

Emerging Opportunities 3

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- SELECTING THE RIGHT PRODUCT
- ON THE JOB PROCEDURES
- TECHNICAL SERVICE AND SUPPORT
- BUSINESS MANAGEMENT AND MARKETING

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More!

COVID-19 RESOURCES
CLICK HERE

More!

<https://hydramaster.com/emerging-opportunities/>

EMERGING OPPORTUNITIES: A FREE WEBINAR SERIES FROM HYDRAMASTER

Witness all of the opportunities our Emerging Opportunities webinar series for you to take advantage of in the aftermath of a global health crisis caused by the COVID-19 outbreak.

Webinar 1: Global Emergency - 10/15/2020 | Webinar 2: Global Emergency - 10/22/2020 | Webinar 3: Global Emergency - 10/29/2020



Webinar 1: Global Emergency

Webinar 1: Global Emergency - 10/15/2020

Webinar 1: Global Emergency - 10/15/2020

Webinar 1: Global Emergency - 10/15/2020



Webinar 2: Global Emergency - 10/22/2020

Webinar 2: Global Emergency - 10/22/2020

Webinar 2: Global Emergency - 10/22/2020

Webinar 2: Global Emergency - 10/22/2020

Webinar 2: Global Emergency - 10/22/2020

Additional Resources



Deep Cleaning Promotes a Healthier New Year

As the new year begins, it's time to take a deep breath and start fresh. One way to do this is by deep cleaning your home. Deep cleaning is a thorough cleaning that goes beyond the surface. It involves cleaning the walls, ceiling, baseboards, and other hard-to-reach areas. Deep cleaning is a great way to get your home ready for the new year and to ensure a healthy and happy start.

Read more

Additional Resources

[HydraMaster's COVID-19 Response](#)

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All registrants will receive via email with the address you signed up with:



- 1) A PDF of the Powerpoint Presentation from the Webinar
- 2) A PDF of a detailed Powerpoint Presentation about Deep Cleaning Procedures for Hard Surface Floors
- 3) Links to download
 - 1) Cleaning Procedures Reference Guide (PDF Document)
 - 2) Certificate of Treatment
 - 3) Certificate of Clean and Healthy
 - 4) A link to sign up for the ALL NEW Hard Surface Floor Cleaning Ads and Social Media Campaign
 - 5) Additional Resources Links
 - 6) Healthy Buildings Logo
 - 7) Authorized Solutions User Logo
- 4) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before June 30, 2020
 - b) A link to the video of the presentation



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Your webinar presenters

Dane Gregory – Dane Gregory Consulting

From 1984-2002 Dane was the Owner and operator of Always Clean Maintenance service and Dirt Doctor, a full-service Janitorial Maintenance Company that added cleaning and restoration services to their business. In 1999, Dane served as President of the IICRC for two years. After that, he was contracted as an independent rep for the leading manufacturer of fine stone care maintenance, cleaning, and restoration solutions. He developed and led their worldwide training programs. As a trainer Dane has spent a large amount of his time teaching, training, and consulting with tile and stone contractors and began to develop the IICRC SMT Technician course as chairman of the SMT Task Force. In addition to his classroom contributions, Dane has consulted with hundreds of sales professionals and their customers to find the right solutions for their individual challenges. Most of this time was spent dealing with airports, large public arenas, and college campuses. He remains an industry resource who is keenly focused on helping professionals grow their hard surface cleaning business, as well as serving as the National Sales Director for Carpet CleanerAmerica.



DG DANE GREGORY
CONSULTING

Doyle Bloss

Doyle Bloss has been a part of the cleaning and restoration industry for over 37 years. He presently serves as the Vice President of Marketing for HydraMaster in Mukilteo, Washington. Doyle has a long, successful track record of developing education and training systems in the areas of technical procedures, as well as marketing and management principles for the cleaning entrepreneur. He has worked side by side with research scientists, fiber producers, flooring producers and industry groups and associations to raise the bar in the recognition of deep cleaning creating healthier indoor environments. He has headed up the two largest training programs in the industry, assisted in developing complete chemical lines for three leading manufacturers, and has been honored and awarded for his innovative programs that build bridges throughout the cleaning and restoration industry. In 2019 he was presented with the Experience ICON Award recognizing his lifetime commitment to the cleaning and restoration industry.



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Agenda

Tile • Stone • Polished Concrete • Terrazzo • Luxury Vinyl Plank • Laminate •

- 1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”**
- 2. Defining Deep Cleaning and Cleaning for Health on Non-Textile Surfaces**
- 3. Pre-inspection and demonstration selling**
- 4. Drawing the line on where your company should stop: deep cleaning vs. repair, re-surface, and correction**
- 5. Deep cleaning procedures for each surface.**
- 6. Building your deep cleaning, healthier environment, confidence building, and re-assurance marketing message for hard surface floors**
- 7. What marketing delivery systems work best to secure this business?
(Social media, email, education marketing, Trial offers, etc..)**



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Tile & Grout Floor Surfaces



Ceramic Tile



Porcelain Tile

Stone Floors



Marble



Flagstone



Sandstone

Stone Floors



Granite



Slate



Travertine



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Stone Floors



Sandstone



Serpentine

Other Indoor Stone Surfaces



Fireplaces



Countertops



Bathrooms



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Concrete Floor Surfaces



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Your hard surface floors may look clean, but now we are beginning to understand better that they also need to also be free of unwanted matter – soil, germs, bacteria, and viruses



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Most hard surface floor cleaning is just as much about soil-rearrangement as it is about soil removal

Studies show that wiping or mopping a hard surface floor can spread as many contaminants as they remove



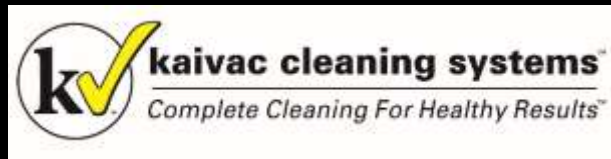
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“Science has now proven what many cleaning professionals have suspected for years: **wiping surfaces such as desks with rags, sponges, and conventional cleaning cloths as well as mopping floors with string mops and buckets can spread as many contaminants as they remove.** In fact, scientific studies have concluded that the last surface cleaned with a conventional cleaning cloth, which is usually a terry cloth towel, may have two to as much as eight times more soil on it than the first surface cleaned with the towel.”

<https://kaivac.com/documents/CIRIResearchPaper.pdf>

https://kaivac.com/documents/Protecting_against_H1N1_kaivac_Nov_30.p

<https://kaivac.com/documents/CleaningMethodComparison.pdf>



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Clean looking floors have been found in studies to be a reservoir of microbes



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“Floor materials in indoor environments are known to be reservoirs of microbes.”

“In summary, our exploratory study found that the **floor surfaces tend to be heavily colonized by bacteria, especially soilborne bacteria**. There was not much apparent difference in bacterial composition between the buildings or floor types, but traffic level plays a significant role in influencing on bacterial abundance and community. **Fecal contamination was prevalent on the floor surfaces, especially dog-specific fecal bacteria.**”

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6862025/>



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Over 90% of fecal matter that shoes pick up in public restrooms and from animal fecal matter outdoors has been shown to transfer to hard surface floors throughout a facility



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Even Charles Gerba, a University of Arizona microbiologist who conducted a seminal study on the subject, was surprised.

"I'm starting to make myself paranoid," Gerba told the Baltimore Sun when his study debuted in 2008. "It seems like we step in a lot more poop than I thought."

For the study, 10 people wore brand-new shoes for two weeks before their kicks were sampled for bacteria. The outside of the shoes averaged 421,000 units of bacteria, compared with 2,887 on the inside. And fecal bacteria appeared on 96% of the shoes.

That fecal bacteria "indicates frequent contact with fecal material, which most likely originates from floors in public restrooms or contact with animal fecal material outdoors," Gerba said for the study.

And here's the, ahem, kicker: The transfer rate bacteria from shoes to clean tiles was 90% to 99%.

Bacteria found on the footwear included E. coli, a source of urinary tract infections and diarrhea, as well as other bacteria causing pneumonia (Klebsiella pneumonia) and respiratory tract infections (Serratia ficaria).

<https://www.verywellhealth.com/can-you-get-sick-from-germs-on-hospital-floors-4126539>



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Floors as a touchpoint? Studies show that we touch contaminated floors as many as 50 times per day



Floors are a touchpoint? It's surprising but true. 'We have many more contacts with floors than most people realize,' writes Robert Kravitz in Food Quality & Safety magazine.

- In the article, Kravitz quotes **Mark Warner, formerly with the U.S. Department of Homeland Security, who estimates that we have as many as 50 direct and indirect contacts with floors everyday.**
- Every time we tie a shoelace, as an example, that has also touched a floor, we have come in indirect contact with the floor. And, if that floor is contaminated—as is often the case during the course of the day—cross-contamination is possible.



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Hard surface floors can be a reservoir and harbor for bacterial contaminants, tracked fecal matter, and other unwanted matter that your mop or autoscrubber cannot effectively remove



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The stakes are even higher in a hospital or other healthcare environment according to Dr. Naveed Saleh. Dr. Saleh notes research that cultured 120 floor sites at four Cleveland-area hospitals. The research found:

- 22 percent of the floor sites were positive for methicillin-resistant *Staphylococcus aureus* (MRSA)
- 33 percent of the floor sites were positive for vancomycin-resistant *enterococci* (VRE)
- 72 percent of floor sites were positive for *Clostridium difficile* (C. difficile)
- 1.4 high-touch objects on average were in contact with the floor
- 24 percent of high-touch objects were contaminated with more than one pathogen
- 57 percent of contaminated objects in contact with the floor transferred pathogens (bacteria) to hands



Source: <https://www.infectioncontroltoday.com/environmental-hygiene/floor-disinfection-creating-healthier-environment>



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

So why not just spray disinfectants every day?



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

So why not just spray disinfectants every day?

“Getting the disinfectant onto the right surfaces, surfaces which people are likely to touch a lot, in the correct concentration to kill the organism, and in a way that doesn’t cause additional safety risks to workers or the public can be challenging,”

Thomas Tenkate, director of Ryerson’s School of Occupational and Public Health

<https://www.ctvnews.ca/health/coronavirus/does-spraying-disinfectant-in-public-places-kill-the-covid-19-virus-1.4902771>



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

So why not just spray disinfectants every day?

Just google “overexposure to disinfectants” or “side effects of disinfectant sprays”



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1. The hidden enemy- biological contaminants that exist at high levels on hard surface floors that “look clean.”

Periodic deep cleaning is the answer



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2. Defining Deep Cleaning and Cleaning for Health on Non-Textile Surfaces



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2. Defining Deep Cleaning and Cleaning for Health on Non-Textile Surfaces

"Effective cleaning is the process of extracting and removing unwanted matter to the optimum extent to reduce exposure to unwanted matter.

Most people clean carpets when they look dirty. Rarely does anyone recognize that their carpet needs to be cleaned for health protection.

Yet every time pollutants are extracted from the carpeting; the quality of the indoor environment is enhanced by reducing exposures.

A high-performance carpet cleaning process focuses on nine steps using a wet, high temperature, high flow, high extraction system"

- Dr. Michael Berry

Characteristics of High-Performance Carpet Cleaning;
Journal of Cleaning, Restoration & Inspection 2017

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2. Defining Deep Cleaning and Cleaning for Health on Non-Textile Surfaces

Carpet Cleaning Effectiveness Analysis

Substances in Carpet	Mitigation guidance	Vacuuming Effect	HW Extraction Effect
Soils	Walk-off mat and frequent vacuuming	High	High
Atmospheric Dusts	Vacuuming, Cleaning and Ventilation	Moderate to High	High
Toxic PM	Walk-off mat and frequent vacuuming	Moderate to High	High
Fibers	Containment	High	High
VOC	Ventilation	N/A	N/A
Chemical/Pesticide	Activity management	Low	High
Allergens			
Pollen	Walk-off mat and frequent vacuuming	High	High
Fungi	Dry, walk-off mat and frequent vacuuming	High	High
Mycotoxin	Dry, walk-off mat and frequent vacuuming	Moderate to High	High
Mite	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cockroach	Dry, frequent vacuuming	Moderate to High	Moderate to High
Cat and Dog	Activity management	Moderate	Moderate to High
Infectious Agents			
Bacteria	Frequent cleaning	Low to Moderate	Moderate to High
Endotoxin	Frequent cleaning	Moderate to High	High
Viruses	Frequent cleaning	Low	High

Table 1



2. Defining Deep Cleaning and Cleaning for Health on Non-Textile Surfaces

In this article and in his other writings, Dr. Berry defines deep cleaning of carpet specifically as (items in parenthesis are an amplified explanation and not directly from Dr. Berry's article):

- Wet (Water based)
- High Temperature (145-160° F across the surface being cleaned)
- High Flow (> 1.0gpm, not psi)
- High Extraction System (Vacuum recovery capabilities, wastewater storage)

After



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Cleaning for Health – Measuring Clean

ATP Hygiene Monitoring uses a device called an **ATP** meter to **measure** how **clean** a surface is. A sample is taken with a special swab, inserted into the **ATP** meter, and a numerical value is returned. Pre-defined ranges of values determine if the surface is **clean** or **dirty**.



Photo courtesy of ISSA



https://www.jondon.com/bacteria-meter-atp.html?gclid=EAlaIQobChMI2faA7ajw6AIVBf5kCh3ryAE5EAQYAiABEgIGI_D_BwE

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Cleaning for Health – Measuring Clean



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Using ATP in Healthcare Settings

December 8, 2019

Environmental Hygiene, Sterile Processing, Purchasing, Clinical Interventions

Facebook Twitter LinkedIn

Adenosine triphosphate (ATP) is an enzyme that is present in all living cells, and an ATP monitoring system can detect the amount of organic matter that remains after cleaning an environmental surface, a medical device or a surgical instrument. Hospitals are using ATP-based sanitation monitoring systems to detect and measure ATP on surfaces as a method of ensuring the effectiveness of their facilities sanitation efforts. The amount of ATP detected, and where this ATP was detected, indicates areas and items in the healthcare setting that may need to be re-cleaned, and the possible need for improvement in a healthcare facility's cleaning protocols. We asked members of industry – 3M, Charm Sciences, Ecolab Inc., Neogen and Ruhoff – to share best practices for ATP as used in a program to fight healthcare acquired infections (HAIs).

What should healthcare professionals know about the importance of cleaning validation in the healthcare setting?

3M: In the CDC guidelines for multidrug-resistant organisms, it is recommended that hospitals "monitor cleaning performance to ensure consistent cleaning and disinfection of surfaces in close proximity to the patient." To gauge the effectiveness of a cleaning program, most healthcare facilities rely on visual inspection as a cleaning monitoring method. Although easy to implement, visual inspection has been shown to be inadequate for ensuring proper cleaning has been performed.

Charm Sciences: Proper procedures and policies need to be in place to monitor daily cleaning effectiveness using methods beyond visual assessment. With increased risk of hospital acquired

RESOURCE TOPICS

- Mask & Respirators
- COVID-19 News
- Sterile Processing
- April 2020 Bug of the Month

[View All Topics](#)





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Cleaning for Health – The value of heat

The value of heat in the cleaning process should also be reinforced at this point.

- Most understand that the use of heat accelerates most chemical reactions resulting in deeper cleaning and often reduced drying times.
- **But the use of heat in the role of the removal and treatment of unwanted substances, including biological germs and viruses has been scientifically measured and demonstrated in studies(conducted between 1991 and 2014) sponsored by**
 - Division of the United States Environmental Protection Agency
 - Research Triangle Institute
 - Air Quality Sciences
 - Airmid Health Group
 - Others



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Cleaning for Health – The Value of Heat

The value of heat in the cleaning process should also be reinforced at this point

- **Measured reductions in biological contaminants can be clearly demonstrated in carpets, textiles, upholstery, and hard surface floors after the use of high performance truckmounted cleaning equipment** that can maintain temperatures across the surfaces being cleaned of 160°+ F.



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Cleaning for Health – the Effects of Cleaning on COVID-19

“The virus has a lipid envelope that is not protective, rendering it susceptible to inactivation by detergents”

“As a general rule (with educated limitations), the higher the cleaning temperature the better.”

Dr. Eugene Cole



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After the deep cleaning – restoring confidence with additional steps

- Applying a disinfectant/sanitizer
 - EPA N List Disinfectants only
 - Wipe, spray, electrostatic spray or fog? – Follow the directions!
 - Safety precautions
 - Does your state require you to be registered as a pesticide applicator
 - Understand your insurance coverage
 - Claims? – “Apply”



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What about all of the other “treatments?”



ULV Fogging
with disinfectant



Electrostatic sprayer
with disinfectant



Hydroxyl Generator



Ozone
Generator



Thermal
Fogging with a
water based
disinfectant



Air Disinfectant



Air scrubbing



Grandma's Remedy

<https://scientificairmanagement.com/evidence/>

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What about all of the other “treatments?”

With some level of assurance, they could not hurt and are likely helpful, so long as:

- 1) You must deep clean first (understand how the virus is transferred)
- 2) You use them strictly according to manufacturer directions
- 3) Take precautions (if necessary) to protect people, pets, and plants
- 4) You don't oversell your capabilities



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The System Approach

A Flexible Plan To fit Your Needs

Preventative Maintenance

Education; Planning;
Clean Surroundings;
Proper Matting

Routine/Daily Maintenance

Removal of abrasive soils
May require multiple daily
operations depending on
soil levels

Finish is
Optional

Interim Maintenance

Spot Removal
Proper Detergents
Reduce Slip/Fall

Restorative/Corrective Maintenance

Aggressive detergent
Proper drying



Interim or Periodic Procedures

- **Deeper removal of soils that build up routinely**
- **Different tools and equipment**
- **Longer dwell times**
- **Additional cleaning time to accomplish tasks**



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Interim or Periodic Procedures

- **Deep scrub and re-coat**
- **Accomplish with auto scrubber or single disk upright**
 - **Use blue or brown pad for regular service**
 - **Use movement technique to ensure even removal**
 - **Rinse floor after alkaline application**
 - **Test for residue before applying finish**





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3. Pre-inspection

All registered attendees will be sent a PDF of a detailed Powerpoint Presentation about Deep Cleaning Procedures for Hard Surface Floors

Tile



Stone



Concrete



Hybrid



Luxury Vinyl Plank



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3. Pre-inspection

- 1. Evaluate the floor by identifying pre-existing conditions.**
- 2. Increase your chances for a successful outcome by under-promising and over-delivering.**
- 3. Recognize conditions that could be created or revealed during cleaning and keep them from become problems.**
- 4. Point out repairs and corrections and floor restoration that might need to be performed that exceeds the parameters of the restorative cleaning job that. This opens up additional income earning opportunities for your company or a referral partner you outsource these jobs to.**
- 5. To be sure your scope of work and pricing accurately reflects the work you will need to perform.**

<https://hydramaster.com/pre-inspection-procedures-for-restorative-cleaning-of-stone-tile-grout-and-finished-concrete-flooring-surfaces/>



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3. Pre-inspection and demonstration selling

1. TYPES OF FLOORS

<https://hydramaster.com/how-do-i-know-what-hard-surface-floor-i-will-be-cleaning-floor-identification-series-part-1-of-7-parts/>

Types of Floors

- Tile: Ceramic, Porcelain, Quarry and Saltillo (Terracota) Tile
- Stone: Marble, Flagstone, Sandstone, Granite, Slate, Travertine, Serpentine
- Concrete: Finished, Polished, and Stamped Concrete
- Hybrid (Concrete and Stone): Terrazzo



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3. Pre-inspection and demonstration selling

2. COMMUNICATION

<https://hydramaster.com/how-do-i-know-what-hard-surface-floor-i-will-be-cleaning-floor-identification-series-part-2-of-7-parts/>



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3. Pre-inspection

3. APPEARANCE

4. POROSITY



5. ACID SENSATIVITY TEST



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3. Pre-inspection and demonstration selling

6. HARDNESS SCRATCH TEST

7. FINISH

Mohs Scale of Hardness

Mineral	Scale Number	Common Objects
Talc	1	
Gypsum	2	
Calcite	3	Fingernail
Fluorite	4	Copper Penny
Apatite	5	
Orthoclase	6	Steel Nail
Quartz	7	Glass Plate
Topaz	8	
Corundum	9	Streak Plate
Diamond	10	



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4. Drawing the line on where your company should stop: deep cleaning vs. repair, re-surface, and correction



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Restorative Stone, Tile, and Finished Concrete Cleaning



Your service choices with tile & grout

- **Deep Restorative Cleaning**
- **Deep Restorative Cleaning and Revitalizing**
- **Deep Restorative Cleaning and Sealing**
- **Grout restoration and repair**
- **Grout coloring**



Restorative Stone, Tile, and Finished Concrete Cleaning



Your service choices with stone

- **Restoratively Deep Clean**
- **Restoratively Deep Clean and Revitalizing**
- **Restoratively Deep Clean and Sealing**
- **Restorative Cleaning, Stain Removal, Sealing and Protecting, and Transforming/ Modifying (Polishing, Honing, Lippage Removal)**

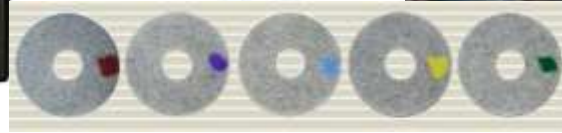


SM™ HydraSeal™ Diamond Abrasives



Designed for use with the HydraSeal™ Diamond Floor Polishing System, SM™ HydraSeal™ Diamond Abrasives can help turn your dull and scratched stone floors into beautiful and shiny floors.

Simply using your existing floor cleaning equipment, you can typically refresh your stone floors for less than \$2.75 per square foot versus up to \$7.00 per square foot when contracting this service.



Restorative Stone, Tile, and Finished Concrete Cleaning



Your service choices with concrete

- **Clean**
- **Restorative Cleaning, Degreasing, Brightening, and Revitalizing**
- **Restorative Cleaning and Sealing**
- **Densifying**
- **Polishing**
- **Grinding**



Luxury Vinyl Plank



The grooves are not so groovy when it comes to getting them clean!

DEEP CLEANING TESTING IS GOING ON RIGHT NOW!



Luxury Vinyl Plank



Your service choices with luxury vinyl plank - Deep cleaning systems being tested

- **CRB with Absorbent compound**
- **Neutral cleaner (stone cleaner) with rotary hard surface tool**



Restorative Stone, Tile, and Finished Concrete Cleaning



Product Application Guide						
	QCT with Oxybreak 950-155	HydraSolv 950-165	HydraStone 950-777	HydraBoost CT 950-782	HydraSeal 950-787	HydraVitalize 950-792
Stone						
Flagstone	✓	✓	★	X	★	✓
Sandstone	✓	✓	★	X	★	✓
Marble	X	✓	★	X	★	X
Limestone	X	✓	★	X	★	X
Travertine	X	✓	★	X	★	X
Serpentine	✓	✓	★	X	★	✓
Slate	✓	✓	★	X	✓	✓
Granite	X	✓	★	X	★	X
Man-Made Tile						
Ceramic	★	★	✓	★	X	★
Porcelain	★	★	✓	★	X	★
Quarry	★	★	✓	★	X	★
Saltillo	★	★	✓	★	✓	★
Terrazzo	★	★	✓	★	X	★
Grout	★	★	✓	★	★	★
Concrete						
Raw/Unfinished	★	✓	✓	★	★	✓
Finished/Polished	★	✓	✓	★	✓	✓
Stamped	★	✓	✓	★	★	✓

★ = Recommended ✓ = Acceptable X = Do NOT Use



5. Deep cleaning procedures for each surface.



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Tile & Grout Cleaning Procedures

Ceramic, Porcelain, Quarry, Saltillo

Pre-Cleaning Procedures

1 Identify the type of grout used. The most common type of grout used for tiles is sanded grout. This is made from a blend of Portland cement and sand. You can identify this type of grout by its sandy feel and the fact that it is usually used when grout lines are 3/16" or wider. Epoxy grout is identified by its plastic like appearance that is frequently rounded on top. Unsanded grout is usually only used with natural stone flooring. Your initial inspection of the job should include a thorough examination of the grout. Look for cracks that may be present due to movement of the substrate surface or installation or mixing issues. You should not use a high pressure rotary extraction tool on floors with loose or damaged grout. Sections of grout that have are loose or broken can be blasted out by the high pressure cleaning of hard surface rotary extraction tools and high pressure hard surface wands.

2 Always protect flooring surfaces adjacent to the floor being cleaned from splash and overspray of the cleaning solution.

3 Examine preventative maintenance procedures.

- a. The regular use of walk off mats reduces the tracking of soils from outside. The mats can remove abrasive grit from the bottom of shoes that can damage some hard surface floors.
- b. Sweep or vacuum floors prior to deep cleaning to remove particulate soils. An untreated microfiber dust mop works well for this.



4 For increased efficiency in restorative cleaning, apply tile and grout cleaning solutions cleaners with an in-line injection sprayer to take advantage of solution pressure and heat created by your high performance portable extractor or truckmount. You can also use a "pump-up" pressure sprayer, electric or battery powered sprayer. Apply in even overlapping patterns.





Tile & Grout Cleaning Procedures

Ceramic, Porcelain, Quarry, Saltillo

Daily or Periodic Maintenance and Care

- 1** HydraStone
Stone & Tile
Cleaner 1 part
solution to 32 parts
water.



- 2** Apply
with mop.

- 3** Extract cleaning solution
with extraction equipment,
auto-scrubber, wet vacuum or
clean mop.





Tile & Grout Cleaning Procedures

Ceramic, Porcelain, Quarry, Saltillo

Restorative Deep Cleaning – Heavy soil, grease and oil contamination

- 1** Mix 1 part
HydraSolv with 4
parts water into
sprayer



- 2**
Apply with sprayer
or mop

- 3** Allow several
minutes of dwell
time but do not allow
solution to dry.

- 4**
Grout lines
may need to
be agitated
with a grout
brush.



- 5** For best results, agitate and extract cleaning solution using high pressure warm or hot water from a **RX20** with a hard surface attachment, an **Evolution RX12** hard surface rotary extraction tool or high pressure hard surface wand. Your portable or truckmounted extractor should maintain a minimum of 800 psi and a maximum of 1200 psi. For more sensitive surfaces, consider using a hard surface wand or simply mop with clean water and rinse. Specialty hand-held hard surface pressure cleaning tools will be very helpful when cleaning countertops, walls, along edges, and in tight places.



- 6** For faster drying, especially in
humid environments, consider the use of
an axial, centrifugal, or downdraft air
mover after cleaning.

- 7**
After the floor has dried,
consider the need for
application of
HydraSeal to grout to
protect against staining.





Tile & Grout Cleaning Procedures

Ceramic, Porcelain, Quarry, Saltillo

Acid Cleaning – to remove soap scum, hard water deposits, urine deposits, rust, and efflorescence. Lightening and brightening grout lines

1

When cleaning with acid solutions, take special precautions to prevent splashes or spills onto metal surfaces, particularly stainless-steel appliances. Metal surfaces, especially stainless steel, may be etched by contact with acid solutions.

2

Apply HYDRAVITALIZE Organic Acid, Stone, Tile & Grout Cleaner. For normal soiling, mix 1part solution with 1 parts water. For heavy soiling, mix 1 part solution with 1 part water. For routine maintenance, mix 1 part solution with 10 parts water.



3

Apply solution generously to floor with sprayer or mop

4

Grout lines may need to be agitated with a grout brush.



5

For best results, agitate and extract cleaning solution using high pressure warm or hot water from a **RX20** with a hard surface attachment, an **Evolution RX12** hard surface rotary extraction tool or high pressure hard surface wand. Your portable or truckmounted extractor should maintain a minimum of 800 psi and a maximum of 1200 psi. For more sensitive surfaces, consider using a hard surface wand or simply mop with clean water and rinse. Specialty hand-held hard surface pressure cleaning tools will be very helpful when cleaning countertops, walls, along edges, and in tight places.



Continues





Tile & Grout Cleaning Procedures

Ceramic, Porcelain, Quarry, Saltillo

Acid Cleaning – to remove soap scum, hard water deposits, urine deposits, rust, and efflorescence. Lightening and brightening grout lines

6

When cleaning with acid solutions, it is important to neutralize the cleaning solution residue. Mix 1 part **HydraStone** with 32 parts water and apply to grout. Allow several minutes of dwell time and then rinse with water.



7

For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downdraft air mover after cleaning.

8

After the floor has dried, consider the need for application of **HydraSeal** to the grout to protect from staining.





Grout Sealing Procedures

NOTE: Reminder – for porcelain, glazed ceramic, and other non-porous man-made tiles, apply sealer to the grout lines only.

1 HydraSeal Premium Stone, Concrete and Grout Sealer is ready to use and should be applied straight. Shake thoroughly before application



2 Sealer may be applied to damp surfaces approximately one hour after water has been removed from cleaning procedures. They drier the grout, the better the penetration.



3 Apply sealer with grout line applicator. Squeegee excess onto grout and wipe up remainder off of non-porous tiles. If a white haze develops on tiles, buff off with white polishing pad and a 175 rpm rotary floor machine.





Natural Stone Cleaning & Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Pre-Cleaning Procedures

1 Your initial inspection of the job should include a thorough examination of the grout. Look for cracks that may be present due to movement of the substrate surface or installation or mixing issues. Sections of grout that have are loose or broken loose can be blasted out by the high pressure cleaning of hard surface rotary extraction tools and high pressure hard surface wands.

2 Always protect flooring surfaces adjacent to the floor being cleaned from splash and overspray of the cleaning solution.

3 Examine preventative maintenance procedures.

4 The regular use of walk off mats reduces the tracking of soils from outside. The mats can remove abrasive grit from the bottom of shoes that can damage some hard surface floors

5 Sweep or vacuum floors prior to deep cleaning to remove particulate soils. An untreated microfiber dust mop works well for this. **It is absolutely necessary to remove all particulate soiling from a stone surface prior to cleaning if you are going to use a high pressure rotary extraction tool to clean stone. Otherwise, the particulate soiling can become entrapped by the rotary head and severely scratch some stone surfaces, particularly polished marble.**



6 For increased efficiency in restorative cleaning, apply stone solutions cleaners with an in-line injection sprayer to take advantage of solution pressure and heat created by your high performance portable extractor or truckmount. You can also use a "pump-up" pressure sprayer, or electric or battery powered sprayer. Apply in even overlapping patterns.





Natural Stone Cleaning & Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Daily or Periodic Maintenance and Care

1

Mix
HydraStone Stone
& Tile Cleaner 1 part
solution to 32 parts
water.



2

Apply with
mop.

3

Extract cleaning solution
with extraction equipment,
auto-scrubber, wet vacuum
or clean mop.



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Natural Stone Cleaning & Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Restorative Deep Cleaning – Heavy soil, grease and oil contamination

- 1** Sweep or vacuum floors prior to deep cleaning to remove particulate soils. An untreated microfiber dust mop works well for this. **It is absolutely necessary to remove all particulate soiling from a stone surface prior to cleaning if you are going to use a high pressure rotary extraction tool to clean stone. Otherwise, the particulate soiling can become entrapped by the rotary head and severely scratch some stone surfaces, particularly polished marble.**



- 2** Mix one part **HydraStone** with 16 parts water into sprayer



- 3** Apply with sprayer or mop

- 4** Allow several minutes of dwell time but do not allow solution to dry.

- 5** Grout lines may need to be agitated with a grout brush.



- 6** For best results, agitate and extract cleaning solution using high pressure warm or hot water from a **RX20** with a hard surface attachment, an **Evolution RX12** hard surface rotary extraction tool or high pressure hard surface wand. Your portable or truckmounted extractor should maintain a minimum of 800 psi and a maximum of 1200 psi. For more sensitive surfaces, consider using a hard surface wand or simply mop with clean water and rinse. Specialty hand-held hard surface pressure cleaning tools will be very helpful when cleaning countertops, walls, along edges, and in tight places.



Continues





Natural Stone Cleaning & Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo,
Serpentine, Slate, or Granite

Restorative Deep Cleaning – Heavy soil, grease and oil contamination

7

For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downdraft air mover after cleaning.

8

After the floor has dried, consider the need for application of **HydraSeal** should only be used marble, granite, limestone, bluestone, Saltillo, travertine, and terrazzo. Stone that is prone to efflorescence such as slate should only be sealed with a solvent impregnating sealer.





Natural Stone Cleaning & Maintenance Procedures – Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Acid Cleaning – to remove soap scum, hard water deposits, urine deposits, rust, and efflorescence. Lightening and brightening grout lines

1

Sweep or vacuum floors prior to deep cleaning to remove particulate soils. An untreated microfiber dust mop works well for this. **It is absolutely necessary to remove all particulate soiling from a stone surface prior to cleaning if you are going to use a high-pressure rotary extraction tool to clean stone. Otherwise, the particulate soiling can become entrapped by the rotary head and severely scratch some stone surfaces, particularly polished marble.**

2

CAUTION – Acid cleaning should NOT be used on ANY stone floor that contains calcium. Acids can severely etch limestone, travertine, marble, and other stone containing calcium.

3

When cleaning with acid solutions, take special precautions to prevent splashes or spills onto metal surfaces, particularly stainless steel appliances. Metal surfaces, especially stainless steel, may be etched by contact with acid solutions.



4

Apply **HydraVitalize Stone, Tile and Grout Cleaner**. For normal soiling, mix 1 part solution with five parts water. For heavy soiling, mix 1 part solution with 1 part water. For routine maintenance, mix 1 part solution with 10 parts water.

5

Apply solution generously to floor with sprayer or mop.

6

Grout lines may need to be agitated with a grout brush.



Continues





Natural Stone Cleaning & Maintenance Procedures – Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Acid Cleaning – to remove soap scum, hard water deposits, urine deposits, rust, and efflorescence. Lightening and brightening grout lines.

- 7** For best results, agitate and extract cleaning solution using high pressure warm or hot water from a **RX20** with a hard surface attachment, an **Evolution RX12** hard surface rotary extraction tool or high pressure hard surface wand. Your portable or truckmounted extractor should maintain a minimum of 800 psi and a maximum of 1200 psi. For more sensitive surfaces, consider using a hard surface wand or simply mop with clean water and rinse. Specialty hand-held hard surface pressure cleaning tools will be very helpful when cleaning countertops, walls, along edges, and in tight places.



- 8** For grout, it is important to neutralize the cleaning solution residue. Mix 1 part **HydraStone** with 32 parts water and apply to grout. Allow several minutes of dwell time and then rinse with water.



- 9** For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downdraft air mover after cleaning.





Natural Stone Cleaning and Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Countertop Maintenance

1

Mix
HydraStone 1 part
solution with 32 parts
water.



2

Apply in a light,
even mist using
overlapping strokes.

3

Allow solution to dwell
on surface 1-2
minutes before wiping

4

Wipe and clean surface with
a clean white cotton towel.
There is no need to rinse.





Natural Stone Cleaning and Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Special Issues with Stone Care and Maintenance - Efflorescence

Efflorescence is a white, powdery, blotchy or crystalline deposit on the surface of concrete, limestone, marble or masonry products. Efflorescence is due to moisture combining with calcium hydroxide in the limestone, marble or cement, and forming crystals when it reacts with the carbon dioxide in the air.

1

Light deposits of efflorescence may often be removed with a stiff brush or agitation with a white or beige floor pad under an **RX20** with a hard surface kit or a rotary floor machine. It may even wear off over time with foot traffic.

2

Heavier deposits especially with a crystalline appearance, can be dissolved using **HydraVitalize Stone, Tile and Grout Cleaner**. Mix 1 part **HydraVitalize** with 1 part water.



3

Be sure to protect surfaces not being treated. Use personal protective equipment.

4

Wipe the solution onto the affected area using a sponge or brush.

5

Rinse and extract with water. Use a minimum amount of moisture, as excess moisture can lead to the formation of efflorescence again.

6

Accelerate drying using an axial, centrifugal, or downdraft air mover after cleaning.





Natural Stone Cleaning and Maintenance Procedures – Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

Special Issues with Stone Care and Maintenance - Sealer Haze

1 Stone and grout will not hold an unlimited amount of sealer. When excess sealer is applied and has nowhere to go, a smooth milky white haze can appear on the surface of the stone or grout.

2 Generally, sealer haze on stone will wear off with traffic. Sealer haze on grout can be removed by wiping with a clean towel and more sealer. After application, finish with wiping with just a towel.

3 In extreme conditions excess sealer can be removed from the stone using **HydraStone** and scrubbing.





Natural Stone Cleaning and Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo,
Serpentine, Slate, or Granite

Special Issues with Stone Care and Maintenance - Oil Stains

1 Oil that penetrates through unsealed or poorly sealed stone will penetrate the porous surface. The best way to prevent oil based stains is by making sure the stone always stays properly sealed.

2 Oil stains that do penetrate into the stone can sometimes be removed by the application of a specialty poultice. Contact your local HydraMaster Distributor for more information on this process. [Click here](#) to find a HydraMaster distributor near you.





Natural Stone Cleaning and Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo,
Serpentine, Slate, or Granite

Special Issues with Stone Care and Maintenance - Rust Stains

1

Surface and rust stains on stone and grout can sometimes be removed simply by the restorative deep cleaning procedures already discussed.

2

Deeper rust stains will require intensive acid cleaning procedures using **HydraVitalize** previously discussed.



3

Keep in mind that acid sensitive stone, that acid cleaning is not appropriate. For rust stains on those types of stone, **(CAUTION – Acid cleaning should not be used on ANY stone floor that contains calcium. Acids can severely etch limestone, travertine, marble, and other stone containing calcium)** a polishing or grinding process may be required.





Natural Stone Cleaning and Maintenance Procedures

Flagstone, Limestone, Travertine, Marble, Terrazzo, Serpentine, Slate, or Granite

*Special Issues with Stone Care and Maintenance -
Organic Stains (Common Household Food And Beverage Spills)*

1

These would be that remain after restorative deep cleaning.

2

KnockOut 1 will lighten or eliminate some stains. Test the stone surface or grout first for colorfastness when applying **Knock Out 1**.



3

Apply **KnockOut 1** directly to the stain.

4

Allow the solution to dry.



5

Apply **HydraSeal** to the affected area.





Concrete Cleaning Procedures – Stamped Concrete, Polished Concrete

Professional Cleaning or Restoration Contractors equipped with the proper equipment and tools have the most efficient way to clean and restore the finished look of treated, polished, or stamped concrete floors. As the soil builds up in seams, cracks, and crevices, and as the often porous concrete absorbs in oil and soil, traditional cleaning mechanisms such as “mop and bucket” or automatic floor scrubbers simply can’t restore the appearance of this fine finished concrete to an acceptable level. The heated, high pressure cleaning solution applied to the concrete surface from a high performance portable or truckmount extractor, combined with a rotary extraction tool or specially adapted hard surface wand clean the concrete surface more effectively than any other system. Add to that fact that the waste water handling and collection ability of your truckmount or high performance portable is becoming an environmental necessity outdoors, and is almost a requirement indoors for the deep cleaning of concrete surfaces. Rotary hard surface tools used in conjunction with your high performance portable or Truckmounted extractor not only speed up the cleaning and drying of a concrete floor, they also do a much better job of removing absorbed soil and oil from the porous concrete surface. Now, CleanMaster Cleaning Solutions from HydraMaster have created two comprehensive cleaning solutions specially formulated for cleaning, degreasing, and brightening concrete and tile floors utilizing the oxidizing power of hydrogen peroxide to create an activated effervescent solution that gets into every crevice, crack and pore of concrete to emulsify, dissolve and remove even the most stubborn soiling.





Concrete Cleaning Procedures

Cleaning and Brightening Concrete Floors

1 **QCT with OxyBreak** cleans and brightens concrete and grout lines without the use of harsh acids and chlorine bleaches that can damage the grout and surrounding flooring materials. It cleans, refreshes, and brightens concrete, tile and grout without leaving watermarks or residue like other cleaning chemicals can.



2 Read entire label before using. Use only as directed. Always pretest surface with cleaning solution for colorfastness prior to cleaning. Wear protective eyewear, gloves, long sleeves, and long pants while handling concentrate. Ensure work area is well-ventilated during application. Keep children and pets out of the area during application and drying.

3 Apply **QCT with OxyBreak**. For normal soiling, mix 1 part solution with 4 parts water. For heavy soiling, mix 1 part solution with 1 part water. For routine maintenance, mix 1 part solution with 10 parts water. For application through a in-line Injection Sprayer, use straight solution into sprayer bottle. Use no metering tip which results in a 1:4 mixture.

4 Apply mixed solution with sprayer evenly and liberally across surface to be cleaned. You can use a pump-up sprayer or a battery powered sprayer. If preferred, you can apply mixed solution with a damp mop, sponge, or other appropriate professional equipment. If using a mop for solution application and surface cleaning, change your mop water often to make sure that soil is not re-deposited.

5 For best results, agitate and extract cleaning solution using warm or hot water and a rotary agitation surface cleaner. For tight spaces or especially sensitive surfaces use a hard surface cleaning wand, or simply mop to rinse with clean warm or hot water.



6 When area has been rinsed thoroughly. Allow floor to dry.

7 For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downdraft air mover after cleaning.





Concrete Cleaning Procedures

Cleaning and Degreasing Concrete Floors

1 **HydraBoost CT** is a high performance, alkaline, heavy-duty concrete, tile and grout cleaner and degreaser that safely replaces mineral spirits and chlorinated solvent-based heavy-duty concrete degreasing products. **HydraBoost CT** penetrates concrete surfaces on contact to soften, lift, and remove a wide range of oils, soils, and greases.



2 Read entire label before using. Use only as directed. Always pretest surface with cleaning solution for color-fastness prior to cleaning. Ensure work area is well-ventilated during application. Keep children and pets out of the area during application and drying.



3 This product is ultra-concentrated. For normal soiling, mix 2 ounces of **HydraBoost CT** powder with one gallon of warm or hot water into a professional sprayer. For extreme soiling, mix three to four ounces of powder with a gallon of warm or hot water into a professional sprayer. For application through a in-line injection sprayer, mix 12 oz. of powder and fill container with water. Use 4:1 dilution.

4 Apply mixed solution with sprayer evenly and liberally across surface to be cleaned. You can use a pump-up sprayer or a battery powered sprayer. If preferred, you can apply mixed solution with a damp mop, sponge, or other appropriate professional equipment. If using a mop for solution application and surface cleaning, change your mop water often to make sure that soil is not re-deposited.

5 Allow for 5 -10 minutes of dwell time. For concrete, if stains have been deeply absorbed, allow 15 minutes of dwell time so the solution has time to reach into the concrete pores and crevices and the oxygen activated effervescent solution can dissolve the soiling and lighten discoloration.

6 For best results, agitate and extract cleaning solution using warm or hot water and a rotary agitation surface cleaner. For tight spaces or especially sensitive surfaces, use a hard surface cleaning wand, or simply mop to rinse with clean warm or hot water.

7 When area has been rinsed thoroughly. Allow floor to dry.

8 For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downdraft air mover after cleaning.



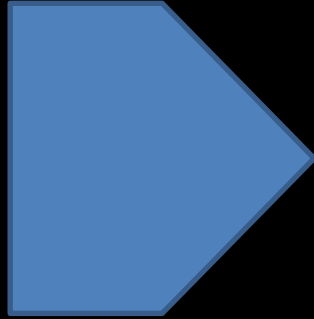
6. Building your deep cleaning, healthier environment, confidence building, and reassurance marketing message for hard surface floors

Restore ° Rejuvenate ° Revitalize



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Effective Marketing During the Emergence from the COVID-19 Pandemic



1. **Credibility**
2. **Cleaning for Health**
3. **Safety & Security**
4. **Increased Frequency**



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Marketing in a nutshell



Marketing Message



Marketing Delivery System



Customer Response

So how has/should the COVID-19 pandemic temporarily or permanently altered your marketing message?



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What is the goal (Desired Outcome) of each specific or integrated marketing campaign?

- **Permission marketing – first impression advertising**
- **Generate new clients/customers**
- **Secure more business from existing customers doing what you are already doing**
- **Secure more business from existing customers by adding a new service**
- **Cash flow crisis – need money now**
- **Keeping your company brand in front of the community and existing customers**
- **Client/Customer education**
- **Referral marketing**



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How to get more commercial clients – John Braun

1. Gather your ideal prospect list

- Determine your target market
- Google
- Purchase a prospect list
- Call and ask “who is in charge of hiring a cleaning company?” (Try to get email address too)

2. Get their attention

- Golden envelope with sales letter with incentive (warm the prospect up)
- Mail a sequence of 3 letters over 3 weeks
- Target them on social media and deliver ads
- Avoid cold calling for the first three weeks

3. After three weeks, call or visit your prospect

- Go in with a gift bag
- Brochure/magnet/card with special incentive
- Repeat until you win them over
- Put them on your client email list with education marketing



<https://youtu.be/T7Vn0qDp8kw>



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DEMO, DEMO, DEMO!

Make the unobvious OBVIOUS



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4 Tips for Maintaining Your Tile Floors

- 1 Use a vacuum designed for hard surfaces in corners and at corners in hallways. This prevents dirt and debris from getting into the grout.
- 2 Do NOT use any harsh cleaners or any kind of wax on your tile. Use an all-purpose, pH neutral cleaner made for tile. Map your floor with glass every 2-3 weeks to see how clean. Use a mop and bucket if possible.
- 3 Use large mops with soft pads made of every material. The more soft pads you use the more you will keep the floor looking as good as new.
- 4 Use your floor professionally cleaned and sealed every 1-2 years. This will make your maintenance efforts much easier.

CAUTION!

Know what your floor is made of. Some are made of natural stone, which is different from natural stone. Some are made of natural stone, which is different from natural stone.

For more information on hard surfaces, visit our website.

www.YourWebsite.com

Disclaimer: This is not a professional cleaning service. It is only a guide to help you maintain your floor.

Professional Tile Cleaning and Sealing

Sparkling Clean Tile and Grout

Step 1: Your tile will be inspected for damage and determined if water is necessary.

Step 2: Special tile and grout cleaners are used to clean the tile.

Step 3: High pressure, hot water is flushed into the tile and grout and extracted into a holding tank in our van.

Step 4: Application of a professional SEALER that protects the grout for full protection. (NOT USUALLY) of the grout can be done after cleaning with 12 inches in clean floor.



All dirt, oil, and grease are removed from your tile with our high pressure, hot water system. After cleaning, your grout can be sealed to help keep it clean.

Marble, travertine, limestone, terrazzo, and granite can be polished to a high shine. We can also remove scratches and level your floor if needed.

FOR FREE ESTIMATES:

Call 777-777-7777



Your Guide To Sparkling Clean Floors

Keep your tile floors looking beautiful

- Ceramic
- Porcelain
- Marble
- Terrazzo
- Slate
- Travertine
- Brick
- Mexican Tile

Provided as an educational resource by:



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More information available at www.YourWebsite.com

Selecting the Perfect Tile

Many customers today are choosing hard floor over carpet. Keep in mind that hard floor is still going to need maintenance after a given time. The floor is *hard*, not *hard*. Of course, the amount of maintenance depends on the floor you have selected. This guide will give you some idea of what to expect from most types of hard surfaces.

Victor Stone is a good choice for a budget hard surface. However, cheap vinyl can scratch and yellow easily. Professional cleaning can improve this, but an inflexible tile (vinyl), however, will require constant maintenance. You can expect to replace vinyl within 10-15 years unless you purchase a high-end product.

Granite and Travertine tile is a very popular choice due to durability. Granite and Travertine is likely the most durable floor surface if you purchase a quality tile. You must know that the which is likely to crack and scratch. Make sure the grout is sealed 10-14 days after installation to keep the floor looking like the grout. Professional cleaning and re-sealing may be needed every five years to remove water from the grout and seal it. Although granite and travertine may not need re-sealing to be durable, maintenance on cracking the grout may need to be done every five years.

YCT tile floors are very popular in commercial buildings. YCT means constant maintenance is required to prevent the floor as well as to keep a clean on the floor. The cost to maintain the floor is relatively cheap, but frequent professional maintenance is required. YCT floors can last for several decades if properly maintained.

Power Brick and Quarry Tile are an unglazed ceramic material suitable for interior or exterior paving.

The extreme baking temperatures make this floor one of the most durable in the market. These floors can last a lifetime, but periodic treatments should be applied every several years.

Terrazzo is also known as "Saltillo" or Mexican tile. Terrazzo is one of the oldest terrazzo materials made by man. Saltillo is a clay-based product that resembles a special treatment and finishing.

Marble is a beautiful natural stone floor with beautiful characteristics. Marble can get scratched or regular polishing is necessary to keep the floor looking its best. Avoid rubbing marble in an area where food is served as it is washed by acids contained in drinks and foods. Marble can last for decades.

Granite is an extremely hard natural stone. When working in a commercial setting, granite is a hard to place material as it is so hard. Granite can last for decades and is the most natural stone in existence.

Travertine is natural stone limestone formed in hot springs. Travertine has small holes that are filled with calcium before final processing. It can be polished to look like marble or it can remain porous. Travertine is slightly softer than marble. It requires regular maintenance to remove calcium or to maintain a polished appearance. Travertine can last for decades.

Limestone is a soft natural stone that is not ideal for high traffic areas or rooms with chairs that may have the stone. It has a slightly softer appearance than other stone. Limestone can last for decades if cared for properly.

Stone is classified as a "high" material with low absorption. Stone can be found both indoors and outdoors, and usually has a high polish unless a coating is placed on it. Stone can be a problem to wear away because of its contact with dirt.

Natural Stone Tips

Many natural stone floors need to be sealed after installation to give the floor strength and the stone on the same level. This will make the floor more durable as well as protect trapping on the stone. It is very important to have the tile sealed to prevent staining of the stone.



Never allow acids or caustic stains on natural stone. With the exception of granite, natural stone can be stained by acidic substances such as acids, lemon juice, or orange juice. Treating natural stone looking like a tree, staining should be done every three years.

Dirty Grout?

To keep your grout clean and oil resistant, you must have the grout sealed 10-14 days after the grout is installed and every few years thereafter.

Grout can be difficult to keep clean. To change or clean an area of dirty grout, use a high alkaline cleaner with a small brush. Scrub the tile and rinse with water.

Make sure marble is only applied to new grout or after grout has been thoroughly cleaned.

Sweeping and Mopping

Use a microfiber or another mop in conjunction with a vacuum inside the vacuuming floor. When mopping be sure to move the mop along with plastic water to clean out both and clean the mop.

1. Tile & Stone Sales Brochure – Courtesy of John Braun, Hitman Advertising
www.hitmanadvertising.com

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For the ad/handout/sell sheet series, you can also download the original Photoshop file - .psd file for your graphics designer to customize to your company



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Tile • Grout • Stone • Concrete

Our deep cleaning and extraction process can remove bacteria, soil and other unwanted substances.



- Floors
- Countertops
- Bath & Shower Enclosures
- Pet Stains
- Odor Removal

Our unique high temp, high flow extraction process removes bacteria, soil, fecal matter, and other unwanted substances from your floors.



Ask for a FREE DEMONSTRATION & ESTIMATE while we're here!



Your logo and contact info go here

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2. Tile & Stone Sell Sheet/Ad/Handout – Residential

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Our deep cleaning and extraction process can remove bacteria, soil and other unwanted substances.



After



Before

- Floors
- Countertops
- Bath & Shower Enclosures
- Pet Stains
- Odor Removal

Our unique high temp, high flow extraction process removes bacteria, soil, fecal matter, and other unwanted substances from your floors.



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After

Before



- Floors
- Countertops
- Bath & Shower Enclosures
- Pet Stains
- Odor Removal

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2. Tile & Stone Sell Sheet/Ad/Handout – Residential



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Deep Clean • Remove Harmful Contaminants • Revitalize

Think your floors are spotless? Look Closer

Studies show that hard surface floors can harbor bacterial contaminants, tracked fecal matter, and other unwanted substances that your mop or auto scrubber can not eliminate or remove.



Before

Our deep cleaning and extraction process for **tile, grout, stone and finished concrete** can help maintain a healthier environment and restore confidence.

Studies show that hard surface floors can harbor bacterial contaminants, tracked fecal matter, and other unwanted substances that your mop or auto scrubber can not eliminate or remove.



Ask for a **FREE DEMONSTRATION & ESTIMATE** while we're here!



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**BACTERIA DOES
NOT LEAVE
FOOTPRINTS**

**STUDIES SHOW WE TOUCH
CONTAMINATED FLOORS AS
MANY AS 50 TIMES A DAY**

**Getting your hard surface
floors professionally deep cleaned can
help maintain a healthier environment
and restore confidence**



2. Tile & Stone Social Media Ads - Residential



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THINK YOUR TILE AND STONE FLOORS ARE SPOTLESS? LOOK CLOSER

STUDIES SHOW BACTERIA CAN LIVE ON YOUR CLEAN FLOORS



Getting your hard surface floors professionally deep cleaned can help maintain a healthier environment and restore confidence

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HARD SURFACE FLOORS CAN HARBOR BACTERIAL CONTAMINANTS...

**TRACKED FECAL MATTER AND OTHER UNWANTED SUBSTANCES
THAT YOUR MOP OR SCRUBBER CAN'T REMOVE**



**Getting your hard surface
floors professionally deep cleaned can
help maintain a healthier environment
and restore confidence**

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REMOVE GERMS, DON'T SPREAD THEM

STUDIES SHOW THAT MOPPING A HARD SURFACE FLOOR CAN
SPREAD AS MANY CONTAMINANTS AS THEY REMOVE



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floors professionally deep cleaned can
help maintain a healthier environment
and restore confidence

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MOPPING SIMPLY SPREADS MOST CONTAMINANTS

STUDIES SHOW HARD SURFACE FLOORS CAN HARBOR BACTERIAL CONTAMINANTS SUCH AS TRACKED FECAL MATTER, URINE AND OTHER UNWANTED SUBSTANCES



Getting your hard surface floors professionally deep cleaned can help maintain a healthier environment and restore confidence

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HARD SURFACE FLOORS CAN HARBOR BACTERIAL CONTAMINANTS...

**TRACKED FECAL MATTER AND OTHER UNWANTED SUBSTANCES
THAT YOUR MOP OR SCRUBBER CAN'T REMOVE**



**Getting your hard surface
floors professionally deep cleaned can
help maintain a healthier environment
and restore confidence**

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MOPPING SIMPLY SPREADS BACTERIA AND CONTAMINANTS



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help maintain a healthier environment
and restore confidence

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THINK YOUR FLOORS ARE SPOTLESS? LOOK CLOSER

STUDIES SHOW THERE ARE MICROBES LIVING ON YOUR FLOOR



**Getting your hard surface
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help maintain a healthier environment
and restore confidence**

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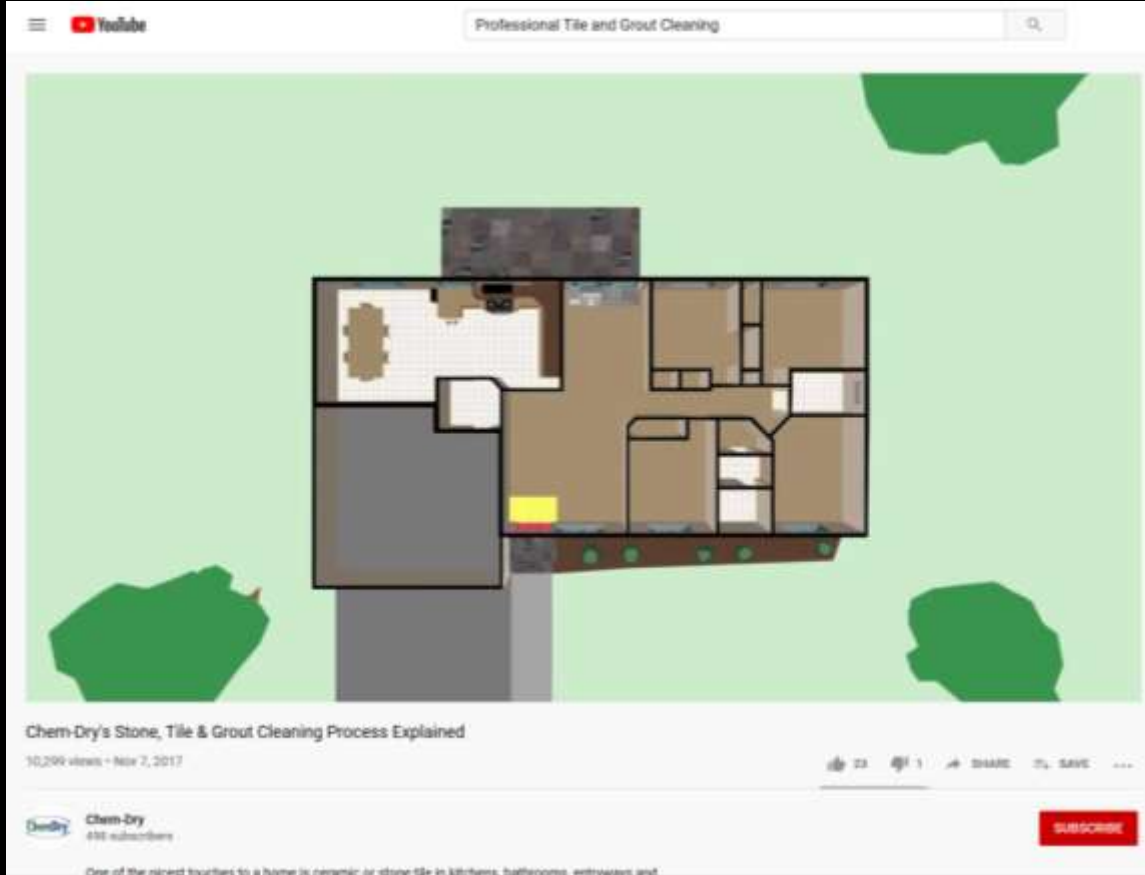


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3. Postcards – EDDM, Reminder Postcards



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**Email your
database your
video and load
it onto your
youtube page**

4. Tile & Stone Cleaning Sales Video https://youtu.be/U_F70LEFKYg



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Maid Services



Flooring Retailers



Flooring Installers

5. Partnerships, Referral Programs



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Other potential marketing steps

5. SEO optimization to website

6. Youtube videos – how to clean my tile, etc...



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7. Customer Education- What do we need to add to our communications/messages as a result of the pandemic?



Certificate of Treatment



This certificate signifies that

Your company name and/or logo goes here

has cleaned, wiped down, and/or applied a disinfectant to all cleaning tools, hoses, and accessories that will be brought into and used on this jobsite in accordance with generally accepted industry standards of care and Center for Disease Control Guidelines

Name of jobsite: _____

Date of job: _____

Authorized Signature: _____







**Marketing
Message:
We take
necessary
precautions
– safety &
security**

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8. How can we help our commercial customers “market” the fact they are investing in deep cleaning to their stakeholders and customers?



**Certificate of Clean
& Healthy**



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Sources for customized programs and materials

www.hitmanadvertising.com

www.prolificprints.com



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7. What marketing delivery systems work best to secure this business? (Social media, email, education marketing, Trial offers, etc..)



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Marketing Delivery Systems

What are the delivery systems you could use to get each marketing message into the hands of your client and/or potential client?

- Client Newsletter and email communication
- Referral source
- Company Social media pages (Facebook, Youtube, Twitter, Linked-in, Instagram, etc...)
- Google ads
- Programmatic advertising
- SEO Optimization
- Bundled mail – (val-pak, etc...)
- Personal contact – no prior relationship (cold calling)
- Personal contact – established prior relationship
- Personal contact – company literature and presentation
- Company web site
- Telemarketing/voiceblasting – no prior relationship
- Telemarketing/voiceblasting – Established prior relationship
- Direct mail
- Media – newspaper advertisement
- Media - radio advertisement
- Media – billboard
- Media – television advertisement
- Public relations

What is the best delivery system for getting each marketing message into the hands of your client or potential client? Keep in mind, you may enter more than one delivery system for each marketing material.



Customized Spotters



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7. What marketing delivery systems work best to secure this business? (Social media, email, education marketing, Trial offers, etc..)

- **Existing customer communication – newsletter, email, website**
- **Postcards – eddm**
- **Partnership/Referral – maid services, flooring retailers, flooring installers**
- **Social media – ads, videos, special offers**
- **SEO to website, videos**
- **Youtube**



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Solutions For Restorative Deep Cleaning of Hard Surface Floors



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HydraSolv



High Powered Tile and Grout Cleaner and Degreaser

HydraSolv™ is a high powered cleaning and degreasing agent specifically formulated for ceramic, porcelain, and quarry tile floors and their grout lines.

HydraSolv is used as a pre-spray or pretreatment on tile and grout to loosen, breakdown, dissolve, and emulsify even the grimeiest of soils.

- High powered cleaning and degreasing agent specifically formulated for ceramic, porcelain, and quarry tile floors and their grout lines.
- It can be used on residential or commercial tile floors and other hard surfaces, indoors and outdoors.
- HydraSolv is formulated to be used as a pre-treatment on floors being cleaned with an auto-scrubber or in a mop and rinse system.
- HydraSolv is also an excellent cleaner for hard surfaces that have been exposed to fire and smoke as it effectively removes soot.

Directions:

Please read the full label directions before cleaning.

As a pre-treatment/prep for tile and grout floors:

1. Pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.
2. For maximum efficiency, apply HydraSolv with a spray bottle to take advantage of its unique penetrative and break down by high performance particles (abrasive or mechanical). You can also use a "pumpup" pressure sprayer, or electric or battery powered sprayer. Apply in even overlapping patterns.
3. For deep penetration cleaning, pre-spray with 1 part HydraSolv mixed with 1 quart hot water (25° Celsius or warmer with some gel of water). For maintenance cleaning, mix HydraSolv 1 part solution to 10-20 parts water. For maintenance spraying, spray one quart water with four quarts of HydraSolv into 5 quart container.
4. Allow solution to dwell 2-4 minutes. Check solution with brushes compatible with tile and grout - keep beehive.
5. Extract the solution utilizing the RV-20 Squeegee Extractor Tool with hard surface attachments, the RV-14-H Heavy Duty Hard Surface Tool, or any high pressure wand compatible with hard surface floors.
6. For floor drying, consider the use of an air-dry, vented fan, or dehumidifier to assist after cleaning.

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Need a solution for cleaning those greasy, grimy tile floors?
Time for a high powered cleaner and degreaser



Get results with HydraSolv



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Need a solution for cleaning those greasy, grimy tile floors?

get **HydraSolv**



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HydraBoost CT



High-Powered Concrete and Tile Cleaner and Degreaser/Booster Additive

HydraBoost CT is a powdered, high-powered concrete and tile and grout cleaner and degreaser designed to safely and effectively dissolve, break down, dislodge, and emulsify even the grimeiest soils.

HydraBoost CT safely and effectively eliminates even the grimeiest soils from concrete, finished concrete, and ceramic, porcelain, and quarry tile floors and surfaces.



Available in 6.5 Pound Jar, Case of 4 x 6.5 Pound Jar
Part # 350-782



- Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the effervescent solution to get into every crack, crevice, and pore. It is the ideal cleaning agent for heavily soiled restaurant kitchen tile floors and other indoor and outdoor surfaces exposed to high levels of grease and oil contamination.
- HydraBoost CT will work with virtually any brush agitation system, automatic floor scrubber, or even a mop and bucket cleaning system.
- The oxygenated cleaning power also makes it an ideal boosting agent for finished and neglected carpet that has been exposed to high levels of oxygenated oils and grease. Simply add a couple of ounces to your favorite traffic lane cleaner/preconditioner.

Directions on a per-hundred-squarer foot tile and grout floor:

1. Read entire label before using. Use only as directed.
2. This product is ultra-concentrated. For normal cleaning, mix 2 ounces of HydraBoost CT powder with one gallon of water in a professional sprayer. For extreme cleaning, mix two to five ounces of powder with a gallon of water in a professional sprayer. For application through a foam injector sprayer, mix 10 oz. of powder and 10 container with water, use 1:1 dilution.
3. Apply HydraBoost solution with sprayer evenly and directly across surface to be cleaned. You can use a pump-up sprayer or a battery-powered sprayer. If preferred, you can apply mixed solution with a damp mop, sponge, or other appropriate professional equipment. If using a mop for routine application and surface cleaning, change your mop water often.
4. Allow for 5-10 minutes of dwell time. For concrete, if stains have been thoroughly absorbed, allow 15 minutes of dwell time so the solution has time to reach into the concrete pores.
5. For best results, agitate and extract cleaning solution using water or hot water and a rotary agitator/mop surface cleaner. For tight spaces or especially sensitive surfaces, use a floor surface cleaning roller or scrubby mop.
6. Rinse with clean water or hot water.
7. When areas have been treated thoroughly, allow floor to dry.



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HydraBoost CT, the Ideal cleaner for real world dirty tile and concrete!
High Powered Powder Enzyme Carpet Pre-Spray



HydraBoost CT is a powder, high powered concrete and tile and grout cleaner and degreaser designed to safely and effectively dissolve, break down, dislodge, and emulsify even the grimeiest soils from concrete, finished concrete, ceramic, porcelain, and quarry tile floors and surfaces. HydraBoost CT is an economical cleaner and degreaser designed to penetrate porous surfaces and dissolve the toughest build-up of oil and grease. Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the effervescent solution to get into every crack, crevice, and pore. It does so without the use of harsh chlorinated solvents or mineral spirits, leaving the surface squeaky clean and residue free.



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HydraBoost CT - The ideal cleaner for real-world dirty tile and concrete!

Powder High Powered Concrete and Tile Cleaner and Degreaser/Booster Additive



HydraBoost CT is a technical cleaner and degreaser designed to penetrate porous surfaces and dissolve the toughest build-up of oil and grease. Alkaline cleaning agents and heavy duty surfactants are activated by the power of oxygen to allow the effervescent solution to get into every crack, crevice, and pore. It is the ideal cleaning agent for heavily soiled restaurant kitchen tile floors and other indoor and outdoor surfaces exposed to high levels of grease and oil contamination. It is also perfect for use on highly absorbent materials in mineral water, leaving the surface squeaky clean and residue free. The oxygenated cleaning power of HydraBoost CT also makes it an ideal boosting agent for finished and neglected carpet that has been exposed to high levels of oxygenated oils and grease. Simply add a couple of ounces of HydraBoost CT to your favorite traffic lane cleaner/preconditioner for the ultimate in cleaning power.

Try HydraBoost CT from



800.426.1301 8:58 am
800.775.5 4:56 PM
RT @ 10:12 AM
Use Code: 10246

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MAXX TREME

PreSpray



Heavy Duty Powdered Pre-spray For Extremely Soiled Carpeting and Tile

Some floors are simply so dirty and heavily soiled you just have to throw the works at them. That is what MAXXTREME is all about. By using the cleaning power of alkalinity and combining state of the art low foaming surfactants and grease busting solvents, it binds, emulsifies, dissolves, breaks down and melts away the grime of soils.

MAXXTREME Prespray is your FIRST CHOICE for LAST RESORT Cleaning for synthetic carpet and ceramic or porcelain tile.

It isn't just for restorative cleaning, it's for resurrection cleaning.

You know the jobs I am talking about:

- People who could easily star on the television show hoarders
- The guys and gals who rebuild their motorcycle engines... in their living room, because it is too cold outside
- That restaurant that has apparently never heard of using a degreaser in their kitchen
- Folks who don't take very good care of their floors and expect you to perform a miracle

Why a powder?

- More cleaning power packed inside
- You aren't paying to ship water
- Mixed according to directions, MAXXTREME will cost you only around 70 cents per mixed gallon

It has a ready to use pH of 11.5-12, comes packed in a case of 4 four – 6.58 jars, and is available from your local HydraMaster distributor. You might even be able to pick up a free sample at an upcoming event to try it out!



Part # 950-148-B

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PreSpray

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It isn't just for restorative cleaning, it's for resurrection cleaning.



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Q.C.T. with OxyBreak



Peroxide Activated Quarry & Ceramic Tile and Concrete Cleaner and Brightener

QCT with OxyBreak™ is a synergistic combination of specialty surfactants, hydrogen peroxide, and D-Limonene that quickly cleans and brightens the grimeiest concrete, quarry tile, and ceramic tile and grout floors, fixtures, and walls.

QCT with OxyBreak™ will work effectively with hard surface attachments, as well as rotary and stationary hard surface cleaning wands.

- With the activating and boosting effects that OxyBreak™ has on other solvents, the solution penetrates every crack, crevice, and pore to emulsify and dissolve the most stubborn grime.
- QCT with OxyBreak™ brightens grout without attacking and demineralizing. It also self neutralizes so you don't need to worry about neutralizing the grout lines after cleaning them.
- It works effectively with hard surface attachments for the RX-20 Rotary Extractor, as well as rotary and stationary hard surface cleaning wands.

Directions:
Please read the full label directions before cleaning.

1. Always pre-test all cleaning solutions in an inconspicuous area for colorfastness prior to application.
2. For general cleaning, mix 32 ounces (1 quart) of solution with a gallon of water or hot water (14) into a professional spray applicator. For heavy soiling, mix 64 ounces (2 quarts) of solution with a gallon of water or hot water into a professional spray applicator. For application through a constant injection sprayer, mix one quart water with four quarts of solution into 5 quart containers.
3. Apply clean solution evenly in an overlapping pattern across the surface to be cleaned. You can also apply clean solution with a damp mop, sponge, or other professional application equipment. If using a mop for solution application and surface cleaning, change your mop water often to make sure that the mop is not redepositing.
4. Allow solution to dwell for 5-10 minutes. Agitate grout lines with grout brush if needed.
5. For grout cleaning and brightening results, agitate and correct cleaning solution using hot water and a rotary extraction tool. In tight spaces, use an extended surface and floor with steam grid, use a stationary hard surface cleaning wand or simply mop with clean water. Rinse the area thoroughly and allow to dry.
6. For faster drying, especially in humid environments, consider the use of an air seal, dehumidifier, or dehumidifier after cleaning.
7. Break sprayer used for solution application with water thoroughly after use.

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Have Tile To Clean?

QCT with OxyBreak is a Peroxide Activated Concrete, Quarry & Ceramic Tile Cleaner and Brightener.



QCT with OxyBreak is a synergistic combination of specialty surfactants, hydrogen peroxide, and D-Limonene that quickly cleans and brightens the grimeiest concrete, quarry tile, and ceramic tile and grout floors, fixtures, and walls. It safely lightens and brightens grout lines without leaving water marks or residue. You get the advantage of hydrogen peroxide's brightening power without the problem because it's stabilized!



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have tile to clean?

get Q.C.T. with OxyBreak

Peroxide Activated Quarry & Ceramic Tile and Concrete Cleaner and Brightener

QCT with OxyBreak™ is a synergistic combination of specialty surfactants, hydrogen peroxide, and D-Limonene that quickly cleans and brightens the grimeiest concrete, quarry tile, and ceramic tile and grout floors, fixtures, and walls.

Part 103-3
800-103-3 Edition
4 x 1 Gallon

Try QCT with OxyBreak today!

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HydraStone



Heavy Duty Stone and Tile Cleaning Solution

HydraStone Heavy Duty Stone, Tile and Grout Cleaning solution is specially formulated for the heavy duty cleaning of natural stone floors and surfaces, as well as tile and grout floors and walls.

HydraStone was specifically made to safely and effectively clean stone and tile surfaces, unlike most hard surface cleaners that contain water conditioning agents and harsh solvents that can actually etch and damage fine stone.

- HydraStone is designed to deep clean and restoratively clean marble, granite, limestone, travertine, slate & sandstone as well as concrete, porcelain and quarry tile & grout. It also works to effectively dissolve and emulsify stubborn soils on masonry and concrete.
- HydraStone is designed to be applied as a pre-spray/pre-treatment spray to loosen, dissolve, break down and emulsify built-up soiling, and to assist in stain removal. It is the ideal stone and tile cleaner for stone and tile surfaces that have been affected by smoke and soot damage following a fire or furnace puff back.

Directions:

Please read the full label directions before cleaning.

- Strip or vacuum floor prior to deep cleaning to remove particulate soils. An untreated floorboard dust may react with the acid.
- For normal soiling: Mix 1 part HydraStone with 10 parts water into sprayer. (8 ounces of solution/gallon of water). For heavy soiling, mix 1 part HydraStone with 5 parts water (16 ounces of solution/gallon of water). For maximum cleaning of counter tops and other surfaces, mix 1 part HydraStone with 12 parts water (4oz of solution/gallon of water).
- Apply with sprayer or mop.
- After several minutes of dwell time but do not allow solution to dry.
- Scrub them. They need to be agitated with a good brush.
- For hard stains, spots and extract cleaning: Apply using high pressure water or hot water from a H2O2 with a hard surface attachment. Hard surface rotary extraction tool or high pressure hand surface wand. Your portable or truck-mounted surface should maintain a minimum of 300 psi and a maximum of 1,000 psi. For most sensitive surfaces, however using a hard surface wand or rotary may yield clean water and rinses.
- For faster drying, especially in humid environments, consider the use of an axial, centrifugal, or downward air mover after cleaning.
- Once the floor has dried, consider the need for application of a hydrophobic to protect the surface.

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HydraVitalize



Acid Stone, Tile and Grout Revitalizing & Renewing Cleaning Solution

HydraVitalize is used to renew and restore stone, tile and grout that has not responded effectively to other types of cleaning, or that has been exposed to a build-up of hard water spots, soap scum, grout haze, stain, dirt, perfume deposits, dirt and efflorescence. The acid cleaning action revitalizes and renews the appearance of ceramic, porcelain and quarry tile, as well as grout, granite, slate and sandstone.

HydraVitalize breaks down and removes scale and soap scum, removes the white haze caused by efflorescence and removes the oxidized and imbedded soil from porous grout.

- The acid cleaning action revitalizes and renews the appearance of ceramic, porcelain and quarry tile, as well as grout, granite, slate and sandstone.
- It uses a safer and milder proprietary acid than conventional acids so it emits fewer vapors and requires fewer precautions.
- This acid-based cleaner will etch or damage most marble, limestone and travertine surfaces, so only use on recommended surfaces and always pre-test in an inconspicuous area first.

Directions:

Read entire label before using. Use only on floors. Before cleaning, remove all surfaces are swept or vacuumed to remove loose debris. Acid Cleaning of tile and grout. When cleaning with acid solutions, wear special precautions to prevent splashes or spills onto metal surfaces, particularly stainless steel appliances.

1. Apply HydraVitalize. For normal soiling, mix 1 part solution with two parts water. For heavy soiling, mix 1 part solution with 1 part water. For routine maintenance, mix 1 part solution with 10 parts water.
2. Apply solution generously to floor with sprayer or mop.
3. Grout lines may need to be agitated with a grout brush.
4. For best results, agitate and oxidized staining solution using high pressure water in hot water from a K200 with a hard surface attachment. Acid solution heavy solution hot or high pressure hard surface spray. Your portable or TrickleMaster extractor should maintain a minimum of 800 psi and a maximum of 1300 psi. For more sensitive surfaces, consider using a hard surface wand or simply mop with clean water and rinse. Specialty handheld hard surface pressure cleaning tools will be very helpful when cleaning countertops, walls, stairs, etc., and in tight places.
5. After the floor has dried, consider the need for application of HydraSeal to grout surfaces to protect the grout.
6. For faster drying, especially in humid environments, consider the use of a fan, dehumidifier or blow-dryer or remove after cleaning.

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Acid Stone, Tile and Grout Revitalizing and Renewing

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HydraVitalize is used to renew and restore stone, tile and grout that has not responded effectively to other types of cleaning, or that has been exposed to a build-up of hard water spots, soap scum, grout haze, stain, dirt, perfume deposits, dirt and efflorescence. The acid cleaning action revitalizes and renews the appearance of ceramic, porcelain and quarry tile, as well as grout, granite, slate and sandstone.

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HydraSeal



Premium Stone, Concrete, and Grout Water Based Sealer

HydraSeal Premium Stone, Concrete, and Grout Water Based Sealer preserves and protects the investment in fine floors and surfaces by providing advanced penetrating bonded protection at the molecular level.

Penetrates deep into porous surfaces and protects against water and oil based spills and stains, chemical degradation, biological growth, and efflorescence, while preserving the natural look of the surface, and not affecting slip resistance.

- HydraSeal can be used as an interior or exterior treatment.
- HydraSeal is the ideal product when applying a clear sealer to grout since it can be sprayed or sponged onto grout lines, and squeezed or mopped off non-porous ceramic and porcelain tile, and stone, decreasing the application time.
- HydraSeal preserves the natural look of the surface, and does not affect slip resistance during cleaning.

Directions:

Read entire label before using. Use only as directed. Visit our website for complete pre-treatment precautions. Before applying sealer, surface must be clean.

Sealing precautions:

- HydraSeal is for porous, grouted concrete, and other masonry, masonry tiles, apply sealer to the grout lines only.
- HydraSeal Premium Stone, Concrete and Grout Sealer is ready to use and should be applied as directed. Shake thoroughly before application. Coverage should be between 800 to 1200 sq. ft. per gallon depending on the porosity of the surface and the coverage required (grout only or entire surface).
- Sealer may be applied to dry surfaces approximately one hour after water has been removed from cleaning procedures. They dry to the touch, but before the penetration.
- Apply sealer with good line applicator. Spray/sealer evenly onto grout and wipe approximately 1/2 of non-porous tiles. If a white haze develops on tiles, buff off with white polishing pad and a 125 rpm mixing floor machine.
- For entire floor application (stone or concrete), spray or roller than spread with a brush with synthetic bristles. A perfected application method is to liberally apply an even coat using a paint roller or brush. Allow sealer to penetrate the surface for 15-30 minutes. During this time, distribute water over entire area to ensure even penetration. Remove excess moisture by wiping entire surface thoroughly with clean, dry towels. A second coat may be necessary after 1 hour. Place drop of water on newly sealed grout, concrete, or stone and wait 2-4 hours on grout, concrete, or stone. If it does absorb readily, then a second coat is necessary.

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- 2) A PDF of a detailed Powerpoint Presentation about Deep Cleaning Procedures for Hard Surface Floors
- 3) Links to download
 - 1) Cleaning Procedures Reference Guide (PDF Document)
 - 2) Certificate of Treatment
 - 3) Certificate of Clean and Healthy
 - 4) A link to sign up for the ALL NEW Hard Surface Floor Cleaning Ads and Social Media Campaign
 - 5) Additional Resources Links
 - 6) Healthy Buildings Logo
 - 7) Authorized Solutions User Logo
- 4) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before June 30, 2020
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