

Emerging Opportunities 2

**Getting more deep
cleaning jobs in
commercial buildings as
we emerge from the
pandemic**



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Your webinar presenters

John Braun

John started a carpet cleaning company while in college. He was completing his degree in Advertising and wanted to find out what REALLY worked. After getting involved in the industry, fellow cleaners began asking him to create marketing materials, websites, and speak at national cleaning events. Finally, he started Hitman Advertising to help cleaning and restoration companies create more profitable marketing. John has written articles for R&R magazine, Cleanfax, CleanInformer, and has two best-selling books on Amazon. Find out more at www.Hitmanadvertising.com



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. He has a passion for hands-on presentation that provides an entertaining and thought provoking style that fully engages the audience into the learning process.



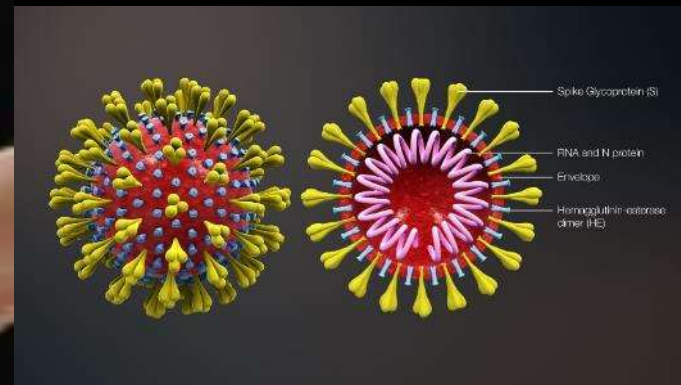
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All registrants will receive via email with the address you signed up with:

- 1) A PDF of the Powerpoint Presentation
- 2) Links to download
 - 1) Planned Commercial Maintenance Program – PDF and Customizable Word Document
 - 2) Certificate of Treatment
 - 3) Certificate of Clean and Healthy
 - 4) Commercial Carpet Cleaning Procedures Guide
 - 5) A link to sign up for the FREE Deep Cleaning/Fresh Start Marketing Campaign
 - 6) Additional Resources Links
- 3) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before May 30, 2020
 - b) A link to the video of the presentation



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Cleaning for Health – The definition of clean

"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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Cleaning for Health – Measuring Clean



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



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=EAIaIQobChMI2faA7ajw6AIVBf5kCh3ryAE5EAQYAiABEgIGI_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 – Measuring Clean



John Downey
Patricia Linger JM, RBP
Richard Schauhnessy, PhD
Eugene Cole, Dr.PH
John Richter, MSME
Greg Whiteley, PhD
Gavin Macgregor-Skinner

www.ciriscience.org



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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 – Clean before you disinfect

“Regardless of what chemicals may be able to destroy the Novel Coronavirus, most efficacy tests are done in clinical environments and not tested “in field” meaning that the real-world application and efficacy may not achieve the same results.

As such, it is critical to remember that most antimicrobial products are not going to achieve the desired results when applied to soiled surfaces, soft furnishings, etc. Even surfaces that appear visibly clean must be cleaned thoroughly prior to application of chemicals. The fact is that

proper cleaning of surfaces is much like washing of hands and offers more protection than application of hand sanitizer as it removes the contamination rather than trying to “kill” or destroy it.

The international restoration industry should lead by example and not engage in ineffective practices of applying chemicals (spraying or fogging) without proper cleaning first.”



**- Rachel Adams-Beja
IICRC Instructor**

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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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Effects on Cleaning Procedures

- Changes in Frequency Recommendations?

Professional Cleaning

Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction (also called "steam cleaning"), utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute's Seal of Approval Program. These products are listed at www.carpet-rug.org. **Warning:** Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.



Recommended Cleaning Intervals for Carpet

Environment	Normal	Special Condition	Cleaning Frequency
Day care	1 wk	Epidemic	daily
Nursing homes	1 mo	High humidity	1 wk
Restaurants	1 mo	Dusty homes	1 wk
Schools	3-6 mo	Dusty outside	1-2 mo
Family residence	6-12 mo	Children & pets	3-6 mo
Office building	6-12 mo	Ground level	3-6 mo

Table 2



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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



A few thoughts on hard surface cleaning

- How are most residential hard surface floors cleaned?
- How are most commercial hard surface floors cleaned?

Tile, Stone, Concrete, VLT, VLP, Resilient Tile, Terazzo

Biological contamination – cleaning for health



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Commercial Markets

(As Defined by Carpet Manufacturers)

- Office Buildings
- Retail
- Food Service
- Health Care
- Apartments, Rentals
- Education
- Transportation
- Hospitality



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Commercial Carpet Cleaning versus Residential Carpet Cleaning

- Amount of traffic
- Amount and type of soiling
- Type of carpet
- Maintenance schedule



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Most Commercial Carpet Cleaning is Appearance Demand Carpet Cleaning

- Unacceptable appearance in a commercial facility will eventually force cleaning
- Carpet is designed to hide soiling. By the time it looks dirty, it is filthy.
- Most carpet is cleaned because the appearance has already reached an unacceptable level



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Benefits of Deep Cleaning

- 1) Extraction and removal of unwanted matter
- 2) The sanitizing effect (decontamination) of hot cleaning solution
- 3) Restoring confidence in the safety and healthfulness of their facility
- 4) Reassurance to employees, customers, vendors, and all stake holders
- 5) Extending the life of the carpet investment



Clean for health, not just for appearance



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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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Commercial Marketing



Buy a list or compile a list online

Find out who is in charge of hiring a cleaning company

Go visit the person, bring treats and literature

Follow up with a sales letter sequence and offer

Repeat the process

Send the person a 3 sequence letter

Call or visit the person, bring treats and literature

Repeat the process



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How do you identify and get in contact with the person who is responsible for hiring a carpet cleaner in a commercial building?



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What is the best technique you have used to “get past the gatekeeper/receptionist?”



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How do you get them to meet with you so you can sell the concept of deep cleaning for health?



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How do you “fill in the gap” for facilities with on-site maintenance staffs?



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**How do you sell deep cleaning
to a place that is using low
moisture methods only?**



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You and I and others, have been pushing the concept of deep cleaning for a healthier environment for a long time. Why do you think it has not been as effective as we would have hoped?



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**Because of the COVID-19 pandemic,
what message are you adding to the
commercial carpet marketing
materials you are supplying to
members of your coaching club?**



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What benefits have social media provided to traditional marketing strategies for commercial buildings? Can you share some specific examples? What about SEO Optimization and Google?



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Commercial buildings often think their hard surface floor is clean from their autoscrubber. What has worked for your clients to show them that a deeper cleaning is possible?



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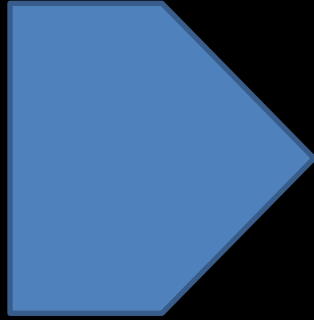
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Our friend Howard Partridge talks about FTI. How do you overcome fear as an obstacle to implementation?



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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



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



**Pandemic
Response**

= Safety and Security

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**Characteristics of High-Performance Carpet Cleaning;
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**Marketing
Message:
Cleaning
For
Health**

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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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Marketing Message: Cleaning For Health

**THEY'LL BE BACK SOON.
MAKE SURE YOUR BUILDING IS READY**

**Getting your carpet, rugs, upholstery,
and hard surface floors professionally
deep cleaned can help maintain a healthy
environment and restore confidence**

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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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Staying Healthy NewsLetter



Steps to Prevent Illness, the best way to prevent illness is to avoid being exposed to COVID-19 from **Centers from Disease Control and Prevention**.

LEARN MORE

WOULD YOU LIKE TO KNOW MORE?

The coronavirus is, you guessed it, a virus!
More Specifically How Hebert's Can Help You?

Hebert's 5 Step cleaning procedure to help prevent the spread of the virus
Our Two Pass System for Routine Cleaning and Disinfectant application : Spray and wipe

Step 1. Gather equipment, tools and chemical

Step 2. Review treatment map: Drawing or blueprint of office, floor, or facility. Label cleaning routes.

<https://www.facebook.com/watch/?v=277756356718196>

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START FRESH

Get your carpets, rugs, upholstery, and hard surface floors deep cleaned to help maintain a healthier environment and restore confidence

As reported with
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Truck-mounted Cleaning Equipment



START FRESH

Get your carpets, rugs, upholstery, and hard surface floors deep cleaned to help maintain a healthier environment and restore confidence

As reported with
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The new “Start Fresh” Campaign

Download for free at www.hydramaster.com/deepcleaning

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START FRESH

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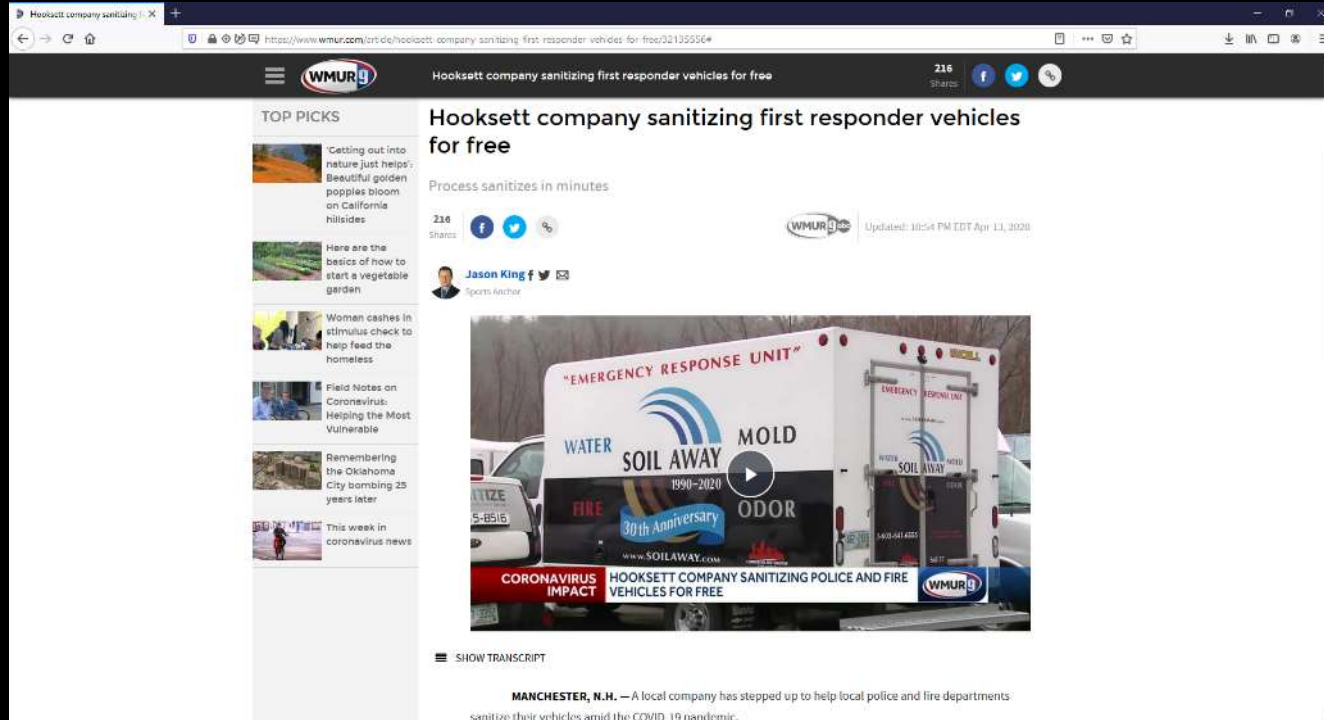
Getting your carpets, rugs, upholstery, and hard surface floors deep cleaned can help maintain a healthier environment and restore confidence

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**Pandemic
Response
=**

**Credibility,
Safety and
Security**

<https://www.wmur.com/article/hooksett-company-sanitizing-first-responder-vehicles-for-free/32135556>

<https://www.youtube.com/watch?v=YgKCazSI2ZQ>



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Customized Spotters

-

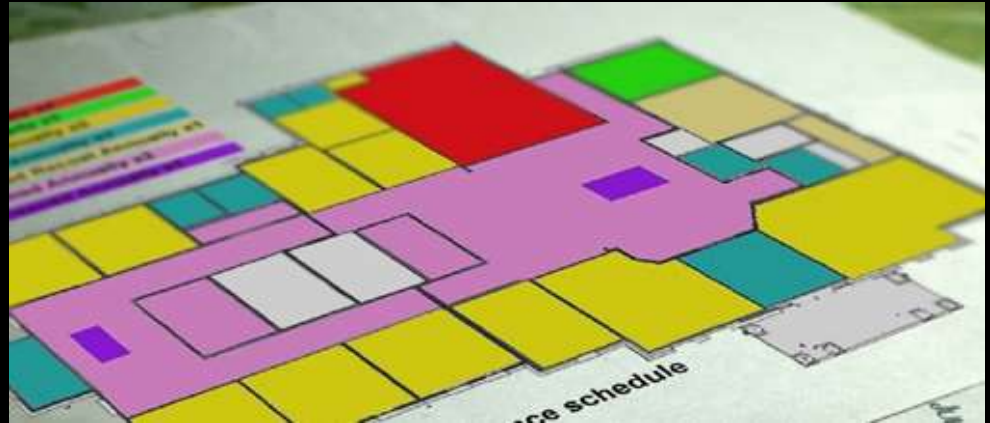


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Once you have gained a new client with the concept of deep cleaning for a healthier environment, then you want to try and get their facility on a planned maintenance program?

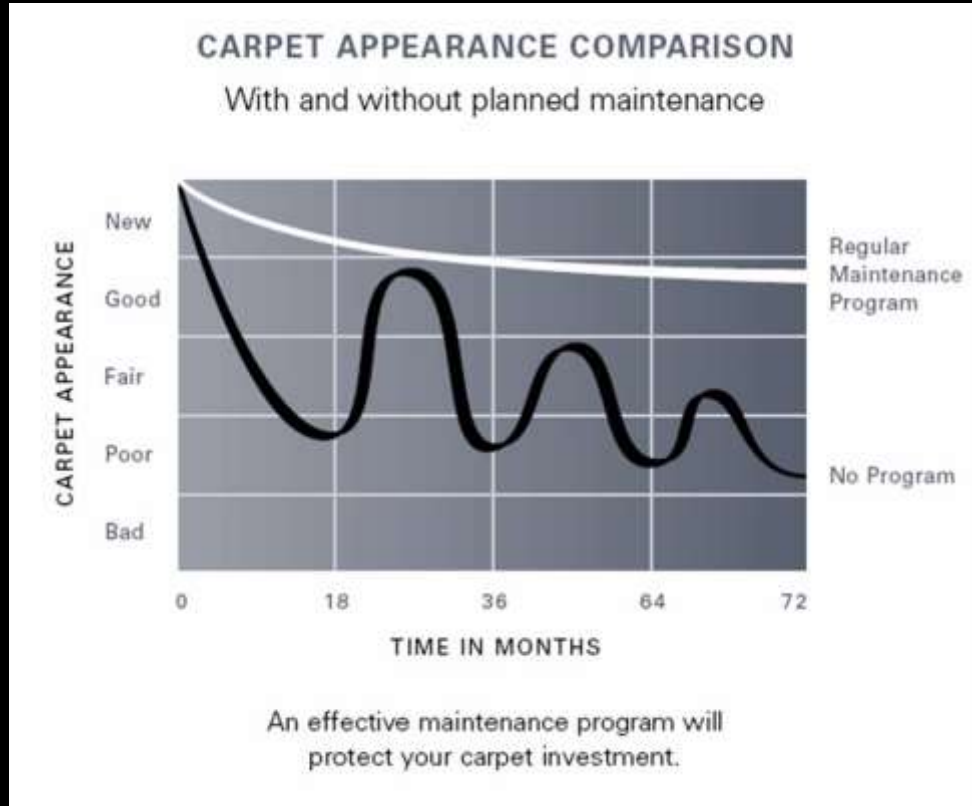
After the webinar, you will be emailed a link to

- 1) PDF Presentation of Developing a Planned Maintenance Program with Detailed "How-to" instructions
- 2) Customizable Word Document You Can Use



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The Value of Planned Carpet Maintenance – Appearance Demand Cleaning vs. Planned Maintenance



Bidding, Pricing, and Estimation Software:
<https://methodcleanbiz.com/calculator/>



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The Benefits of Planned Carpet Maintenance

1. Asset Management
2. Appearance Management
3. Professional Image
4. A Healthier Indoor Environment
5. Reduce or Control “Ownership Costs”



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Developing A Planned Maintenance Program

Components of a Planned Maintenance Program:

1. Soil Control/Prevention
2. Daily/Periodic Maintenance
3. Appearance Management/Interim Cleaning
4. Restorative "Deep" Cleaning



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Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

To set up a Planned Commercial Maintenance Program several aspects need to be taken into consideration.

- 1. The type of building involved, single or multistory, size of building. This will determine to a large extent the type of carpet cleaning equipment that will be used.**



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Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

2. The type of commercial activity involved needs to be considered. This will determine the length of time between cleanings, how much time is allowed to complete the cleaning, whether or not the building or area can be shut down during the cleaning process. The type, and amount of traffic has a bearing on the cleaning schedule.



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Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

3. The exterior of the building is an important area for planned maintenance. A lot of soils are tracked in or carried in with air currents. Proper cleaning of parking lots and entrance aprons to buildings, entrance mats both exterior and interior should be planned.



Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

4. A floor plan of each level of the building needs to be considered and areas assigned a category for proper cleaning schedules to be determined.

Note on a facility map the primary areas of concern:

- ✓ Track-off areas
- ✓ Funnel areas
- ✓ Main traffic areas
- ✓ Spot prone areas



Potential Sources for Floor Plan: Evacuation Plan, Blueprints



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Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

5. The type of floor covering needs to be determined. Where they are located in relation to each other and in the building has to be taken into consideration. A tile floor preceding carpet will require the carpet to be vacuumed and cleaned more frequently, due to soils being tracked off of the tile floors. A square footage of each area needs to be known.



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Developing A Planned Maintenance Program

Analyzing Building Use and Floor Plan

- The type of floor covering needs to be determined.
 - Hard surface:
 - Concrete
 - Vinyl
 - VCT/VLP
 - Wood
 - Tile
 - Stone
 - Carpet:
 - Type of carpet, type of construction, type of fibers, style, dye methods, manufacturers cleaning recommendations, type of installation.



Recommended Cleaning Frequencies

Soil and Traffic Level	Vacuum	Spot Removal	Appearance Maintenance Cleaning	Restorative Cleaning
Light Private offices, cubicles	2+ times per week	As needed	2-4 times per year	1 times per year
Medium Interior hallways, shared offices, conference rooms	3+ times per week	As needed	4 times per year	2 times per year
Heavy General entrances, lobbies, main hallways	1+ times per day	As needed	4-6 times per year	2-4 times per year
Severe Severe climate general entrances, food service	1+ times per day	As needed	N.A.	12+ times per year



Not 100% sure on specific cleaning procedures?

A background image of a commercial hallway with carpeting. A person is visible in the distance, and a bottle of HydraMaster cleaning solution is in the foreground on the right.

Commercial Carpet Cleaning
Routine Maintenance – All Fiber and Soiling Condition Types

1 Thorough Periodic Vacuuming - Thoroughly vacuum all areas of the building based on frequency recommended by the traffic and profile of the area. Use a commercial two motor upright vacuum with long, slow, overlapping patterns. It is also recommended that all carpets be thoroughly vacuumed prior to any appearance retention cleaning or restorative deep extraction cleaning. Vacuuming is the most efficient way to remove dry, particulate soiling from carpeting.

2 Quick Follow-Up on Spots and Spills - Develop a spill response program for urgent follow up to any reported spots or spills on the carpeting. Also check for any new spots or spills during vacuuming procedures. Use appropriate solutions and procedures matched to the spilled material. Most spots and spills can be removed with **Spotmaster Pro XP** if dealt with in an efficient time frame. Equip your facility and responders with a complete selection of **HydraMaster Spot and Stain** removal solutions.

HydraMaster
We've Got Your Back

www.hydramaster.com | 800.426.1301 | 425.775.7272
sales@hydramaster.com

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Download at <https://hydramaster.com/wp-content/uploads/2019/11/Commercial-cleaning-guide-R4.pdf>



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

- 1) A PDF of the Powerpoint Presentation
- 2) Links to download
 - 1) Planned Commercial Maintenance Program – PDF and Customizable Word Document
 - 2) Certificate of Treatment
 - 3) Certificate of Clean and Healthy
 - 4) Commercial Carpet Cleaning Procedures Guide
 - 5) A link to sign up for the FREE Deep Cleaning/Fresh Start Marketing Campaign
 - 6) Additional Resources Links
- 3) Later you will receive
 - a) Special **EXCLUSIVE** offers and discount codes you can use on specific HydraMaster products at participating HydraMaster Distributors before May 30, 2020
 - b) A link to the video of the presentation



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John Braun Contact Information and Website, Special Offer



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Resources

<https://www.osha.gov/SLTC/covid-19/standards.html>

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

The US EPA has a list of disinfectants they believe are effective:

<https://www.epa.gov/pesticide-registration/list-n-disinfectants-use-against-sars-cov-2>

https://www.epa.gov/sites/production/files/2020-03/documents/sars-cov-2-list_03-03-2020.pdf

<https://www.epa.gov/coronavirus/can-i-use-fumigation-or-wide-area-spraying-help-control-covid-19>

Other industry resources

https://www.randrmagonline.com/articles/88830-coronavirus-response-what-restorers-need-to-know-on-disinfection-liability-more?id=88830-coronavirus-response-what-restorers-need-to-know-on-disinfection-liability-more&oly_enc_id=4113J1525289J2I

https://www.randrmagonline.com/articles/88829-watch-now-ria-briefing-on-coronavirus-outbreak?id=88829-watch-now-ria-briefing-on-coronavirus-outbreak&oly_enc_id=4113J1525289J2I

<https://cleanfax.com/news/issa-produces-special-coronavirus-webinar-as-who-declares-pandemic/>

<https://www.iicrc.org/page/FeaturedNews>



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Resources - Continued

https://cdn.ymaws.com/www.restorationindustry.org/resource/resmgr/COVID_19_IICRC_RIA_Essential.pdf

https://cdn.ymaws.com/www.restorationindustry.org/resource/resmgr/Essential_Business_Joint_Sta.pdf

<https://www.issa.com/wp-content/uploads/Essential-Services-Nationally-and-by-State-Summary.pdf?fbclid=IwAR1dZN0CoIJLm-8Uq6JtpRdLvfwDDwmxVzI4AXOpztQUCesABZknq8cqNLY>

<https://www.randrmagonline.com/articles/88871-ask-the-expert-liability-insurance-recommendations-for-coronavirus-cleaning>



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HydraMaster wants to extend our gratitude to all cleaning and restoration professionals during these uncertain times.

Thank You

for standing on the front line in making progress toward a cleaner and healthier future



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