstrate a duty of care, a documented program along with thorough record keeping of inspections is critical. They could greatly reduce the chance of litigation should an issue arise with a guest.

Web based inspection checklists are available and can be tailored to a specific property. Rooms can be inspected, results recorded along with preventative measures such as the use of a DE spray in real time while in the room. If necessary, photos can be taken to document that all is clear or, if necessary, document a problem that requires action. All this can be done from the convenience of a tablet or smart phone – all you need is the Internet.

One thing to keep in mind is that the likely presence of bed bugs is not related to the star rating or cleanliness of the property. With travel being so affordable these days bed bugs will hitch a ride with a guest and can appear in any class or style of accommodation property. But those with larger numbers of international travellers do have a higher risk.

**Bernard Thompson is managing director of Rapelle, www.rapelle.com.au*

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Hostmanship – mastering it to enhance business success

Hostmanship is the art of making people feel welcome – encompassing areas such as customer care, quality, friendship and hospitality. As a concept it is becoming increasingly popular in many areas of business. European Cleaning Journal editor Michelle Marshall spoke to Aura Groen, personnel director at facilities services company Facilicom (Netherlands) about how hostmanship is being introduced into its culture.

There is an official definition for the word hostmanship – ‘Hostmanship is the art of making people feel welcome’. Seeing those we face as our guests, whether they are customers, clients, patients, students... or colleagues. Good hostmanship covers concepts such as customer care, quality, friendship and hospitality. The starting point is a welcoming and open attitude to people and situations we encounter.

“A welcoming approach adds value to our work. We live in a relational society, where our ability to interact with clients and colleagues is a key to success. A welcoming attitude makes it possible to realise the full potential of people and businesses. Ultimately hostmanship is about living in an open and inclusive way.

As a business that depends on healthy relationships with its clients and staff, then, the cleaning and facilities services sector has much to gain from adopting those principles. It’s a programme that Facilicom, a group that employs 30,000 people, is spearheading from its headquarters in the Netherlands. Aura Groen, personnel director of the cleaning division in the Netherlands, explains the thinking behind it.

“The start of hostmanship was a couple of years ago – in our experience the labour market is becoming much tighter in that it is now much more difficult to attract and retain good staff. At the moment we are experiencing a different labour market. We are aiming to be one of the best employers in the country so we needed something to attract good employees, in order to set ourselves apart from other companies in the sector,” shared Groen.

“And from a client’s point of view, we believe it’s important to make everyone feel welcome, whoever they are in the building. To sum it up, the principle is to treat others as they want to be treated.”

Groen goes on to highlight the six principles of Hostmanship:

1. Serving others. The desire to help others to achieve their goals and achieve success in the process. Wanting to help means being there for others by drawing on your own talents and experiences and being genuinely interested in the well-being of others: “What can I do right now to make you feel better?”

2. Perceiving wholeness. Customers see the whole company, not just the separate departments. Every encounter they have is part of that company. Everything and everyone who works there is part of it too. The person the guest encounters at that specific moment is always ‘the face of the company’.

3. Being caring. Caring is at the heart of hostmanship. It is important to bring out our own humanity as well as others’. Caring hosts concentrate on the humanity of the person in front of them at all times.

4. Taking responsibility. Taking responsibility is all about being brave and courageous. Taking responsibility is not the same thing as being loyal. Loyalty is based on ‘following the rules’ and ‘doing what is

asked of you’. Taking responsibility is putting yourself into the other person’s position and trying to help him/her improve the situation.

5. Practising dialogue. Dialogue takes courage. Courage to put your own prejudices to one side and open yourself up so you can host guests kindly and personally and can offer an exceptional encounter. Some people will hear you out and then answer your question, and others listen and then help you to solve your problem. Guests won’t always ask the ‘right’ questions. But by properly listening to the guest, you will also be able to answer the questions they ask indirectly.

6. Searching knowledge. It is of course extremely important to have sufficient knowledge of the organisation and the context in which we work. Knowing what we are doing and why we are doing it.

Bigger picture

“The entirety of what we represent can also include other companies that contribute to our organisation – car parks, suppliers, catering, the media or the involvement of the local area. Having an understanding of the bigger picture, the complete picture we present in a meeting, the guest who chooses that picture when meeting us. Even if we are unable to take full responsibility for everything that happens, it is important that we realise the guest influences his/her meeting with us,” said Groen.

But when we talk about hostmanship, being knowledgeable means much more than that. Knowing your guests and what drives them. Knowing your colleagues and what their goals are, and the opportunities for them to grow. And taking every problem seriously: it’s not always the question that counts, but the person who asks it. Sharing knowledge to break down boundaries between people, departments and companies.

With these six principles in mind, Facilicom in the Netherlands aims to train as many employees as possible in hostmanship, as well as reacting to special requests from its clients.

“All our ‘hosts’ must ensure that clients, end users and new employees feel at home at Facilicom. Employees will then be trained to be coaches and they will subsequently train other employees,” Groen revealed.

The programme is now being rolled out in the United Kingdom for both the cleaning and security division, after a designated group of local ‘hosts’ has been trained by their Dutch colleagues. All staff in the UK will be fully trained in 2014.

Facilicom believes that when all processes are geared towards operational excellence, which forms the strong basis of the company, there is a possible risk that the human aspect can be overlooked – which is why it is developing hostmanship. “Operational excellence will always be the foundation of our company and a vital part of success for the future. Cleaning is what we sell basically, and hostmanship is an extra,” noted Groen. “It means the cleaner has to take a view from the perspective of the client, and the client views things from the perspective of the cleaner.”

Training crucial

Implementing such a philosophy throughout the business is an ambitious project and training will be crucial to its success. “We are starting at top management level and working down from there,” said Groen, “with a training programme currently taking place.”

During training the aim is to focus on what it feels like to feel welcome in a building, exploring what hostmanship is by using examples of visiting shops, restaurants, etc. “Employees then think about how they’re going to change the way they work at their cleaning site. Often the client also attends these workshops because they are very much buying into the concept as well,” she added.

Hostmanship does not change the cleaner’s daily tasks, but it does fundamentally alter their view of the job they do. “For example, if they see something broken around the building they would report it to someone, even if it’s outside of their normal remit,” Groen explained. “They are not given extra tasks; the key to this concept is in a different approach – attitude and behaviour.

Creative cleaners

“We hope hostmanship broadens cleaners’ perspective beyond their immediate task list and enables them to be more creative. It’s then up to management to support and encourage cleaners who approach them with new ideas,” said Groen. This is where the role of management is crucial, in keeping the six principles alive. “Line managers must also change their way of thinking, from being simply a boss to becoming a ‘host’ – to both the cleaner and the client.”

The principles of hostmanship also extend to how Facicom treats and communicates with its staff. “With the principle that everyone must feel welcome in mind, we thought about how our cleaners would like to receive letters from us,” Groen revealed, “and that is why we

decided to personalise all communication with them, for example.”

With hostmanship now in place throughout the Netherlands and rolled out in the United Kingdom, Facicom is also holding workshops with clients and end users in order to exchange ideas and feedback about the programme and the change of culture. The results so far have been encouraging said Groen.

“Word is already spreading among client companies; we know that already, because existing and potential customers are starting to ask about it.” There will be surveys to measure client and employee satisfaction with the concept of hostmanship in the near future.

“Creating behaviour is the most challenging aspect of hostmanship and it does not happen overnight,” concluded Groen. “It’s not about imposing a list of tasks; it’s not black and white in that way. It’s the smallest changes that can make the biggest difference. If Facicom is a good employer, people will enjoy working for the company and they will demonstrate that in their job. And the client will also appreciate this.”

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Strategic partnerships and industry commitment essential to upskilling cleaning industry



Elaine Torode



Bridget Gardner

By Bridget Gardner* and Elaine Torode*

With 115,000 employees, the Australian commercial cleaning industry is a significant contributor to the national workforce of 11.5 million. In 1998, national training qualifications were established to recognise and standardise the skills and knowledge required of this sector. The result was several qualification levels, comprising multiple 'units' of specific skills, combined to reflect industry roles.

Between 2007 and 2013, close to 11,000 cleaning industry workers attained qualifications in Certificate III in what was initially called 'Asset Maintenance' and is now 'Cleaning Operations'.

A key factor in this success story has been the strong platform that the Australian Government built, via a training framework called the VET system – Vocational Education and Training. This VET system proactively engaged with industry and training providers through sector-based 'Industry Skills Councils', ensuring training packages met skills needs. Strategically allocated funding supported the viability of training in many sectors, including the cleaning industry.

As a Registered Training Organisation (RTO) in the VET system, Lennox Institute has been customising training programs for the cleaning and related sectors since 2003. Certificates in Cleaning Operations and Diplomas in Management are important cornerstones of Lennox Institute's business, while Government grants have allowed it to target documented industry gaps. For example, almost half of the 461 recently funded management diplomas were awarded to women.

Although such qualifications have helped to improve the professionalism and productivity of the industry, increasing staff retention rates, it mainly targets career workers. This ignores the larger proportion of transient

and part-time workers, for whom full training programs are not viable investments in a highly competitive industry. Such workers are often international students and migrants with poor English skills, thus the lack of training leaves them vulnerable to health and safety (WH&S) risks and limits their future employment prospects.

Lennox Institute has customised packages to address these gaps; first with safeRclean, an industry WH&S induction, which has qualified significant numbers of students since its inception in 2005. And greenRclean, comprising three sustainability units, has been significantly funded by both Federal and State governments, qualifying over 2000 students since 2009. Branding the packages increased their attractiveness and recognition – a vital strategy for encouraging clients to drive the demand for training.

Overall, cleaning qualifications have raised the perceived value of traditionally under-valued skills and the cleaner's role in maintaining clean and healthy buildings, while protecting the integrity of its assets. This has not been possible without strong leadership and financial support from Government, commitment from industry, and quality training providers. Yet government funding, and consequently industry commitment, is currently at risk.

Without client demand for a skilled and qualified cleaning workforce, or a compliance structure to ensure its continuation, or industry setting training as a minimum benchmark, the onus is placed on RTOs to promote the need for training, while selling the solution.

Training companies are meeting these real challenges by continuing to identify skills gaps and opportunities for customisation, offering on-line training programs for local and global markets, and looking to suppliers for new funding models such as the recent Hako Scholarship program for Diploma of Management students in the cleaning industry.

Partnerships built the national quality training system and it will take partnerships to ensure it continues.

**Bridget Gardner is director of Fresh Green Clean, www.freshgreenclean.com.au, and Elaine Torode is CEO of Lennox Institute, www.lennoxinstitute.org*

January/February INCLEAN 2015

Focuses:

- I.T.
- City Cleaning

INCLEAN looks at new advances in technology for the cleaning industry and asks the question: just how important is it really? Cleaning is labour intensive and requires more and more information technology to manage people on site – and cost-effectively. Software delivery options are becoming more sophisticated to make data retrieval easier and work efficiencies better. INCLEAN also focuses on city cleaning which comprises of outdoor areas, public spaces with pedestrian traffic, public amenities, and issues relating to daytime cleaning and noise control. We also look at what technologies manufacturers incorporating in their machines' design to meet this demand and the pros and cons of daytime cleaning.

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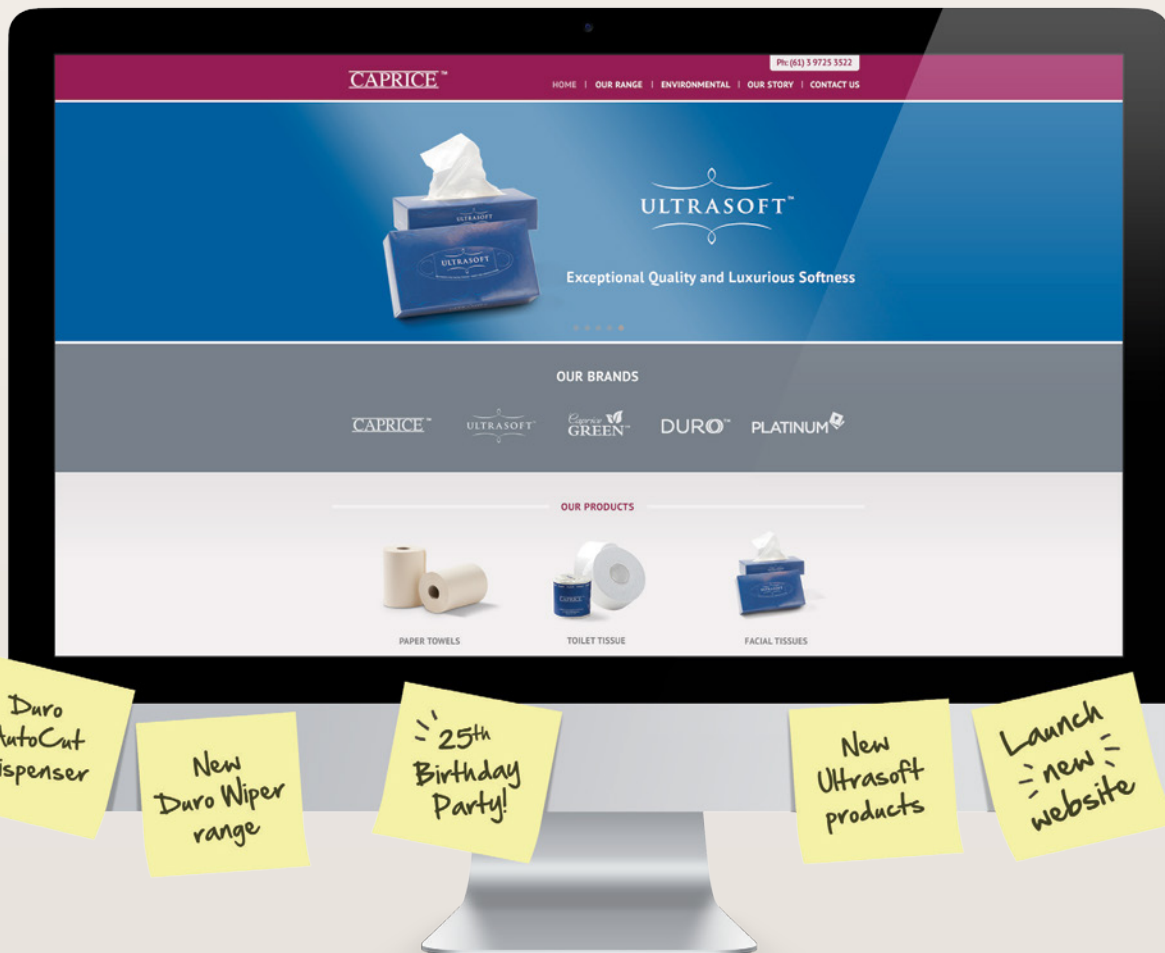
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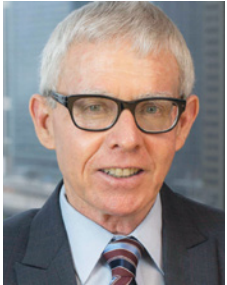
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Google Analytics: the first step in improving your site's performance



By Robert Kravitz*

For anyone involved in online marketing – and whether you realise it or not, if you are in business, you are involved in online marketing – it is very important to be familiar with Google Analytics. This free service provides a wealth of information, from how many visitors your site has to where they come from, how they find you, and at what point on your site they leave.

However, to understand Google Analytics, it is important to understand some of the terms used on the site and in the field of search engine optimisation (SEO). Some of these terms are very easy to understand, while others are a bit more complicated.

The following are some of the key terms you will need to know in order to understand what Google Analytics can tell you about how well your company's website is performing:

Total visits

This is the big picture. This measures the total number of visits to

your website on, for instance, your home page. If you are analysing this metric, be sure to look at data for at least several months or even up to a year. Look for the 'monthly trend': You want to see this number increasing.

Sessions

This is a very broad term. It can tell you how many of your site's visitors are new (unique visitors) and how many are back for another visit (recurring visitors). However, you can expand this metric to also tell you how many visitors found your site through organic traffic (for instance, using a search engine to find you) or via a social media site, and how many were directed to your site from a paid referral service. It also tells you how long visitors stay on your site.

Bounce rate

This term is a bit confusing, but very important. Say a visitor finds your site, takes a look at your home page, and then moves on without examining your site any further. This visitor has 'bounced', likely moving on to some other location on the web. It is important to keep your bounce rate as low as possible. You want your visitors to hang around and see what you have to offer. If you have a high bounce rate, Google Analytics can also tell you where visitors were on your site when they left, which can help you make changes to bring your bounce rate down.

Conversions

This is another very important term. For e-commerce businesses, this is a dollars and cents term. If someone visits your site and makes a purchase, bingo: Your website has converted this visitor into a customer. But even signing up for a newsletter, clicking to watch a product video, or filling out a contact form are examples of conversions. You want this number to continue to grow.

Geography

As you might expect, this tells you where most of your site visitors are located. This metric always offers a surprise or two. For instance with my own site, while the overwhelming number of visitors are from the US, I also get a large number of visitors from Australia. Not exactly sure why...

Social media

Are visitors finding your site on LinkedIn? Facebook? Google+? Knowing this information can help you determine where you should put most of your marketing efforts – or where more efforts are needed.

While there are many other metrics to explore (including 'customer value', 'cost per lead', 'lead to close', 'customer retention rate', and others that are more specific to e-commerce sites), the bottom line is that Google Analytics can tell you how well your site is performing and, even more important, what the trends are.

Becoming familiar with the system and these different terms is the first step in improving your site's performance and its return on investment.

www.alturasolutions.com

**Robert 'Buzz' Kravitz is president of AlturaSolutions, which provides traditional PR/communication services along with content marketing and search engine optimisation programs specifically for B2B industries.*



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Cleaning services traineeships fading out of existence



By Andrew Bryson*

Why, in a growing industry has there been such a pronounced decline in the use of funded traineeships over the last seven years?

The cleaning industry is growing on average at 2.4% per annum and is forecast to increase this growth rate to 3% per annum by 2019. However — as the figures in the table show — there will be no traineeship commencements in cleaning operations/management by 2019 in NSW.

The Australian industry in general felt the impact of the GFC in 2008 and the removal of employer incentives for existing worker traineeships in 2013. Neither of these appears to have held back the growth of the cleaning services industry. In fact, the opposite has occurred.

When a labour-intensive industry grows at 2.4% per annum, it will inevitably need a lot of additional labour to meet demand. In the case of the NSW cleaning services industry that amounts to an additional 6000 people employed in the last five years. Not forgetting an industry labour turnover estimated at 9500 over the last five years. That means 15,500 people needed to be trained to effectively fulfil their job requirements.

Where, when and how did this happen when only 5371 commence funded traineeships?

Forecasts predict that the growth experienced by the cleaning services industry to 2014 will increase to at least 3% per annum by 2019. This will create the need for approximately 17,500 additional employees.

Unless there is a major industry change, it is likely that traineeships will contribute only 3000 to 3500 trained employees during the next five years. That leaves 14,000 employees with a question mark against them with regard to their competency and effectiveness on the job.

Australian government reports show that an investment in formal training provides a company with a competitive edge.

No one disputes the benefits of training outcomes such as increased staff retention, accident reduction, raised employee morale and improved productivity.

Making sure that formal training is part of our industry culture will deliver dividends for us all.

www.training.nsw.gov.au/programs_services/funded_other/itab/

**Andrew Bryson is the executive officer of the NSW Construction and Select Property Services Industry Training Advisory Body (NSWC & SPS ITAB). Bryson was requested to develop a series of articles with a focus on highlighting the positive impact training can make to the company bottom line.*

Financial Years	13/14	12/13	11/12	10/11	09/10	08/09	07/08
Traineeship commencements	639	704	1081	1170	1777	1839	1912
Annual % movement	-9%	-35%	-8%	-34%	-3%	-1%	

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Cleaning companies missing out on online opportunities



*An effective website, and active online presence, should be considered a requirement for any cleaning company who wants to remain competitive. However, a recent study conducted by TrustedCleaner, shows the majority of companies are failing to take advantage of online opportunities, and are struggling to meet the expectations of an increasingly 'web savvy' consumer. Co-founder, **Tom White**, reports on the results.*

This study highlights a significant gap between companies that are maintaining an effective and active online presence, and those that are yet to adopt one, which could indicate why some companies are being left behind.

While many of the findings are concerning, there were a number of individual examples of companies that are following best practices, and using the internet to generate leads, find and retain profitable customers and generate quality referrals.

Struggling to get the basics right

Before companies can start to generate a positive ROI from paid and organic advertising, blogging, social media or email marketing they first need an effective website, which turns visitors into leads and bookings, and helps people move further along the buying journey.

Previous research has shown that:

- Four-in-five people now use the internet to search for local businesses (Google 2014)
- Mobile internet use is set to exceed desktop usage in 2015 (BA Kelsey)

The study conducted by TrustedCleaner found:

- One third of businesses still don't have a website
- 86% of businesses don't have a mobile friendly website
- 70% of businesses don't display their phone number prominently (*and 27% of websites don't have a phone number on the homepage*)

Failing to build credibility and trust

A few years ago it was enough simply to 'have a website'; now consumers expect more, and are less forgiving. Trust is a key concern of consumers when selecting a company online and companies can use their website to demonstrate credibility, reliability and trustworthiness.

- 75% of people make judgements about a

company's credibility based on the website design (Stanford University)

- 46% of consumers have cancelled plans to spend with a small business after discovering a poor quality website (I&I Internet)
- Unfortunately the majority of websites analysed in the study were 'outdated', loaded slowly and had significant errors. And in many cases these websites actually generated a perception of 'low quality' and may actually diminish credibility, rather than boost it.

For example customers want to see the 'people behind the brand' and research shows that 64% of customers trust a 'real' photo verses a stock photo. (BrightLocal). However only 12% of websites display an image of the owner/staff, but 19% of carpet cleaners *have uploaded a photo of their truck*.

No online reviews

Online reviews are important to consumers (75% of people report reading them) and they influence buying decisions (90% of people who read reviews said they influenced future purchases -Dimensional Research 2013).

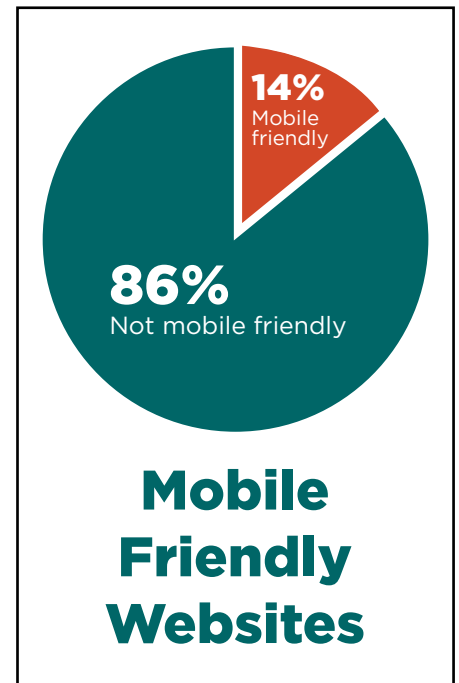
However 65% of companies included in this study had no reviews, and only 14% of those with at least one review, had five or more.

Generating leads: blogging, social media and email marketing

A very small number of companies maintain an active blog (3%), yet companies that blog generate on average 126% more leads (SocialMediaToday).

Surprisingly only 15% have an active Facebook page, yet 74% of all internet users are now active on social media (Pew Research)

Only 8% of businesses provided the opportunity to subscribe to an email newsletter, yet 42% of subscribers are more likely to buy from a company after subscribing to their emails (ExactTarget)



Developing an effective website and online marketing strategy

The study clearly shows that there is a 'mismatch' between the evolving buying behaviour and expectations of consumers, and the response by cleaning service companies.

Fortunately developing an effective online strategy, which helps companies generate quality leads, and retain existing clients, can be done with limited budgets, skills and time.

The companies that are 'leading the way' and following best practices (usually inadvertently) were mostly small, independent operators that are using a 'hands-on' personalised approach, often with little/no marketing budget or online marketing expertise.

TrustedCleaner has published a set of recommendations based on the issues highlighted in this study to help companies overcome challenges, meet consumer needs, and create a winning web presence.

Study Results: www.trustedcleaner.com.au/website-presence-study-2014

Recommendations: www.trustedcleaner.com.au/web-recommendations/

**Tom White is the co-founder of TrustedCleaner.com.au, an online service that connects customers with the best local cleaning services business throughout Australia.*

PowerVac's facility investment integral to corporate goal

In late August 2014 PowerVac opened what the company claims is 'Western Australia's largest dedicated showroom display of commercial and industrial cleaning equipment'.

After more than 20 years trading in the central Perth location of Osborne Park, PowerVac has moved to a bigger showroom located on the corner of Hutton and Howe Street.

Still conveniently located in Osborne Park, the new facility has more than 3,000 sq m under roof with cleaning equipment, supplies, spare parts, warehousing, full service facilities, and ample parking.

The new showroom is full of stock and, as PowerVac recently joined the RapidClean cooperative group, it means customers have access to a wider range of equipment and cleaning supplies at highly competitive prices.

PowerVac remains a WA family-owned and operated business dedicated to supplying quality equipment and supplies as well as delivering full after-sales service.

"The move to a bigger and better facility enables PowerVac to improve our offering and keep growing the business to meet customer needs," said PowerVac's Tao Adams.

"Our goal is to be the leading supplier of commercial and industrial cleaning equipment and associated services in Western Australia," he emphasised.

www.powervac.biz



Rodolfo Ponce de Leon takes a stake in Pacvac

Pacvac Pty Ltd has announced a new ownership structure with Rodolfo Ponce de Leon recently acquiring part ownership of the business. He has been integral to Pacvac's management team since starting with the company in June 2013 as industrial designer/product manager.

'Ponce de Leon has a vast array of experience at a global level within the design and product development industry. He has driven Pacvac's research and development team to new heights and is forging a strong strategic direction for Pacvac in the development of innovative products,' said the announcement.

'He has a strong passion for technological advancement within the cleaning industry and Pacvac is looking forward to its future under this new ownership structure.'

www.pacvac.com



Pacvac managing director Donna White and Rodolfo Ponce de Leon

This is a multipurpose system for the Bathroom & the Kitchen. This dispenser is ready for use with Centre Pull Toilet Tissue and also for the Centre Pull hand Towel or Kitchen Towel.

Combining the portion control benefits of Interleaved Toilet Tissue with the high capacity benefit of Jumbo Rolls and convenience of Centre Feeding Towels the Centre Pull Toilet Tissue solution will reduce costs and reduce waste.

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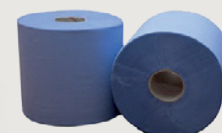
That means saving on your tissue costs

Features and Benefits:

- High capacity roll means less roll changes and reduced labour costs
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- No more wastage from spinning toilet rolls means you save money
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- 2ply high quality, soft paper so you won't get any complaints

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Kitchen Area

Blue Centre Pull Kitchen Towel
Code: 8602B



Bathroom Area

White Centre Pull Hand Towel
Code: 8602
White Centre Pull Toilet Tissue
Code: 8614





Cleanstar's Lisa Michalson with the company's 'hero product' at AUSCLEAN 2014

Fully featured backpack's 'price breakthrough'

Positioned as a 'cost-effective backpack for the commercial cleaner', Cleanstar's VPB1400 is marketed at a 'price breakthrough' price of \$149. Its features include 1400 watt motor, HEPA filter and a lightweight 4.3 kg. Cleanstar emphasises that this machine has a proven track record as a reliable unit. Available in black and silver, the VPB1400 has a 15 metre cord; is able to be used by either right or left handed operators; has cloth and paper dust bags; tools and attachments; and a clear lid.

www.cleanstar.com.au

True Blue boosts R&D resources with Rianna Goodwin's appointment

In order to boost its research and development resources, True Blue Chemicals has appointed Rianna Goodwin in a newly created position of innovation and new product development chemist.

"We are keen to accelerate the number of new products True Blue bring to the marketplace, as well as see what improvements we can make on our existing range," explained True Blue's marketing manager Jane Eakins.

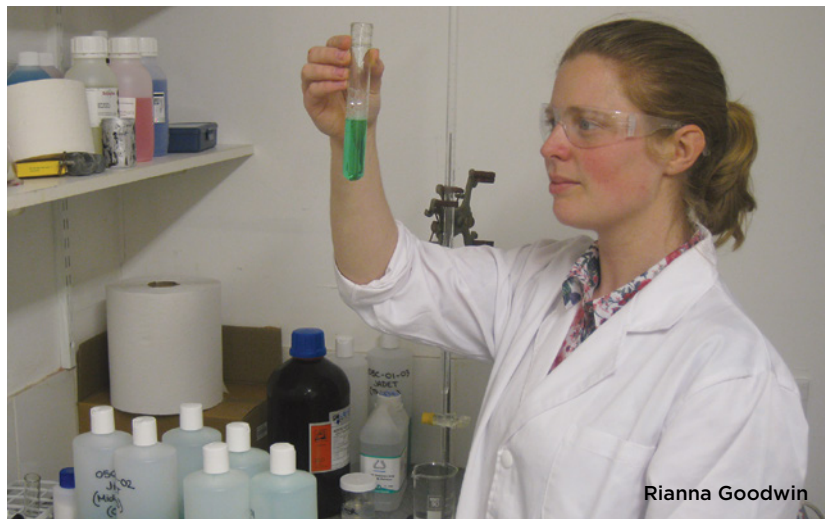
"We've done quite a lot of work over the last 12 months reinvigorating our branding and packaging so we want to keep the momentum going and bring new products and improved existing products to the market as well," she added.

Goodwin's professional background fits True Blue's manufacturing and formulation needs. She has previous experience with formulation and research and development work in the commercial and household cleaning products and personal care product industry.

"Rianna also has experience with fragrances so has a great combination of understanding the importance of performance in cleaning chemicals as well as look and fragrance.

"In other words, we are really pleased to have her on board, plus she's delightful to work with, which is important in a family owned and run business," noted Eakins.

www.truebluechemicals.com.au



Rianna Goodwin

Hydrotek makes short work of pre-maintenance cleaning

A super heavy duty Aussie Hydrotek 5000psi steam cleaner is heading for the Hastings Deering depot in Tabubil, Papua New Guinea. The big, super rugged machine will be used to clean the extensive range of Caterpillar plant operating in and around the mine site.

The big machine's 'heart' is an Aussie Hydrotek 5000psi Kubota diesel powered steam cleaner. The steam cleaner can melt grease and dirt. The pressure and flow of the pump, 20 litres a minute flow at 5000psi, delivers a huge wallop that will blow the caked mud off equipment so service technicians can maximise efficiency.

The 20hp Kubota diesel delivers loads of power to a huge triplex pump with ceramic pistons. The machine comes with e-stop and a specially engineered stainless steel rain cap over the burner exhaust to keep moisture out of the heater coil system.

The Hydrotek delivers up to 130 degrees C with an infinitely variable heat controller that enables the operator to dial any temperature from ambient to 130 degrees C.

Other machine features include a 1,000 litre poly tank equipped with suction filtration; stainless steel hose reel rated to 5000psi and

capable of operating temperatures of 130 degrees C; and 60m of high pressure, non-marking, 5000psi steam hose.

www.aussiepumps.com.au



API's Hydrotek 5,000psi steam cleaner, mounted on a purpose designed, heavy duty, hot galvanised trailer, makes short work of pre-maintenance cleaning

Tork is off and racing in the Volvo Ocean Race

A proud supporter of Team SCA in its Volvo Ocean Race enterprise, Tork Professional Hygiene perceives the race as about building a high-performance team, cooperating and striving towards common goals with a clear strategy that has many similarities to day-to-day business.

Team SCA, an all-female team, is participating in what is the world's toughest open ocean sailing regatta.

Local fans will be following Australian team member Liz Wardley, watch captain, who is renowned for her numerous titles gained in the catamaran class and for her ocean racing skills.

In 1999 she came first overall in the IMS Division 2 of the Rolex Sydney Hobart Race. The year before, aged just 19, she was a skipper in the Rolex Sydney to Hobart Race.

Wardley raced in the Volvo Ocean Race in 2001-2002 on Amer Sports Two and she has competed many times in the French solo sailing race Solitaire du Figaro.

As well as being watch captain, Wardley is in charge of hydraulics and mechanics on board where Tork products play an important role. Tork Wet Wipes are used to help clean oily surfaces or oil spills.

"They come in very handy as we don't need to use any precious water and it is all in one," says Wardley. "We also use a lot of Tork Industrial Cleaning Cloths instead of rags like the old days, which



would absorb a lot of water and become very heavy. The Cleaning Cloths also come in waterproof packaging."

As we went to press the yachts were expected to be in Cape Town, South Africa, and readying for the next leg. The nine-month race kicked-off in Spain in October and will finish in Sweden in June 2015. Teams will visit 11 ports around the world including Auckland 'City of Sails' in March 2015. Save the date, as this event will attract more than 250,000 visitors over the course of the stopover.

Win an amazing trip for two

Simply by answering four questions in each leg of the race entrants could win sailing jackets, iPads or the grand prize – a trip for two to the stopover city of their choice. To enter visit www.yourpartnertork.com www.tork.com.au or www.tork.co.nz

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WA Cleaning Equipment Repairs



Pictured at the sales training session were, from left, Tennant ANZ marketing manager Phillip Wittke, Tennant APAC vice president Mauro Compagnoni, Bill Ruhr and Quintus Strydom

Tennant's intensive sales training on T17 and S30

Tennant Company recently launched the new T17 battery-powered ride-on scrubber and the S30 SweepMax Plus ride-on sweeper to complement its full line of cleaning solutions. These additions are expected to be strong sellers in the market.

Accordingly, Tennant held a two day intensive sales training session attended by the Australian and New Zealand sales and marketing team, as well as US product manager Bill Ruhr from Tennant's Minneapolis head office. The session was held on 23 and 24 September at the Crowne Plaza Coogee Beach, Sydney.

"This was a great opportunity to reinforce the key differentiators that Tennant's new machines have to offer to the Australian and New Zealand marketplace," stated Tennant ANZ sales manager Quintus Strydom.

"In particular, the S30 patented SweepMax Plus dust control system and the T17's battery capacity for up to eight hours of continuous cleaning, will prove to be popular features with users."

www.tennantco.com.au

Keeping corners of healthcare facilities hygienic

WACER says it has recently taken floor corner cleaning to new levels of cleanliness. A rotowash R45 was newly acquired by one of Perth's hospitals to uphold and improve floor hygiene standards in the facility.

After receiving positive feedback from demonstration results, WACER also addressed concerns during training and handover regarding dealing with corners due to size and rotary design of other conventional cleaning machines.

"These concerns were swiftly addressed with the introduction of rotowash's corner brush add-on. It supplemented the cleaning efficiency gains through intelligent design to deal with corners and achieved outstanding results," stated WACER.

www.wacer.com.au;

www.rotowash.com.au



True Blue's distributor conference emphasises mutual support

With an emphasis on mutual support, True Blue Chemicals' 2014 Annual Elite Distributor Conference program included sharing success stories, business development, product launches and an awards dinner.

Held mid-August at the Anchorage Resort Port Stephens, New South Wales, the event attracted some 45 delegates, representing 14 of True Blue's Elite Distributors nationally.

The conference theme, appropriately, was 'from good to great, our journey together'.

True Blue Chemicals executive director Brad Macdougall stated, "Our conference theme embodies the strong relationship we share with our distributors, and reflects our mutual desire to prosper and assist each other's businesses in achieving targets for growth."

The conference program was designed to share best practice and saw a number of distributors share success stories on how they achieved growth, along with sales skills and business development sessions.

New to the market and launched at the conference was the Pamper Liquid Soap Dispensing System, which is a proprietary offering exclusive to the True Blue distribution network.

The annual conference included a gala dinner and awards evening that allowed distributors to spend time with peers to network socially.

True Blue Hunter won the True Blue Chemicals 'Elite Distributor Business of the Year' award for outstanding performance, from both a sales growth and customer service perspectives.

In the category of 'Rising Star Distributor', Victoria's mysupply picked up the award, reflecting the organisation's strong growth, willingness to partner with True Blue in the field, and positive team approach.

Congratulations also to Pharrar Underwood from mysupply who won the 'Elite Distributor Business Development Manager of the Year' for an outstanding individual sales performance.

"The interaction and sharing of knowledge over the two days really demonstrated the strong commitment we and our distributor partners have to ensuring success, whilst continuing to operate in a fun and supportive environment," observed True Blue's national sales director Peter McMillan.

www.truebluechemicals.com.au



Pictured from left, happy True Blue Hunter executives, Jason Ryles, Paul Redding, Peter Rich, Rod Lahgford, Ryan Macdougall, David Stephenson



'Kennards for Kids' making life easier for sick and disadvantaged

Kennards Hire held its annual charity initiative, 'Kennards For Kids', over the September and October months. While Kennards Hire says it 'already makes your job easy', it hopes to make life a little easier for sick, injured or disadvantaged kids around Australia and New Zealand.

Throughout September and October, the nation-wide Kennards For Kids raised money and awareness for carefully selected children's charities.

'As a family-owned business, Kennards Hire is passionate about providing kids with the best start to life possible. It is this belief in the potential of our kids that led the company to donate over \$300,000 to various children's charities and organisations in last year's campaign alone,' states the company.

For every hire made during September and October, Kennards donated \$2, which will be distributed around Australasia to selected organisations to assist the kids who need it most.

Allen Besseling, Kennards Hire chief executive officer, thinks it is vital that kids are given every chance at success in life.

"We believe that it's all about breaking negative cycles early on in a child's life," Besseling emphasises. "We started Kennards For Kids because it allows us to help the youth in our communities realise their potential. It really is the most rewarding part of what we do."

This year, support is being extended to charities including Stepping Stone House, Kids Xpress, Variety – the Children's Charity, the Constable Care Foundation and the Children's Hospital Foundation.

www.kennards.com.au

INCLEAN

To discuss editorial, talk to INCLEAN's editor Kim Taranto on 02 8586 6140 or email kimt@intermedia.com.au

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Conquest's 'guarantee' underpins its results focus

In recent months Conquest Equipment Technologies has shifted its focus from products to results. 'Born out in the new tag line 'Clean floors guaranteed', Conquest says it is pleased to offer a 100 percent satisfaction guarantee with every machine.

'Being in the enviable position of having one of Australia's largest ranges of hard floor cleaning equipment, Conquest prides itself on providing the most efficient and effective solution for every hard floor cleaning requirement,' states the company.

With a variety of different types of scrubbing and sweeping machines including Edge Orbital Scrubbers, cylindrical scrubbers with pre-sweep ability; and 'traditional' disk scrubbers and sweepers, Conquest often can improve cleaning performances and time efficiencies - just by matching the right machine to the application.

'We have identified too many suppliers in the industry flogging equipment that is not delivering the best outcome for the customer,' points out Conquest.

'We now look at all aspects of the job at hand including the type of surface, frequency of cleaning, chemical and water usages and the time allocated to get the task done. We then process these factors to come up with a machine that will deliver exactly what the client is looking for, a clean floor in the fastest most efficient way.'

Conquest has a team of trained consultants who start the selection process with a detailed site evaluation. The company invites those who are unsure of the best way to clean their floors to contact it.

www.conquestequipment.com.au



Pictured from left, Dean Stewart (Melbourne), Jason Griffiths (Brisbane), Grant Coles (Brisbane), Steve Byrne (Sydney), Ivan Imerman, Matthew Wright (Sydney), Donna Koitka (Weipa NT), Ozsee Brown (Weipa NT), Walter Romanic (Melbourne) and Sam Hama (Sydney)

Constant demand for IBS's income generating concrete courses

International Building Supply (IBS) held one of its popular Starseal PS Polished Concrete and Densification course at the company's Mascot (Sydney) facility late August.

The course, which is designed for professionals wanting to get into the polished concrete business, is very much 'hands-on' and so numbers of attendees are limited to 10.

And, again with limited numbers available, the next course is this 4, 5 and 6 December.

Under the experienced tutelage of IBS's Ivan Imerman, students work with the Vexcon densification system as well as the IBS developed grinding system.

Integral to IBS's concrete product' portfolio is the Terrco floor grinding range. Since 1936 this US manufacturer has provided rugged and efficient grinding/polishing equipment. Terrco's business was founded on the terrazzo industry and has evolved over the years to surface preparation.

All students do the various processes themselves, twice for good measure.

Only those graduating from the course have access to the Starseal PS system chemicals.

Course attendees at the August training session came from Sydney, Melbourne, Brisbane and Weipa (NT).

www.polishedconcrete.net.au

True Blue's concentrated one litres attractive to public

Said to be ideal for distributors that sell direct to the public, True Blue Chemicals' newly branded one litre products Blue Lazer, Cleankill, Jadet and Use All look 'fantastic in show room displays and are perfect for home use'.

All four products are concentrated formulas, which are diluted at point of use, saving on packaging, storage and transport costs.

A complete toilet bowl, urinal, shower and washroom cleaner, Blue Lazer is a commercial strength cleaner with an innovative detergent system that makes it highly effective in rapidly removing body fats, soap scum, mildew, rust, lime scale and build-ups of uric acid.

A concentrated high foaming, grease releasing sanitiser, Cleankill is a powerful blend of grease cutting and emulsifying agents boosted with a super-chlorinated bleaching and germ killer.

Jadet is described as an ultra-concentrated all-purpose hand dishwashing detergent that is aggressive on grease but gentle on hands. It has excellent 'rinsability' and exceptional hard water tolerance.

A versatile neutral all-purpose detergent, Use All effectively cuts through grime, leaving surfaces free of grease and soil build-ups, providing a lasting shine finish.

www.truebluechemicals.com.au





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in innovation, engineering and product design



Swivel Range

Experience our new window cleaning tools which have been specially designed for hard-to-reach places.



Bamboo Cloths

Commercial grade cloths manufactured from a natural, renewable resource, ideal for cleaning non-scratch kitchenware



Kennards Hire awarded FBA Business of the Year

Kennards Hire has been awarded the Family Business Australia (FBA) Business of the Year at the FBA National Conference in Adelaide.

The FBA celebrates family businesses with a particular emphasis on those that are able to contribute to our culture and the future of the Australian economy.

'Kennards Hire has demonstrated an outstanding commitment to the amalgamation of both family and business interests, and as a result are the recipients of this award for 2014,' said a Kennards Hire release.

Allen Besseling, CEO of Kennards Hire, is excited and proud of his team.

"I feel privileged to be a part of a family business like Kennards Hire," Besseling explained. "It's incredibly exciting to be recognised by our peers, and the entire Kennards Hire team will continue to strive to deliver a service with a distinct family feel."

www.kennards.com.au

Well featured Thrift is a cost-effective backpack

Launched at AUSCLEAN 2014, the Thrift is Pacvac's quality, commercial strength, value for money back pack vacuum cleaner.

At only 4.6kg, it is also Pacvac's lightest commercial back pack vacuum with the company's renowned ergonomic frame and harness for maximum comfort.

The Thrift's features include a combination floor tool, lightweight plastic wands and a new re-useable dustbag.

'The Thrift has been extensively tested in the market place and has received positive feedback from cleaners - especially on the powerful suction,' Pacvac points out.

For those contractors faced with submitting 'a price sensitive' tender, Pacvac believes its Thrift is a sensible commercial and cost-effective choice.

www.pacvac.com



Taski swingo XP nominated for ISSA 2014 awards

A high performance battery-powered, stand-on scrubber drier, the Taski Swingo XP has been nominated for the ISSA 2014 Innovation Awards. Engineered for sustainability through conservative use of water, chemicals and energy use, its advanced design provides industry-leading cleaning and drying performance, says the marketer.

With a speed of 6km per hour and a working performance of 2,250 sq m per hour, the swingo XP can clean over large areas quickly and efficiently, helping customers reduce labour costs and maximise productivity.

The large 105 litre solution tank allows the swingo XP to do more work between refills while the machine's advanced IntelliFlow water management system is designed to minimise overconsumption and the number of time-consuming stops.

The patented W-shaped squeegee removes 99 percent of water or cleaning solution to leave the floor almost completely dry and ready to use, with minimal downtime.

www.diversey.com



Industrial-grade Kerrick SkyVacuum enhance on-site OH&S

Kerrick will soon be launching a range of gutter vacuums/roof vacuums, which are said will be new to the Australian market. These commercial and industrial grade vacuums provide lightweight, safe and easy access to roofs, gutters, air conditioning vents, signage and more.

The innovation Kerrick SkyVacuum system allows operators to safely carry out cleaning at extreme heights. By simply attaching the relevant poles and nozzles to the vacuum hose to get the reach required, there's no longer need for ladders, scaffolding and cherry pickers, which pose significant OH&S risks.

Better yet the commercial and industrial systems come with a wireless camera and monitor to make work easier and more efficient.

'Roof' cleaners and contract cleaners have been crying out for a safe, practical and lightweight solution to vacuum gutters and roofs for years and Kerrick finally has the answer,' says the marketer.

www.kerrick.com.au; www.kerrick.co.nz



Nilfisk VL500's intelligent design a time and energy saver

Designed for safe single handed use, Nilfisk's VL500 wet and dry vacuum is ideally suited to commercial kitchens, food manufacturers, wineries and anywhere spills can happen. Its 'failsafe' dual action filtration uses individual wet and dry filters working simultaneously.

That means operators can use a Nilfisk VL500-75E in environments which are both wet and dry without the need to change filters.

'We offer a variety of dual filter systems to suit your needs so there is less chance of using an incorrect filter,' states the marketer.

The Nilfisk Ergo Tipping system makes emptying the container effortless and safe. It transfers the contents' weight as the container is lifted, reducing the need for heavy lifting.

Users don't even have to remove the motor head to empty the container. It stays safely in place to minimise the risk of damage to critical components.

The innovative pivoting motor head can even be left in the open position overnight to allow the container to dry between uses.

www.nilfisk.com.au



Practical solutions to common, difficult problems on one site

Smelly washrooms, blocked drains and stains, recurring mould, grease traps and septic systems, and vomit and organic waste spills... Practical solutions to 40 of the most common and difficult cleaning problems can now be accessed through a highly innovative website.

Structured to provide solutions in just one or two clicks, the BioCleaning Information Centre website details the power and relevance of the natural cleaning power of organic, biological cleaners and odour/eliminators/deodorisers.

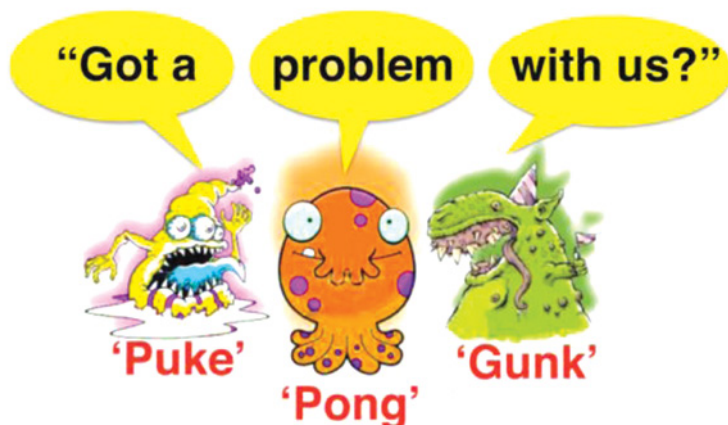
In many instances, the solutions also highlight the labour and cost-savings of single biological products replacing up to three or four different chemicals.

The site's solutions are proven and are supported by a range of testimonials from contractors and major sporting and public venues. Direct access to each of the testimonials sources is also available 'on request'.

As well as online solutions, an email-based help desk has been designed to provide specific solutions to specific problems, not just access to a series of frequently asked questions - which may or may not cover your specific problem.

Comprehensive profiles of more than 17 different products are available, each product supported by comprehensive data sheets.

www.biocleaninginfo.com.au



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- ☒ **Pamper yourself with our 3 Ply luxury toilet tissue & facial tissue**
- ☒ **A complete range that offers premium, quality & performance**

The Veora Exclusive range offers a combination of superior hygiene and hand drying experience that also adds premium and luxury impression to any washroom.

*ABOUT TAD:
TAD technology removes water from the towels by pulling a high temperature air through the sheet. This drying process made the towels softer and offers a superior combination of hand drying efficiency and outstanding wet strength for less consumption and reduced waste.

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www.veora.com.au



1. Diversey's Jacinta Kunst promoted the Jonmaster



3. Specialized Apparel's Mark Johnson (left) with Paraserv Cleaning Services' Raj Hillary

1. System pairs microfibre technology with 'state-of-art' cart

Described as the complete microfibre solution that delivers superior hygiene results while improving productivity, the Taski Jonmaster System pairs superior microfibre technology with a state-of-the-art trolley and tools. This System 'is proven to improve productivity by more than 24 percent when compared to conventional cleaning systems' and it removes up to 99.99 percent of bacteria from surfaces as proven by independent tests. Safe and easy to use, the Jonmaster reduces operator strain and fatigue.

www.diversey.com

2. Pre-dosed sachets 'green', efficient and safe

An eco-friendly and easy to use range of pre-dosed concentrated cleaning products, Oates sachetmagic daily cleaning system comprises fully water soluble sachets. Time saving 'one sachet = one dose', the range covers daily cleaning needs including floor cleaning (auto scrubbing); floor cleaning (mopping); and general cleaning, such as all-purpose, degreasers



2. Oates sachetmagic daily cleaning system comprises fully water soluble sachets



4. Melbourne Cleaning Supplies' Justin Liesis with a Rotomac 12A escalator cleaning machine

cleaner, glass and stainless steel, sanitiser cleaner, bio-washroom and daily toilet cleaners. Importantly, sachetmagic enhances safety as there is no pouring of chemicals, risk of splash-back or skin contact with concentrates.

www.oateslaboratories.com.au

3. Apparel that reflects clients' people and corporate images

By focusing on personal service, innovative design, and fast, guaranteed delivery times, Specialized Apparel believes it has set new benchmarks for what businesses can expect from their company clothing supplier. The company's in-house design team creates uniforms that reflect their clients' people and businesses. Its vast Stock Service program, complemented by 'the best uniform ranges globally', provides clients with up-to-the-minute apparel styles from which to select. Some 60,000 stock items are warehoused including suiting, knitwear, shirting, polos, aprons and accessories ready for immediate despatch or personalising with logos.

www.specializedapparel.com.au



5. Odour Management's Ross Stone (centre) with Synergy Australasia's Gillian Lazaro and Assurance Property Management's Zaki Fikak

4. Escalator machine tackles horizontal and vertical surfaces

A double-faced automatic escalator cleaning machine, the Rotomac 12A cleans both the horizontal and vertical surfaces of steps, thoroughly, at the same time. Features include ergonomic design for handling ease; no heavy lifting with one button operation to lift the machine from step to step; and adjustment of step heights of between 18.5 and 23 cm. A 52 cm working width allows the cleaning of all standard sized escalators.

www.melbournecleaningsupplies.com.au

5. Reducing the costs of maintaining fresh, clean environments

freshwaveIAQ Natural Odour Eliminator is Odour Management's program designed to eliminate odours and reduce the costs of maintaining a 'fresh clean work environment'. freshwaveIAQ includes an Air & Surface Spray, Gel Products, and Carpet & Upholstery additive. The M130 Vapor Phase mobile is a 'dry' dispersion system for the efficient and economical application of freshwaveIAQ Air & Surface odour eliminator.

www.odour.net.au

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www.auscleanpulire.com.au

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6. Conquest Equipment's ecosweeper 360 battery powered suction sweeper

6. First battery powered suction road sweeper

Said to be the world's first battery powered suction sweeper, the Ecosweep 360 street sweeper overcomes the limitations of diesel units with a machine that's quiet, emission-free and environmentally friendly. The Ecosweep 360 features eight hours of continuous operation, powerful drive motors that can climb hills and inclines of up to 30 degrees and a 360 litre wheelie bin waste hopper.

www.ecosweep360.com.au



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7. Hako's Tawab Frahmand highlighted the Minuteman E26's 'multi-function' efficiency

7. Scrubber for daily scrubbing and intensive cut-backs

SPORT (scrub, polish, or remove top two coats) technology makes the Minuteman E26 Sport a true multi-function machine that is ideal for daily auto-scrubbing as well as for more intensive cut backs. According to the marketer, the E26 provides users with the means to perform chemical-free surface preparation and/or the removal of floor finish effectively cleaning and restoring floors. Its features include an on-board charger, easy brush loading/unloading. E26 offers significant water savings with Aqua Stop and Aqua Saver technology.

www.hakoaustralia.com.au

8. 'New gen' polymers in locally-developed sealer finish

'New gen' polymer technology was applied to develop an Australia-made product in Whiteley Corporation's Synergy sealer finish. Synergy is excellent for use on vinyl hard floor surfaces and can be used on terrazzo, granite, tiles and slate. Benefits delivered include superior gloss levels; high performance; hard wearing for high traffic areas; resistant against dirty, scuff and black marks; and easy application and maintenance.

www.whiteley.com.au



8. Whiteley's Sally Everingham concentrated on promoting the company's Synergy sealer finish (which won the INCLEAN Innovation Awards 2014 (chemicals) and the Glamour terrazzo sealer



9. Essential oils effective and friendly hygiene solution

The Ultra Purus range, marketed by Botanical Innovations, includes proprietary natural bio sanitisers, disinfectants and industrial cleaning products. They are designed for numerous sites such as hospitality, food service, healthcare and manufacturing. Working with essential oils, all Botanical Innovations' products are made from natural ingredients that are said to be safe to handle and are residue and chemical-free.

www.botanicalinnovations.com.au

10. Window cleaning product's supplier makes local debut

A fresh face on the window cleaning product scene, Window Cleaning Australia (WCA) offers a comprehensive range of tools, systems, and kits. WCA markets an array of brands including Lehmann German cleaning systems, Qleen pure water cleaning systems, Lewi professional tools, Aqua Qleen and Facelift Cleaning Systems Ltd.

www.windowcleaningaustralia.net.au



11. Specialist in trauma and remediation products and services

Specialising in trauma and body fluid clean-up as well as meth lab decontamination, Tact Bio-Recovery Pty Ltd is a specialist forensic cleaning company. It has fully trained forensic cleaners and affiliates situated throughout Australia. As the sister company to Greendale Cleaning Services, Tact offers more specialised services such as forensic cleaning; trashed home clean ups; hoarding and squalor; unattended death scenes; crime scene cleaning including the testing and remediation of clandestine laboratories (meth labs); and remediation of hydroponic drug houses.

www.tactbiorecovery.com.au

Scrubbers from here ... to here.



When it comes down to it, your floors need expert care too. The best is Numatic. At last there is a ride-on Twintec Vario with flexible scrubbing widths. This traction drive battery powered model is perfect for hard floors anywhere. There are also mains powered, cylindrical drum and brush driven models available. Call the experts at Intervac on **08 9410 9588** or visit us at intervac.com.au

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The cleaning solutions people



12. 3M's Leo Dicarilo with the 'home grown' 3M Safety-Walk Anti-Slip 'peelable' coating



12. Peelable anti-slip coating for high traffic areas

Globally patented technology, the 3M Safety-Walk Anti-slip Peelable Coating 3500 has been developed by 3M Australia to help improve floor safety. It meets Wet Slip Resistance (35+ BPN) to AS 4586 2013 Standards and Dry Slip Resistance (0.7+ COF). When it needs to be replaced, it simply peels off and the floor is instantly available for re-coat. 3M Safety-Walk Anti-slip Peelable Coating 3500 is easy to apply and clean. It's ideal for commercial buildings' high risk areas such as entrances, bathroom access ways and service corridors.

www.3m.com



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13. Daniel Jungfleisch praised the virtues of Whyte Specialised Equipment's multi-tasking Eyre portable extractor

13. 'Porty' designed to clean hard and soft floors with ease

Designed to tackle with ease both hard (tile and grout) and soft floor cleaning and extraction, the Eyre 'best of the best' portable extractor features auto high pressure; 48 litre solution tank; 38 litre waste tank; two 1100 watt 3-stage vac motors; 1000 psi Cat Pump Triple Piston (rates at 1500 psi); and automatic fill. The Eyre is manufactured in marine grade fibreglass, has a high volume auto pump out (14 litres a minute) and a 500 watt heater element.

www.carpetcleaningequipment.com.au

14. Walk-behind battery burnishers a safe, quiet alternative

Tennant has recently added the B5 (pictured here) and B7 battery-powered walk-behind burnishers to complete its family of burnishers and single disc machines designed to scrub and polish almost any floor, including uneven surfaces. Complementing Tennant's ride-on B10 battery-powered burnisher, the B5 and B7 come standard with active HEPA dust control filtration to improve indoor air quality. For noise sensitive environments, Tennant's burnishing decibels are as low as 63 dBA on the walk-behind models.

www.tennantco.com.au



14. Extolling the B5's virtues, Tennant's Stefan Compagnoni (left) with Wilson Cleaning's Kevin Dalton



15. The Lindhaus LW46 Hybrid scrubber was a 'hero' product on the Alphaclean stand. Pictured are Dave Parker (left) and Shailesh Laxman

15. Easily transported hybrid battery/cord scrubber drier

Designed and made in Italy, the Lindhaus LW46 Hybrid electric floor scrubber/drier can be used with battery and cord. Lightweight and manoeuvrable, its high efficiency motors ensure long run times. Scrubbing and drying wall to wall, the LW46 produces 1,500 sq m per hour productivity. The machine's body frame folds for easy vehicle transport.

www.alphaclean.com.au

16. BSCAA introduces its Victorian executive director

FAME Group director Carolyn Journeaux is the Building Service Contractors Association of Australia recently appointed Victorian branch executive director. Replacing the late John Clohessy, Journeaux will be responsible for managing the Association's membership and other activities.

www.bscaa.com



16. The BSCAA Victoria executive director Carolyn Journeaux (right) with Andy Simmons and Pippa Saxon from Service IQ (Wellington, NZ)



17. IICRC's Megan Ogiers (right) with Cleaning Wizard's Shelly Clifton

17. IICRC delivers comprehensive education and training

The Institute of Inspection Cleaning and Restoration Certification (IICRC) is a certification and standard-setting non-profit organisation for the inspection, cleaning and restoration industries. In partnership with regional and international trade associates, the IICRC serves more than 25 countries with offices in the US, Canada, UK, Australia, New Zealand and Japan. The IICRC has certified more than 60,000 individuals and 6,000 firms in inspection, cleaning and restoration around the world.

www.iicrc.org

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True Green is a professional cleaning range developed by the True Blue Chemicals in-house R&D team. True Green is ideal for 'housekeeping' as it deodorises, sanitises and cleans all hard surfaces, glass, mirrors, chrome and porcelain. The True Green range is powerful yet safer on the environment and meets the stringent criteria of the 'RecognisedTM' Environmental Credentials Scheme as licensed by ACCORD.



True Blue Chemicals Unit 2, 1 Endeavour Road, Caringbah NSW 2229 Australia. www.truebluechemicals.com.au – Customer enquiries or to request a sample: 1800 635 746.



Drop the mop with manoeuvrable scrubber

Ideally suited for cleaning restaurants, canteens, coffee shops and cafes, the Nilfisk SC351 walk-behind scrubber/dryer is compact and handy. It has a downward brush pressure of 27kg and can clean and dry in both forward and backward directions. The ergonomically designed handle is adjustable and has a control panel with three operating modes. The SC351 is a quiet 64 db(A); has a 370mm scrubbing width; and a maximum speed of 4 km/h.

Nilfisk 1300 556 710
www.nilfisk.com.au



Blasting dirt from grout, then extracting

Kaivac's high-powered spray nozzle, the KaiGrouter, blasts dirt from grout areas, leaving them clean and contaminant free. The KaiGrouter attaches to existing Kaivac No-Touch Cleaning system wands, eliminating the need for costly tile and grout cleaning equipment or scrubbing with harsh chemicals. An innovative combination of rotary nozzle and extraction capabilities, this tool is fast, effective and healthy to use.

Intervac (08) 9410 9588
www.intervac.net.au

One concentrated product for numerous needs

A highly concentrated, versatile neutral all-purpose detergent, Use All has a fresh citrus bouquet and takes on any job from washing heavily soiled floors to crystal glassware. It is economical and suitable for use on all washable surfaces found in such areas as healthcare, hospitality and education. Providing a lasting shine finish, Use All offers dilution rates of 1:20 for heavy duty cleaning and 1:150 for light duty cleaning.

True Blue Chemicals 1800 635 746
www.truebluechemicals.com.au



Delivering efficient washroom paper-on-demand

The stylish new range from Livi is said to deliver reliable and efficient paper-on-demand dispensing every time. User benefits across the hand towel and toilet range include recessed keyed locks; push button access for servicing staff; and hygienic full cover design in high-gloss for easy cleaning. Finished in impact resistant, translucent white moulding means clear refill visibility that minimises run outs.

Livi by Solaris Paper 1300 832 883
www.livitissue.com.au



Ultra-concentrated hand dishwashing detergent

An ultra-concentrated lime fragranced hand dishwashing detergent, Jadet is aggressive on grease but gentle on hands. Its 'excellent risibility and exceptional hard water tolerance', coupled with superior foaming and wetting agents are said to make Jadet an ideal choice for use in commercial kitchens. Its long lasting cleaning ability is suitable for the hand washing of dishes, cooking utensils and glasses. Jadet's dilution rate for hand washing is 1:180.

True Blue Chemicals 1800 635 746
www.truebluechemicals.com.au



Range additions enhance quality paper offering

Recently added to Caprice Paper's Ultrasoft range are the 2-ply 115m Mini Jumbo Toilet Tissue (115CW) and the 200 sheet Facial Tissue (2024CW). Ultrasoft includes a range of Interleaved and Roll Towel paper that is super absorbent, luxurious and soft on hands. Complemented with Interleaved Toilet Tissue, 100 sheet Facial Tissues and both 400 sheet and 700 sheet Toilet Rolls, the Ultrasoft range is said to provide exceptional quality.

Caprice Paper 03 9725 3522

www.capricepaper.com.au



Fine dust vac tackles array of light duties

A recently developed compact fine dust vacuum cleaner, the light duty Fox has been created with practicality in mind as evidenced by its bag-less technology; HEPA filtration with easy push button filter cleaning; light weight; compact design; and attachable shoulder strap for easy manoeuvrability. The Fox is ideal for a raft of domestic tasks including vacuuming confined areas such as cars, boats and caravans.

Kerrick 1300 537 742

www.kerrick.com.au

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Compact versatility with powerful scrubbing action

The rotowash R20's 20cm cleaning width is an advantage in small floor spaces found in hotels, bathrooms and other compact areas where a powerful concentrated clean application may be required. Possessing the rotowash range's trademark features, the R20's key selling point is its compact versatility. It has a soft brush system for sensitive thick pile carpets; a hard brush for dirty hard surfaces; and can be coupled with an encapsulation chemical.

Rotowash 03 9395 0489;
WACER 08 9458 4400
www.rotowash.com.au;
www.wacer.com.au



Manual sweeper five times faster than broom

Living up to its name, the Tornado manual sweeper blasts in, cleans up and blasts out. A sturdy manual sweeper with two side brooms, it is said to clean floors more than five times faster than a broom with a far superior result. Fully adjustable front and main brooms allow the pressure to be adjusted to suit almost any surface to be swept perfectly.

Conquest Equipment Technologies 1800 826 789
www.conquestequipment.com.au



Dry canister vac designed for maintaining IAQ

An innovative design with durable major components, the V6 dry canister vacuum is ergonomically designed for comfort and convenience. The V6 helps to maintain indoor air quality with a 3-stage HEPA 12 filtration system with Gold Certified performance from the Carpet and Rug Institute. The V6 also has two sound levels for cleaning anywhere, anytime with low 59 dBA and 68 dBA settings. On-board tool storage and cord wrap allows for easy transport and storage.

Tennant Company 1300 TENNANT
www.tennantco.com.au



Green cleaning of urine, vomit and faeces

Using an organic product containing 'good' bacteria that are said to be stronger and more powerful than the 'bad' organic material they must clean/eliminate makes sound, commercial commonsense. While chemical compounds aggressively attack and mask organic matter, they do not remove them without potentially causing significant collateral damage to the environment. Micro Clean introduces rapidly multiplying 'good bacteria', which literally feed on the 'bad' organic material, converting it into harmless CO2 and water.

Sanitaire Bio-Products 03 5277 0117
www.biocleaninginfo.com.au

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- ✓ Extremely durable
- ✓ Leaves a deep, clear finish

Carton Size: **3x5L**

Product Code: **070 282**

Photos taken of floors sealed with Glamour



For more information about Whiteley Industrial products
visit www.whiteley.com.au or call the Product Support Hotline on **1800 833 566**

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