

Window Cleaning

magazine

April 2012

This issue...

Sky Pro

Window cleaning system

Gardiner / Grippa Tank

Exclusive interview

Wfp Nominations

WCM awards

Reach-iT MiNi

We talk to Perry from China

Window Cleaning Italian Style

Interview with Mark Henderson

And much, much more...





ARE YOU IN THE WINDOW CLEANING INDUSTRY?

Do you want to learn how to increase and/or expand your business? Have you ever been asked if you're certified?

Just a Few Member Benefits:

- Hands-on **Safety Training Seminars** four times a year. Our seminars cover basics and planning on the following: Rope Descending Systems/Suspended Scaffolds, Ladder Safety, Residential Worksite Safety Sessions, Worksite Assessments, Fall Protection, Proper Equipment Maintenance, Safe Chemical Use and Fabricating Debris Awareness.
- **IWCA Certification Program:** Receive a five-year certification in Route Residential, Commercial Ground, Suspended Scaffold or earn your High-Rise Specialist certification to become certified in all areas. This is a huge benefit because not only does it keep you completely up-to-date in education, it serves as a great marketing tool, too.
- **Discounts** from multiple Associate (distributor) members for first-time members
- **Members-Only Access** to www.iwca.org, a vital resource of information!
 - ◊ **IWCA Member Toolbox—Best Practices:** These tools enable you to leverage the experience of others in the window cleaning industry.
 - ◊ Your company will be listed under the site's **Find A Window Cleaner** section.
- A monthly e-newsletter, **The View**, providing members with valuable ideas, up-to-date information about the IWCA, new member listings and more!
- **IWCA MVP Program:** As a member of the IWCA you will receive valuable discounts and special offers on the products and services that companies from all facets of the window-cleaning industry use every day.
- A digital subscription to **The Professional Window Cleaner** magazine.
- **IWCA Member Discussion List:** The purpose of our Discussion List is to compare notes and exchange information, so that we can be more effective in our jobs of elevating the standards of practice within the window-cleaning industry. This is the prime place where you have the ability to network with your industry peers regarding all aspects of window-cleaning.
- **IWCA's Annual Convention & Trade Show:** Educational Sessions, Trade Show, Networking and Safety Training—our next convention is **February 13 – 16, 2013 in St. Pete Beach, Fla.**

Still unsure what the IWCA is all about? Visit us at www.iwca.org!

Window Cleaning Magazine



Editorial

I did mention in the first issue of WCM that its readers would mould the magazine. After some initial feed back, we have added one or two new features such as Soapbox.

Soapbox is where you guys can write in a few words about anything you like.

We have also introduced WC Trucks so that proud owners can show off their truck designs. Check out Art's truck on page 20. I want a truck like that!

In this months issue we have tried to introduce more industry news and articles on subjects that affect your business. For your information only.

We have begun to improve the WCM website as well, based on your feedback. We recognised that despite instructions on how to read the magazine online or download it, some people were still unsuccessful in achieving that. And so, we have created a members area where you can log in and out for a better website experience and you can see the current magazine and any back catalogue all in one place.

Be sure to still sign up to the automated email list within the member's area so that we can automatically inform you as to when the next issue is available. In addition, we may have important announcements or special 'mini in between magazines' that we may need to tell you about via email.

In the members area we plan to fill it with heaps more articles and videos, so keep popping in to see what we have for you.

As recent as last week, we found a need for our readers to benefit from a WCM Shop. We plan to build this online over the coming months and the aim is to stock it with discounted products with low prices and special deals or exclusive purchases to WCM readers.

I am not interested in gimmicks or value points to get you to buy. I am interested in the best prices for quality products that work. Let us know if there is anything you would like us to stock and we will do our best to get the best deals for you. For that you can email me directly: lee@windowcleaningmagazine.co.uk

We have had to try and shoe horn so much content in to this issue that we have decided to run the interview with Mark Unger of Unger Global in the next issue instead.

Make sure you take a look at page 22 where we explain how the WCM Award for the Best Residential Water Fed Pole 2012 is going to work.

Thank you for your continued support. We love you!

Lee Burbidge

Visit our website and blog at www.windowcleaningmagazine.co.uk

Contents

07 Sky Pro window cleaning system
Automated window cleaning

12 Gardiner/Grippa Tank
Exclusive interview

16 WCM interviews the IWCA
What can members expect?

22 Nominations
WCM awards

32 Interview with Mark Henderson
Window cleaning Italian style

38 Karl speaks to Jeff Brimble
Karl Robinson's blog

43 Nationwide window cleaners
We are one

45 The new Reach-iT MiNi
We talk to Perry from China

Plus...

NEW product...
**Brodex composite
Carbonlight HD pole**
page 25



NEW feature...

WC Trucks
page 20



Window Cleaning Magazine

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Drought news from DEFRA



Everyone must find a way to save water to help limit the effects of drought, Environment Secretary Caroline Spelman said following a major summit. This came on the same day it was announced that the South East (UK) is now officially in drought.

The summit, which was called by the Environment Secretary after another year of much lower than average rainfall, brought together key players in the water industry to discuss what is already being done to tackle drought and to decide upon actions that need to be taken to mitigate against its impact in the future.

As parts of the UK have been affected by droughts for many months and prolonged periods of heavy rainfall in the near future are unlikely according to recent Met Office forecasts, the Environment Secretary urged water companies, businesses, and people to find ways of reducing water waste and water usage.

Speaking after the water summit today held at the Department for Environment, Food and Rural Affairs, Environment Secretary Caroline Spelman said:

"Ensuring we have enough water this summer is vitally important, and that is why I called for the summit."

"Drought is already an issue this year with the South East, Anglia and other parts of the UK now officially in drought, and more areas are likely to be affected as we continue to experience a prolonged period of very low rainfall."

"It is not just the responsibility of Government, water companies and businesses to act against drought. We are asking for the help of everyone by urging them to use less water and to start now."

At the summit the Environment Agency presented an in depth analysis of the current drought situation and the subsequent effects on the environment. This then led to a focused discussion on actions that must be implemented to act against the environmental bearing of such dry conditions.

Water companies at high risk of drought have agreed to:

- Reduce water losses and increase leakage detection;
- Engage and communicate with their customers to help them understand the current position and encourage them to use water wisely;
- Co-ordinate temporary restrictions on water use, such as hosepipe bans, from an early stage in the spring where necessary; and
- Talk to the Environment Agency about drought permits as early as possible. Companies need to factor in that demand measures should be in place before a company applies for a drought permit during the spring and summer.

The Environment Agency's national and local drought teams will continue to lead on managing and monitoring drought and its effects locally and will:

- Encourage farmers to set up water abstractor groups and consider on-farm storage;
- Keep farmers up to date about the local risk of drought restrictions next spring and summer to try and avoid irrigation bans;

- Issue warnings and advice on the prospects for spray irrigation.
- Prepare more detailed action plans in consultation with others for 2012 if the dry weather continues.
- Carry out environmental monitoring studies to determine the long-term impacts on fisheries and biodiversity and share the results with interested groups and communities;
- Determine water company drought permits (and support government on drought orders) where required;
- Begin to look ahead to 2013 at the possible implications and actions of a third dry winter in drought affected areas; and
- Check abstractors are complying with conditions on their abstraction licences and take enforcement action against those who don't.

In March the Environment Agency have published its latest drought prospect report, which sets out the areas that are likely to be affected by drought in spring and summer 2012. The report aims to help water companies, farmers and other water abstractors plan for the year ahead, and sets out clear actions that these groups should take to help manage the country's valuable water supplies.

IWCA awards the Certified Building Maintenance and Safety Executive (CBMSE) designation to individuals who have worked to obtain the IWCA Safety Certification – High Rise Specialist designation, and who have further demonstrated their commitment to the window cleaning and building maintenance industry through their accomplishments in leadership of the industry, continuing commitment to its educational programs and participation in the IWCA and other industry organizations – above and beyond the call of duty.

Notes

Current situation and outlook

Lincolnshire, Cambridgeshire, parts of Bedfordshire and Northamptonshire, and west Norfolk are still in drought.

Shropshire and Nottinghamshire in our Midlands region and Oxfordshire, Buckinghamshire, Berkshire, East Sussex and Kent in our South East region are still affected by dry weather.

In the Anglian region groundwater levels remain exceptionally low. Soils in these areas are still not wet enough for widespread recharge to take place.

The Midlands region, Anglian region and South East region all received below average rainfall for January (79 per cent, 74 per cent and 66 per cent respectively of the long term average rainfall). It has been the driest ever five month period (September 2011 to January 2012) in Anglian region.

The driest 12 months between February and January ever saw 636mm of rain – between Feb 2011-Jan 2012 we had 774mm which is the 8th driest ever.

NSW Portable Long Service Leave

If you do not already know, businesses who employ workers on wages to perform contract cleaning work must register with the Long Service Corporation as an employer. This act allows workers who perform cleaning work for a contract cleaning employer to be entitled to be paid long service leave when they record 10 years of service in the industry.

Employee requirements under this legislation include:

1. Registration as an employee with the scheme if they employ one or more workers on salaries or wages to perform cleaning work. This includes companies, partnerships, sole traders, trusts and other types of employing entities.
2. Completion of a return at the end of every quarter containing details of each worker who performs cleaning work.
3. Payment to the Long Service Corporation of a levy of 1.7% of ordinary gross wages paid to workers.

For further assistance and clarification, please visit www.longservice.nsw.gov.au

IWCA announces certified Maintenance and Safety Executives

February 9, 2012 – Kansas City, Mo. The IWCA Board of Directors and Staff are pleased to announce the following individuals who have earned their Certified Building Maintenance and Safety Executive (CBMSE) designations. The CBMSE is designed for the building maintenance executive and/or safety training professional who is dedicated to providing the most current safety training education to their staff, but who does not participate in field work every day. Congratulations to these individuals who have demonstrated their commitment to the industry by advancing their safety education and professionalism.

Larry Robertson of Sparkling Clean Window Company Austin, TX

Lawrence D. Green of Clean & Polish Building Solutions, Inc. Wilmington, DE

About the IWCA Safety Certification Program

IWCA Safety Certification Program consists of five different certifications: Route/Residential, Commercial Ground, Rope Descent Systems, Suspended Scaffold and High Rise Specialist. Window cleaners learn about the safe use of basic window cleaning equipment and chemicals, and/or the use of more complicated equipment including high-rise access equipment. They will also gain an understanding of how to assess a job site for hazards and what can be done to overcome those hazards.

The enrolled trainee is required to complete three online open book tests. Once those tests are complete, the trainee must take the final exam. The final exam is an in-person, proctored exam following a half-day review session. The final exam will be offered during regional safety trainings and during the annual conference. Certifications are valid for five years.

Industry agrees to postpone Carpex/Windex until October 2012

Quartz Business Media, the organiser of the Carpex/Windex 2012 exhibition, has announced the postponement of the event, which was due to take place on 8th and 9th March. The new dates have been confirmed as 3rd & 4th October 2012. The exhibition will remain at The Ricoh Arena in Coventry.

Martin Scott, exhibition sales director, said: "Carpex/Windex is staged specifically to support the needs of the carpet & upholstery and window cleaning industries, and we work closely with senior representatives from both sectors when shaping the event. Both sectors are finding trading tough at the present time, reporting that business activity is not set to rise until Q3 of this year.

After positive discussions with major companies and associations from both industries we have therefore decided to postpone the event until 3rd & 4th October 2012, when buying activity is expected to be far stronger.

Quartz Business Media is happy to be able to satisfy the needs of exhibitors in this way, and to reflect the wishes of the event's sponsors, the National Carpet Cleaners Association (NCCA) and the Federation of Window Cleaners (FWC)."

Both associations support the organiser in a move that they agree is in the best interests of the industries concerned. Early indications are that the October event will be larger than that planned for March, offering visitors a greater breadth of products and technologies.

Terry Burrows, the world's fastest window cleaner and WCM columnist commented, "It is a first I can tell you. This has never happened before."

Martin Scott goes on to say: "The event in October 2012 will feature everything that was planned for the March event - there will just be more. The seminars organised by the FWC and NCCA will be stronger, and the Window Cleaning Competition - hosted by the world's fastest window cleaner, Terry 'Turbo' Burrows - will take place over the two days of the event. I would also like to acknowledge the great help provided by the management team at the Ricoh Arena in being able to change the dates at such a late stage."

Martin Scott tells Lee Burbidge of WCM:

"The show has been postponed for all the right reasons, we want to make sure that exhibitors and visitors alike have a good show. A number of companies that were booked and a number of companies that were not booked wanted the show moved to a date later in the year. With more exhibitors taking part in the show we will ultimately get more visitors, more visitors, more sales for the exhibitors, therefore both parties will have a much better show."

With market recovery widely predicted for the third quarter of 2012, the organiser is confident that the October 2012 event will surpass the high standards achieved in 2010.

To make sure you are part of it, please contact Martin Scott or Sarah Layton on:

Tel: 01737 855086
Email: martinscott@quartzltd.com
www.carpex.co.uk
www.windex.co.uk

07

Sky Pro® Window Cleaning System

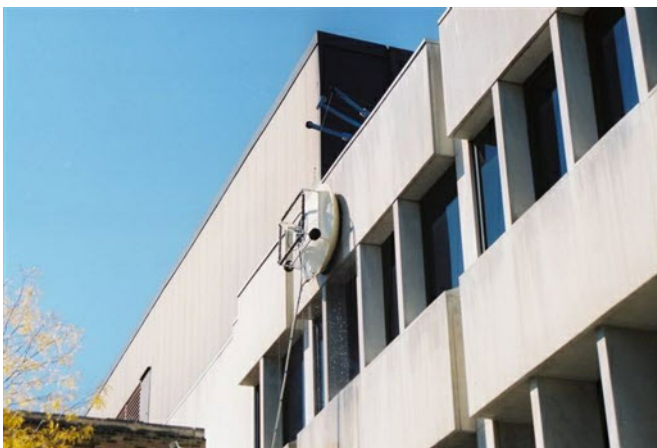
An automated window cleaning system that can pay for itself within one year.

Sky Pro® Window Cleaning System is an automated window washing solution for high-rise window cleaning services and commercial building owners.

The Sky Pro Window Cleaning System is a safe and inexpensive way to clean the windows, frames and exterior of high-rise buildings.

The system is a technological breakthrough in automated window washing equipment. Depending upon which model you choose, the Sky Pro System will clean and leave windows crystal clear and spot-free at an incredible rate of 17,000 to 35,000 square feet per hour.

At this speed, SkyPro equipment will pay for 100% of your investment *within the first year*. In addition, the Sky Pro System is safer and easier to use than manual scaffold and boatswain's chair window cleaning equipment.



The Sky Pro® system delivers these benefits:

- Fast return on investment (ROI)
- Labour savings of 70-80%
- Now a safer job; it's easier to find and retain labour
- Safely operates from the top of your building or from the ground
- No rails or scaffolding needed— the system operates from existing roof rigging
- Cleans the entire exterior; not just the glass
- Uniform cleaning using *only* spot-free pure water—No chemicals required!
- No buckets, chairs, squeegees or other objects that can fall
- Cleans much faster and better than hand washing
- Optional in-line water heater delivers hot water for removing stubborn stains
- Potential dramatic savings in liability insurance and worker's compensation insurance

Sky Pro Window System is easy to install too.

With the Sky Pro unit directly below the window section to be cleaned, simply connect the steel tether cable to Sky Pro and the rigging system on the building roof. Any type of rigging system that meets the weight load requirement of the Sky Pro model being used is acceptable. This would include rolling outriggers, davits, anchors and rail hoist systems to name a few.

Next, connect one end of the water and electrical lines to the roof top outlets and the other ends to the Sky Pro unit. Do not forget to put a water de-ionization tank or reverse osmosis system in line on the rooftop. These tanks are inexpensively rented from your local soft water company. They filter out all of the minerals and chemicals from the water so windows are left spot-free.

Next, you select the amount of water you want to spray on the windows by adjusting the water flow valve. Even at a 50% flow rate, enough water will be on the windows and building for the soft-touch foam brushes to clean thoroughly. An optional in-line heater can supply hot water to the unit to remove extra stubborn stains. Lastly, turn on the electrical switch to start the brushes rotating and begin cleaning.

A model for every kind of building. A model for every window washing need.

There are many standard models of the Sky Pro Window Washing System. The primary differences between them are single brush versus double brush models; and self-climbing versus roof hoist models.

Single brush models effectively clean most buildings, but a double brush unit might be a better choice for buildings that need to be cleaned more than twice a year or have windows recessed from 5 to 8 inches into the frames.

Self-climbing models are better for buildings that have permanently mounted davits or anchors on the rooftop. This allows the rooftop operator to make a simple transfer of the tether cable from davit to davit without worrying about re-mounting a hoist motor on each davit. When a mobile rolling outrigger is used on the rooftop, having the hoist motor mounted on the outrigger is a better choice than self-climbing. Whether one brush or two, self-climbing or not, all standard models can be purchased in 8 ft., 12 ft., and 16 ft. lengths and come pre-set for either 110 or 220 voltage.

In addition, all models are made from heavy gauge aluminium and powder coated to last for years. All motors are rated to 10,000 hours of use.

The patented design plus dual fans ensure that the Sky Pro unit will hug the building for a superior, concentrated wash pattern. Balloon tires prevent damage to the windows and building exterior.

Lastly, all Sky Pro models can be quickly disassembled into two pieces for easy transport on a flat bed truck or trailer.

Sky Pro Window System is easy to operate.

Using the Sky Pro System takes no more than two men to operate. When operating the roof-hoist model, one man is on the rooftop raising and lowering the Sky Pro unit by operating the motor.

He also moves the unit across the building by shifting the steel tether cable laterally from davit to davit. Once the Sky Pro unit has cleaned the windows and exterior by traveling from ground level to the top of the building, the man on the roof reverses the hoist motor, lowering Sky Pro unit to complete the wash cycle. A second man on the ground can help move the unit to the next section to be cleaned.

When operating the self-climbing model, the operator can be on the ground or on the rooftop to operate the wireless remote control. He also assists in moving the Sky Pro model from one section of the building to the next. Once up and once down is the best way to ensure spot-free cleaning of each building section.

Dozens of standard models that can be easily customized to fit your needs exactly.

It is easy to [customize any Sky Pro model](#), so please contact us if you have a specific and unique requirement or building. Some customized features include a top mounted dryer blade; fibre, cloth and bristle brushes; water recycle collection system; specially-designed frame to fit unique window dimensions; and a unit fitted with special nozzles to spray a water based sealer on new concrete buildings. Customizing a Sky Pro is limited only to your imagination!

Sky Pro Window System is easy to maintain.

The simple, yet common sense design of Sky Pro allows the user to perform [maintenance and repair quickly at a modest cost](#). For example, should a brush rip, it can be replaced in an 8-inch or 10-inch section rather than the entire length of the unit. If a brush motor fails, simply unbolt it and replace with a new one.

General maintenance is limited to periodic greasing of bearings, tightening of bolts and inspecting the steel tether cable for signs of stress.

Have a great ROI and go green at the same time.

If you are an architect, building owner, window washing company, building management or maintenance company, you should seriously consider investing in the Sky Pro System. Eliminating the danger associated with manual window washing, combined with a

reduction in labour and insurance costs of up to 80%, make Sky Pro System the next logical step in window and building washing.

Sky Pro System is safe for plant; animals and people because it uses only filtered water without any chemicals or soaps that can harm the environment.

Optional fans for automated window cleaning system help deliver glass that really sparkles.

The fan package is recommended for use on buildings over 30 stories tall, in windy areas, or on buildings subject to unexpected wind gusts. It is designed so that the Sky Pro® System “hugs” the building, allowing the brushes to clean better.

The fan package can also improve the performance of the high-pressure, brushless, disc-shaped [Skydrowasher™ System](#). The Skydrowasher™ System has a shell made of high impact plastic that house rotating nozzles that deliver a 4½-foot wide high pressure-cleaning path.

The fan package for this model uses a single fan. The dual Skydrowasher™ System is twice as wide to deliver a 9-foot cleaning path. The fan package for the dual model uses two fans.

The fan package can help keep the rotating nozzles close to the building to improve the cleaning action and to keep the unit stable and parallel to the building.

Q&A on SkyPro – Learn more...

How many different SkyPro products are there?

There are 15 models with a variety of options. These can be added to the basic models. All of these different models either fall into the brush Sky Pro category or the high pressure, “touch less” Skydrowasher category.

What are the differences between the brush Sky Pro units and the high-pressure Skydrowasher units?

Sky Pro units clean by spraying filtrated water on to the building just before the revolving brush makes contact with the windows and exterior. Because the brush makes contact with the building, the Sky Pro is limited to cleaning generally ‘flat’ buildings with recesses and protrusions of no more than 6 inches. Recesses and protrusions would include such things as overhangs, window frames and ledges.

Skydrowasher units, on the other hand, are designed to clean buildings that are not considered ‘flat’ and have numerous protrusions and recesses. These protrusions and recesses in the building exterior are generally limited to a maximum of 3 to 4 feet. As the Skydrowasher passes over the building exterior, either two or four turbo nozzles depending upon the Skydrowasher model, deliver a high-pressure stream of filtered water. The psi rate can be adjusted from 900 to 1500 psi. Delivery can be from up to 3 feet away from the building exterior and windows.



Is filtrated water required to use either Sky Pro or Skydrowasher?

No. Sky Pro and Skydrowasher can be used without using filtrated water. However, to get a crystal clean, 'spot free' drying of the windows and exterior, a filtration system of some sort will probably be necessary. We recommend using DI (de-ionised) tanks, which are easily moved many times and can be rented from a local soft water company. In other cases, a combination of DI and RO (reverse osmosis) systems can be purchased to filtrate the water.

What things are required on the roof to operate the Sky Pro or Skydrowasher?

First, a 220 volt single or three phase outlet are required on the roof deck. Secondly, a water tap: city water pressure is fine. Third, a rigging unit of some sort to raise and lower the cleaning unit. Lastly, a step-up pump to create high-pressure water for the Skydrowasher only. Sky Pro does not use high pressure.

Is a roof top rig or outrigger needed to operate the Sky Pro and Skydrowasher?

Yes, a rigging unit of some sort is required to raise and lower all our cleaning units up and down the face of the building. Many times an existing hoist or crane on the building roof can be used to raise and lower the Sky Pro machine. If there is not an existing rig on the building, a mobile outrigger can be brought to the building and used. The Skydrowasher requires a custom, 3-arm roof top rig that has been designed exclusively for use with only the Skydrowasher.

This rigging is included in the purchase price of every Skydrowasher and can be taken from building to building.

Is it necessary to use either hot water or chemicals to clean the building windows and exterior?

No. Simply using cold filtrated water with the Sky Pro's revolving brush or the high-pressure water delivered by the Skydrowasher can clean the vast majority of buildings. If the building is extremely dirty, you may have to clean sections a couple of times. In unusual cases a hot water heater can be put 'in line' to heat the water in order to remove stubborn stains. Likewise, an environmentally friendly detergent can be added 'in line' to attack those stubborn stains.

Is it possible to provide the water source and electricity from the ground instead of the roof?

Yes. If either or both of these are available at street level, they can be sent up the building to the cleaning unit. This may be advantageous if access to the roof is difficult or

there is not a water tap or electrical outlet on the roof deck. Keep in mind, however, it is always easier to pump water downhill as apposed to uphill; so the pump you use may be limited as to how many stories up it can pump.

What is the difference between the single and double brush Sky Pro units?

In most cases, the single brush unit is recommended. This is because the single brush weighs less than the double and will clean the majority of buildings very well. In a few cases the double brush is recommended when the building is located in an area with a lot of contaminates in the air (salt and sand are examples) and a need to be cleaned more than 3 times per year.

When do you not use the Sky Pro and Skydrowasher?

The use of our equipment is limited to weather conditions and good common sense. Generally speaking, if it is unsafe for manual window washers to go on a building then in all likelihood the Sky Pro products should not be used. This would include pending thunderstorms, high winds or freezing temperatures.

What prevents the Sky Pro and Skydrowasher from 'wandering' away from the building?

For the Skydrowasher, optional rear mounted fans 'push' the cleaning unit towards the building. In addition, two high tinsel nylon guidelines extend from the roof to the ground ballast cart. These guidelines pass through the rear mounted rack on the back of the Skydrowasher, thereby creating rails on which the unit rides. These two devices keep the Skydrowasher parallel to the building and prevent it from wandering side to side.

The Sky Pro is kept parallel to the building by the use of a perfectly balanced counter weight system plus rear mounted electrical fans.

Are Sky Pro products patented?

Yes. Sky Pro and Skydrowasher products have been patented by Mr Mick Lange and covered under 12 different US patents. If another company using the same technology claims to have patents, ask for the patent number.

The Sky Pro® Window Cleaning System is the perfect automatic window washing solution for high-rise window cleaning services and commercial building owners. For more information, visit www.skypro.com or call Mike Dancha at 1-800-800-WASH



Dressed for business

By Simon Sherwood

It won't make you work any faster, it won't make your work any easier or lighter, and it's not like the latest in carbon pole technology or the latest newfangled squeegee. But it will turn you from an amateur into a pro. What are we talking about? Uniforms.

Years ago the local window cleaner would come around with ladders in one arm, bucket in the other and a scrim hanging over his shoulder. He would be wearing something like old ripped jeans, a dirty T-shirt with some sort of irrelevant logo printed on it and in the winter a body warmer similar to the one that Michael J Fox wore in *Back to the Future*, but with the stuffing coming out from various rips. The only way to tell a pro was by watching him work.

Today though is a very different world, competition in window cleaning is fierce. There are far more window cleaners in the UK today than just a few years ago. Water fed poles have arrived and this means that almost anybody with a little bit of gumption can now start their own business, even if they're scared of heights.

So how do you get a cut above the competition then, one word UNIFORM. We are confronted with uniforms in almost every service or industry that we come into contact with. It is the way that we recognize the staff from the punters. A uniform instantly tells you that this person should know what he's doing. It also often says that he's part of something bigger. Yes, a uniform can make a small one-man band look like a good-sized company.

But is it really worth the money?

If you are a window cleaner that doesn't have a uniform, how often has a potential customer asked you "Are you a window cleaner?" Even if you have the latest water fed pole extended 50ft into the sky and the most expensive van mounted system parked 10 yards away, the customer will still utter those 5 annoying words, 'ARE YOU A WINDOW CLEANER?' You feel like replying with something like, 'are you blind?' or 'I'm not just doing this for the good of my health. What does it look like?'

However, if your wearing a polo shirt or a fleece with your company name and phone number emblazoned upon it, you will almost never be asked that question again, unless of course the potential customer is really dippy.

A uniform isn't really as expensive as it may first appear. You may look at the bottom line and think how much for my outfit? I could pop down Primark and get that lot for a fifth of the cost. However, what you get down at Primark will it be the same quality? Will it last as long and will it have your company name printed on it for all to see? When you factor in the cost of decent clothing that we all need anyway unless you're a naturist, the cost of printing a garment or embroidery often only works out at a few pound an item.

So what do you get then?

You need to order enough items of clothing for yourself or your staff so that you can have clean clothes each day. You don't really want to advertise your company name on a muddy polo shirt if you can help it. Get every one the same colour clothing, if you settle on green tops, then get green tops form



everyone otherwise it's not a uniform. Get your name or logo and phone number printed on the front and back of your clothing. It's important to get it printed on the back as often a potential customer will walk past you whilst your working and have a good look.

How far should my uniform go?

We tend to just associate uniform with clothing, and although it's true that you want to put your company name on as many items of clothing that your wear to work that you can, hats, fleeces T-shirts etc., your uniform can stretch into other areas of your business. What does your vehicle tell your customers about you? If it's an old banger splattered with mud and a set of ladders roped on, your customers will instantly make a judgment call as to your being a professional service or not. But even a car can be turned into a pro looking vehicle, just a clean and some mag-mounted signs will do the trick and you won't be breaking the bank. If you have a panelled van just think of all that free advertising space that you are carrying around, for as little as a few hundred quid you can cover your van with your company name, contact details, services offered and motto. You really only need to pick up a couple of regular customers for the signage to pay for itself.

What's your email address or website say about you? simonthewindowcleaner@yahoo.com, simonthewindowcleaner@hotmail.com, simonthewindowcleaner@gmail.com although being free also says, not established yet. Website and email address domain names cost as little as £4 a year to own. And once you own a domain name you can have email forwarding, so you can continue to use your Hotmail account and no one ever need know. Even hosting a website need not be expensive nowadays, and many companies offer software that the simplest of simpletons can use.

So next time a potential customer asks you for a quote ask yourself what is it that makes me a professional, is it the gear that I use, the vehicle that I drive or the experience that I have? Unfortunately in our industry the only thing that really matters is the customers opinion and one of the best ways of changing that is quite simply uniform.

GrippaMax 2012

Alex Gardiner – Exclusive interview with WCM on the new Gardiner/GrippaTank WFP system.

It was only a matter of time before Gardiner Pole Systems Ltd would enter into the system arena.

We speak to Alex Gardiner, a Director of Gardiner Pole Systems Ltd for this exclusive interview.

The new system is MIRA crash tested and designed to STOP when you STOP.

WCM: Hi Alex, thanks for speaking with us. After having huge success with your range of water fed pole products over the years, this announcement puts Gardiner firmly into the 'system' market. What are you calling the system?

Alex: These crash-restraint systems are being marketed under the GrippaMax™ name.

WCM: The system is manufactured and retailed by GrippaTank. Who are GrippaTank?

Alex: GrippaTank have recently entered the market with their popular range of tank restraint systems for DIY and professional fitted systems. These initially were based around a modular concept, but more recently have been focused on size specific models.

WCM: How did Gardiner and GrippaTank get together?

Alex: We already had a working relationship as we had previously worked together on engineering a Carbon Fibre Gutter-Vacuum system for them, which they have been

selling for about a year now. They have become more aware of the responsibility of providing and fitting systems for clients and wanted to be able to provide the assurance, that crash testing brings. They already knew that we had developed & completed a crash-test system programme with MIRA in 2009. So they approached us and said we would be interested in working with them and licensing them the rights to the crash-test design and technology.

WCM: Will you retail directly?

Alex: Gardiner Pole Systems Ltd will promote these systems via our website, but all queries both trade and retail will be directed through to Grippatank.

WCM: Your Company designed and engineered the system. Tell us about that process?

Alex: This was a long and expensive process and not one that I would be quick to do again! All in all this has cost about £55,000 to have designed, manufactured, tested and get ready for retailing and took about 2 years to complete. Many hours of original design and thought went into the systems and what would be included in the design package. Initial prototypes were mocked up on computer and examined for manufacturing issues and packaging issues. After several months we came up with a design and had the tanks and restraint systems manufactured. We then started the 8-month long testing

phase. We would manufacture a system, deliver it to the MIRA research centre and have it tested by them. The results would then be analysed along with their engineers and we would go back and redesign the system. After several such crash-test sessions, we came to the final version which passed all of our criteria and which MIRA were happy to give 'Full Compliance' status on. This tank & restraint system forms the basis for our new GrippaMax™ systems.

WCM: Did Gardiner design the T-Lok and Floor-Ancor's as well? Do you own the patents?

Alex: Yes we designed all of the components in use and the Floor-Ancor™ and T-Lok™ design were there right from the beginning. In fact, these two elements remained virtually unchanged throughout the programme as they performed exactly as they should from day one. Gardiner Pole Systems own all of the design rights to these components.

WCM: What is unique about the technology?

Alex: Two elements are unique about the technology. Firstly, that we use a unique sliding lateral mechanism that allows for ease of fitting in a variety of vehicles and under body structures whilst retaining full strength. Secondly, the solution under the vehicle uses a 'fixed' component to ensure no forward movement in a crash situation. A unique element of the way we are marketing these is that we are selling these systems as stand-alone tank/restraint package allowing DIY users to fit them up whichever way they want. These will also be marketed through various other WFP retailers who can buy them in and fit them up with their own systems for clients thereby providing crash-tested systems to an even wider range of users.

WCM: What is the importance of ensuring MIRA crash testing?

Alex: I was never happy about supplying restraint systems that I could not prove were safe. For this reason Gardiner Pole Systems has never sold any of the tank straps that had been commonly available on the market, even the earlier Grippa Tank ones. I feel that as a product supplier there is a responsibility to supply equipment that will care for the end user as best as is possible. I have always applied this philosophy to our pole and brush products. We strive to achieve performance products that will inflict the lowest possible strain to the end user. I felt that the same should be true if supplying restraint systems. Once having gone through the test process, I was even more convinced that selling non crash-tested systems would be irresponsible of us. Seeing the force and destruction that can be wreaked upon a vehicle at just 31mph is very sobering – this all happens in milliseconds.

WCM: How does the testing on your system differ from that carried out by Ionics or Brodex?

Alex: Obviously I completely respect the fact that Ionics and Brodex have carried out crash testing. This has brought great benefits to the industry. We did decide to carry out testing in a slightly different way to both of these firms though.

Unlike Brodex we decided to test the largest system (850 litres) that we would be selling rather than a mid-range size. We felt that unless we tested the maximum size and engineered this to perform well, we would never know how the larger versions would fare. In addition, all of our systems are based on the same restraint design structure and do not vary through the size range.

Unlike Ionics, we chose to use MIRA for our testing and specifically the use of their HyGe test sled. This offers the benefit of a simulated repeatable crash test. The advantage, we believe, to this method is that you are purely testing the stopping ability of the system as fitted to the vehicle. When testing a system in a complete vehicle that is then 'crashed' into a concrete block you are allowing some of the energy of impact to be absorbed by the vehicles own crumple zones. Vehicle manufacturers spend many millions engineering these crumple zones at the front of vehicles to absorb and dissipate as much energy in a crash as possible. By using these HyGe sleds to test the systems you are not allowing any of the energy and force to be absorbed by the vehicle, instead all of the force is being put on the restraint system. For us this was an important difference and has allowed us to be even more confident of the stopping ability of this restraint package.



WCM: Will it be sold as a do-it-yourself or as a complete system?

Alex: Both. We will be selling these as a DIY package, if required, with a complete fitting instruction manual which if followed will allow a competent DIY person to achieve full crash-test worthiness. This will usually need two persons to fit correctly. Alternatively, they can be sold as a complete 'spec' system.

WCM: Will you only be doing a 650L tank system to begin with?

Alex: These systems are being launched initially in the 650-litre size, which has always proved a most popular size. Hot on the heels of this will be the more compact 400-litre version. Finally, later this year the 850-litre size will become available.

WCM: What water treatment stages will it have?

Alex: These will be available with many different options for water treatment and fittings. There are a series of plates (rear, top and side) that attach directly to the tank. This has pre-mounted holes and threads to allow the most popular pumps, controllers, filters and RO units to be simply fitted to them. Depending on which retailer they are bought through will affect which options can be specified. All systems can be bought bare and fitted up by the end user if preferred.

WCM: What costs can your customers expect for replacing filter stages and do they have to buy from you or is it off the shelf standard?

Alex: Most of the components will be standard off-the-shelf filtration items that can be sourced from many places. This will help keep the costs as low as possible for the client.

WCM: Is there any neat new stuff on it such as frost stat or on board TDS reading, meters/ gauges?

Alex: These systems will be on show in May at the ISSA show in Amsterdam and they will feature our new Liquid Logic V-Series controllers. These will control many things including RO production, twin TDS sensors, temperature and pump control.

WCM: Do you have a fitting network set up yet? What are the locations?

Alex: One of the UKs largest after-market fitting firms is primed and ready to start fitting these for us. With over 120 field based installation engineers they are able to offer a nationwide doorstep service for installing these systems - No need any more to travel to have your system installed. These systems will be installed by service.

engineers all working to the industry standard FCS1362 Code of Practice. This will be backed up with several fixed location fitting centres for those that prefer this

WCM: How can people get to see one working?

Alex: These systems will be able to be viewed at the ISSA show in May as mentioned or can be viewed from any of the WFP retailers selling them.

WCM: The big question is how much will the system cost, fitted?

Alex: The fitted cost of a basic 650-litre tank & restraint system will be £1595 +VAT

WCM: What is the logistics like for looking after overseas customers such as the USA & Europe?

Alex: We have already had a lot of interest from overseas distributors for these systems. Distributors will be able to fit up the systems and components suitable for the local market and will be serviced and maintained by the distributor for that region.

WCM: The system is available to buy from the first week of April 2012?

Alex: That is right. Many retailers will be stocking them from April 2012 and pre-orders are now being organised. We have had many pre-orders from around the globe from distributors looking for safer systems that can be built on.

WCM: Thank you so much for this exclusive. Of course, we will keep all the readers up to date.

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WCM talks to the IWCA (International Window Cleaning Association)

The IWCA is based in the USA and stands for the International Window Cleaning Association. They have over 650 company members from over 25 countries. The IWCA's primary goal is to advance the interests and concerns of its members.

It is a non-profit trade association and represents all areas of the window cleaning industry, from high rise to route work, residential to commercial.

WCM decided to catch up with Stefan Bright (IWCA Safety Director) and ask him what can new members expect from the association?

WCM: We understand the IWCA was born out of Texas back in the late 80's by a bunch of window cleaners. Could you explain as to why that happened and how the window cleaners got together in such a fashion?

IWCA: Rod Woodward and Jim Willingham were two Texas based window cleaning company owners who helped get a few companies in Texas networking with each other on a regular basis. At the time, many of them were purchasing their window cleaning supplies from a distributor in New York. Rod and Jim had a vision of uniting all window cleaners in the USA and asked Ettore Products if they would work with their distributor in New York, the J.Racenstein Company, to send out word about a national gathering, which was to be held in Lubbock, Texas. They decided to feature the window cleaning speed contest and it was officially called the American Challenge Cup.

WCM: From this first meet, how was the IWCA structure engineered and agreed on?

IWCA: Over 60 companies from across the nation converged on this little town and during the gathering; many agreed that a national trade association would benefit the industry. A group of about 20 company owners decided to form the association known as the IWCA. From that point a set of bylaws were developed along with a business plan.

WCM: How were association values decided on?

IWCA: The initial group was small as was the organization, so the list of values was also small. It was a simpler time and process to come to agreement on the doings of the organization. The biggest area of concern was safety as the USA at the time, did not even recognize the industry and much of the equipment being used.

WCM: Was it a smooth ride? How did you overcome differences of opinion at the beginning when setting out the IWCA stall?

IWCA: Like I said, it was easy at the beginning as everyone was on the same page. Develop and promote a common set of safety guidelines and start educating as many as possible. There were very little differences of opinions for the first 7 years or so.



WCM: What are the association's objectives?

IWCA: The mission of the IWCA is to educate and assist its members in developing professionalism, ethics and standards of safety; to actively represent the concerns and interests of window cleaning companies to international, national, state and local regulatory agencies; to promote the welfare of the industry through advocacy, education, training and community involvement; and to be recognized as the premier association for the window cleaning industry.

WCM: Give us a flavour of IWCA's history and what it has achieved for window cleaners?

IWCA: The IWCA has a travelling Window Cleaner Safety program which is typically a daylong event. It has been given 4 times a year in a different city and State for the last 19 years. Over 6,500 professional window cleaners from all over the country and world have attended. The IWCA is the largest trade association specific to the window cleaning industry in the world. IWCA also offers the only window cleaner safety certification in the world. IWCA is also secretary for an American National Standard, which identifies accepted safe window cleaning practices....and they also have the largest networking event for window cleaners each year.



WCM: So what benefits does the IWCA offer its members?

IWCA: In addition to the previous answer, the IWCA offers its members many money saving benefits both in the way of safety and operations. There are over a dozen cost saving perks in the IWCA Affinity program which have vendors across the country providing discounts to IWCA members...such as fuel savings and rebates, logo printing, etc., etc.

WCM: Tell us about the trip to Washington D.C and the alliance formed with OSHA back in June 2010? What was the main objective?

IWCA: The Alliance with OSHA is designed to be a mutually beneficial program whereby IWCA can market itself as a premier association because of the Alliance and OSHA can help spread our message of safety to window cleaners who may not be members of IWCA.

WCM: How does the board work?

IWCA: They are all volunteers who donate their time, talent and finances to travel 3 times a year and meet to improve the IWCA and fulfil its objectives.

WCM: What does the IWCA see as the biggest current problem for window cleaners?

IWCA: Owners of commercial buildings providing adequate systems for fall protection and rigging safely and the issue of scratches on glass and windows.

WCM: The IWCA fights the corner for window cleaners. Can you give some recent examples?

IWCA: The IWCA was instrumental in the development of an industry safety standard, which allowed some equipment to be used, that was prohibited in the early days. Additionally the work by the IWCA glass committee is forging a better understanding of the principles of glass cleaning and the different types of manufacturing methods.

WCM: There are terminologies that some of our readers may not understand. Can you tell us about the ANSI/IWCA – 14 Window Cleaning document? Why write it? What is its aim?

IWCA: The I-14 Standard is a document accredited as an American National Standard and is known as an industry consensus standard. It requires all segments of the industry to participate in the development of a set of guidelines, which are generally agreed upon. The I-14 committee does this and the entire industry participates by providing public comment. This makes it valuable as a reference source for many other entities. As your readers know, window cleaners will use access equipment much differently than other trades, such as ladders, rope access equipment and powered platforms (gondolas). As a result, the industry here felt it needed a set of safety guidelines unique to this situation.

WCM: Could you explain to the readers what the A-39 committee is?

IWCA: The A-39 committee was the predecessor to the I-14 committee.

WCM: What are OSHA regulations and how does it affect window cleaners in the US?

IWCA: OSHA regulations are the laws in the US that require employers to provide a safe place to work for employees. When OSHA regulations do not have a specific set of rules for a specific industry, they will reference American National Standards, when they exist. That is how it comes together for window cleaning.

WCM: How was the content of the ANSI standard agreed?

IWCA: The I-14 committee consists of window cleaning contractors, manufacturers of systems and equipment and representatives of other affected parts of the industry, such as other trades, building owners, etc., etc.

WCM: What was one of the first actions carried out by the IWCA and why?

IWCA: To develop a consistent set of safety guidelines for all window cleaners to follow across the USA and any other country that was interested in the same.





WCM: Tell us about the IWCA's first convention and how that differs from today's conventions?

IWCA: Around 90 companies attended the first convention; there were about 14 manufacturers and suppliers on the Trade Show floor and about a dozen seminars. At the last full-fledged convention, there were over 270 companies in attendance, over 55 manufacturers and suppliers on the Trade Show floor and probably 30 different seminars.

IWCA: What is new on the safety front?

IWCA: There is always a new technique or product to help work smarter and safer. Right now, the focus is on the quality of safety training and the ability to prove that you are trained. The IWCA certification program sets the bar on that so it is going to undergo a big promotion in the next year or so.

WCW: Tell us about IWCA training programs?

IWCA: The Window Cleaner Safety Training Program is not just about one method of window cleaning or one piece of access equipment, it is about giving you the knowledge and expertise to learn how to think safely and plan ahead for any type of window cleaning you may perform and it covers the most popular types of access equipment being used today.

If you attend the program, you will learn the importance of creating and using a job site evaluation. This includes all the information needed for job site hazard identification. You would also learn how to take this assessment data and put together a written work site plan, which contains work around instructions for all the safety hazards you have identified. Sample work plans are provided and discussed in detail. You will also learn the importance of company wide communication of site hazards by holding regularly scheduled safety meetings and you will find out what valuable resources can be used to provide the most up to date information to your employees.

During the morning session, attendees learn in detail the most recognizable safety hazards as well as many that most people just do not know. From extension poles and ladders, to aerial man- lifts, high rise equipment and fall protection; all safety aspects are covered. There is even a breakout session for residential window cleaning safety, which runs at the same time as the rope descending system class. Attendees at this residential only safety session learn the importance of using a work plan and how it can help them work safely around someone's home.

Rope descending systems are the country's most popular form of rope access equipment used for high-rise window cleaning. During this session attendees will also learn how to pre assess all the industry known hazards and use their written work site plans to identify rigging points and avoid unsafe situations. All the important training methods and equipment use topics are covered in detail, including specialized rescue techniques.



The afternoon plans allow all attendees to be outdoors to participate in the live sessions. There are plans to have an aerial man-lift on site as well as a tower scaffold for showing students the importance of getting out of a body harness after a fall arrest situation. Additionally, ladder safety will be discussed and demonstrated in detail.

This safety training is one of a kind, the only place a professional window cleaner can receive the latest, and greatest safety education is during an IWCA safety and training program. The next one on schedule is being held at the end of April in Denver, Colorado. IWCA will also offer it in Seattle, Washington over the summer months and then in Detroit, Michigan in the autumn.

WCM: How do you join the IWCA? What are the costs? In addition, what do you get as a member?

IWCA: Just give us a ring or contact us through the website. Pop in if your local. There is a \$25.00 first-time processing fee and then the annual dues are as follows.

Firms engaged in the provisions of window cleaning services.

Gross sales under \$100,000 it is \$250.00 US per annum.

Gross sales under \$500,000 it is \$375.00 US per annum.

Gross sales under \$1,000,000 it is \$550.00 US per annum.

Gross sales over \$1,000,000 it is \$1,000.00 US per annum.

Firms engaged in the manufacturing, converting or supplying of products and services needed in the window cleaning industry.

Gross sales under \$500,000 it is \$350.00 US per annum.

Gross sales between \$500,000 and \$1,000,000 it is \$750.00 US per annum.

Gross sales over \$1,000,000 it is \$1,000.00 US per annum.

WCW: Stefan, thank you so much for giving us this interview. We hope that one day in the future WCM could pop over to the US and cover one of your conventions for the readers ☺

IWCA: We would enjoy meeting with you and know you would enjoy the convention.

Listen to what others say about the IWCA training courses:

"Just wanted to say THANKS for the Safety Seminar. It seems like no matter how many of these I attend, I always enjoy it and learn something new. Keep up the good work" **Rick Kadletz, Mid-Missouri Window Cleaning.**

"I just wanted to drop a quick note and express my appreciation for the quality of the safety training delivered and the professionalism in which it was done. I truly learned a lot and felt that more than my money's worth was received. I brought it back, taught and implemented it right away!! Thanks again for an excellent job." **Kolan Hairston, Fish Window Cleaning, San Marcos, CA.**

"I recently attended the safety training program in Salt Lake City and really enjoyed the seminar and my guys brought back a whole new attitude to the rest of our crew. They are all excited to work hard and work safe. Thanks again" **Eli Schmoeger, American Cleaning Service, Boise ID**

"Just wanted to take a few minutes to let you know how much I appreciated your Safety and Training Seminar. While I always look forward to going to the conventions, I was really looking forward to the safety and training seminars this year. I am the Safety Director of a high-rise

window cleaning company, sit on two committees, which write window-cleaning standards, and have taken every safety course that even hints at pertaining to our industry.

Even though my knowledge is extensive, my enthusiasm for all aspects of safety needed to be re-kindled. As I listened to your presentation, I not only listened through my ears but through the ears of my operations manager, the ears of the new window cleaners sitting around me (animatedly talking to each other after something was said that they had not thought about or they realized they were going to have to change the way they were currently doing something) and the ears of the old timers who probably thought like I did two years ago, that I knew enough about window cleaning safety, just give me the "Cliff Notes".

I needed this seminar! We ALL need this seminar! The enthusiasm in the room was contagious! I needed to re-experience that window cleaner passion for learning everything I could about doing my job in the safest manner possible.

We ALL need that passion renewed! I added all the new pieces of information to my already completed picture. It didn't change the picture but brought it more into focus. We all brought different pieces to our pictures depending on what we needed, but from what I saw in that energized room, we were all focused on safety. The power-point presentation along with the IWCA safety director's comments, demos, and thought out and patient replies to even the most basic questions made for an excellent seminar. I personally would have liked more time. I for one am truly thankful. "

Cassy Huffman, Martin's Window Cleaning Corporation, Houston, TX



WCM are on the hunt for the best looking or even damn right interesting or unusual window cleaning trucks. My jaw just about dropped to the ground when Art of Connecticut, US sent me a picture of his truck! Pure window cleaning eye candy. Send in pictures of your window cleaning trucks to lee@windowcleaningmagazine.co.uk



Hi, I am Art, owner and operator of Work of Art Professional Window and Gutter Cleaning. I have been cleaning residential glass in Connecticut for over 30 years. As strange as it may sound, I really enjoy my Profession and I look forward to work each and every day.

I never found this job to be work. Being an owner operator proves challenging at times but it helps to keep me focused in providing exceptional service.

I began washing windows at an early age. My Mom had a house Cleaning business and to keep me out of trouble during the summer, she would bring me to her jobs and taught me how to wash windows (at the time, I remember disliking it, more than weeding the flower beds).

I have been accused of being too particular, but I like working for people who are just that. I am committed to maintaining a positive image reinforced with quality workmanship and a personalized service.

Through my teenage years and early twenties, washing windows had always been a part time job with never enough clients to live on but the client list seemed to consistently grow.

I am not sure why I decided to go into window cleaning full time but I am glad I did. For me it has been a rewarding profession that I look forward to crafting each day. The great people I get to work for, who appreciate what I offer, are what drive me.

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Some of you may be aware that WCM have started a campaign to discover the Best Residential Water Fed Pole 2012. By residential pole, we mean that it is defined by its height and that it is able to comfortably clean residential properties whether 2 or 3 storeys high. Once we have found the best, we will award it the title.

The idea of the award is simple. Window cleaners nominate a water fed pole that they think deserves to be recognised in the window cleaning community as the best.

The 'Best,' is a broad term. We would like you to nominate a pole based on its design, ease of use, weight and cost or value for money.

Once the nominations have been collected, which you can nominate a pole by emailing info@windowcleaningmagazine.co.uk (don't forget to put the word nomination 2012 in the subject field of your email), we will then direct everyone to the link for the final voting stage.

The deadline for nominations will be June 20th 2012. Voting will be left open until September 3rd 2012 and the winner announced in October 2012 issue of WCM.

We are planning other nominations in other categories for future awards such as, best squeegee, best water fed pole system etc. In fact, if you have an idea please, email us again at info@windowcleaningmagazine.co.uk

The WCM Award is something that I feel will give so much to the industry by proving to be a benefit for not just the companies that make the tools we use but also for us window cleaners that use these tools. It would help us to receive better products, innovations and value for money kit in the future.

Some keen eyed readers out there may notice a name change in the title of this award from 'Domestic' to 'Residential'. After promoting the nominations and award on the forums circuit, many US memberships were not familiar with the term 'Domestic'.

So, who has been nominated so far?

Thus far, the wfp's already nominated are:

- Elite by The Water Fed Pole Company
- SL-X by Gardiner Pole Systems Ltd
- CL-X by Gardiner Pole Systems Ltd
- Super-Lite Xtreme by Gardiner Pole Systems Ltd
- Reach-iT Mini by The Future of Cleaning
- Sim999 by SimPole
- The Garfter by Ionics
- The Glyder by Ionics
- Fushion by Facelift
- And the Assassin Ninja by Jeff Brimble

Email your nominations to
info@windowcleaningmagazine.co.uk

Elite

by The Water Fed Pole Co.



The Elite range of water fed poles are made from hand crafted carbon fibre. Matt finish carbon fibre makes the Elite range very hard wearing. Easy adjustable quick release clamps. New design clamps for easy extending. Extremely rigid. Light weight and well balanced. All poles come with plastic angle adaptor and tubin



SL-X

by Gardiner Pole Systems Ltd



3rd Generation SL-X™ - Lightest in the World
Carbon Fibre Telescopic Poles with Quick
Release Lateral clamping system

100% Carbon Content on extending sections
'Matt' Finish - Maximum Surface Hardness
Quick Release Gooseneck System
Positive Stops on Sections
Insulated Handle Surface

Testimonial -

"for me the best all round pole for the money is the 25FT SLX - no need for another pole for domestics and small/medium commercial - it reaches everything"
Mr D. - Proprietor
Residential Window Cleaner - United Kingdom

"The SL-X30 has completely transformed my working day, I can work longer and faster with no more shoulder ache."
Mr B - Proprietor
Residential Window Cleaner - United Kingdom

SL-X™ CARBON FIBRE	Working Reach	Extended Length	Closed Length	Approx Pole Weight	Price
SLX18	22ft	5.20m	4'9"	950g	£172
SLX22	26ft	6.37m	4'9"	1150g	£199
SLX25	30ft	7.62m	5'7"	1375g	£245
SLX30	35ft	9.00m	5'7"	1700g	£309
SLX35	40ft	10.34m	5'7"	2050g	£385

CL-X

by Gardiner Pole Systems Ltd



Guaranteed to make light work of the 'daily graft'
Carbon Composite Telescopic Poles with Quick
Release Lateral clamping system

50% Carbon Content on all sections
Up to 40% lighter than Fibre-Glass Poles
Up to 25% more rigid than FG Poles
Positive stops on all sections
Easy-Grip handle surface

Testimonial -

"Having worked with WFP for 3 years now I can say that the Gardiner CLX-22 is the absolute best composite pole and brush head I have used, period. The quality is first class. The lateral clamps are outstanding. The weight is incredibly light. My working day is so much easier now leaving me ready for the next day."

I will be buying Gardiner poles and brush heads from now on! I have recommended them to my friends in the trade."

Chris Dent - Proprietor
www.bestchoicewindowcleaning.co.uk

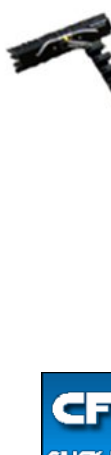
CL-X™ CARBON COMPOSITE	Working Reach	Extended Length	Closed Length	Sections	Approx Pole Weight	Handle Diameter	Price
CLX4	9ft	1.25m	2'3"	2	400g	25mm	£28
CLX10	15ft	3.01m	3'9"	3	550g	28mm	£60
CLX14	18ft	4.00m	4'9"	3	750g	28mm	£68
CLX18	22ft	5.20m	4'9"	4	1050g	31mm	£93
CLX22	26ft	6.37m	4'9"	5	1350g	34mm	£117
CLX27	31ft	8.10m	5'1"	6	1800g	37mm	£160

Super Lite Xtreme

by Gardiner Pole Systems Ltd

Super-Lite Xtreme™18 - Hi-Modulus Carbon Pole (18-22ft)

The Worlds Ultimate Performance
Telescopic Pole Range.



Hand-Crafted from High Modulus
Carbon Fibre and Advanced Matrix
system - 63.3MSI Modulus Carbon
Fibre Cloth is used throughout the

Available with Extension section
for 4ft extra reach

Matt-Carbon finish -
Twice as hard as
resin/lacquer coatings

Positive Stops
on Sections

**Fusion by Facelift**

The Facelift Fusion pole
is the ultimate domestic/light
commercial waterfed pole.

Made using advanced carbon fibre
technology giving maximum strength
with minimum weight.

With reach length from 28-38ft, the Facelift Fusion
range sits squarely between glass fibre and full
carbon fibre for both pole length and economy.

Utilising Facelifts new 5ft carbon fusion sections,
Facelift Fusion poles are among the most ergonomic
and user friendly waterfed poles currently available.



ASSASSIN WFP COM

**Assassin Waterfed Poles**

The Assassin Ninja 21' Composite Pole is the first
waterfed pole released by Assassin.

This pole was created for durability and to be one of the
most lightweight poles on the market. If you are looking
to add dollars to your business without adding hours to
a job this is the pole for you. The 4' 6" sections open to
21' with a working height of 24'. Strategically placed
plastic allows for a clamp less design that can be
extended and closed quickly and smoothly without the
hassle of broken, locking, or damaged collars.

Comes with Gardiner Single trim monofilament 12"
brush, angled gooseneck, and 25' of hose. The brush
and gooseneck easily detach for hand held use.

NEW POLES, NEW WAYS TO PAY!

Get your new poles now, and pay over 1,2 or 3 years

NEW POLES, BETTER PRICES!

NEW EVEN MORE RIGID

Glyder PLUS & Swift PLUS Ranges



Our Brand New Poles are Something Worth Shouting About!

We've been busy creating new poles that make a real difference to window cleaners. Of course, everyone knows that the lighter and more rigid a pole is, the easier it will be to use. We've invested heavily in new technology to produce better poles at better prices, and we're sure you won't be disappointed!

Our new Glyder PLUS and Swift PLUS ranges have even higher modulus carbon fibre, making them even stiffer and harder wearing poles.

New Ways to Pay

We've also introduced a new way to pay for your poles. We know that buying new poles is a necessary expense, but now we're offering customers the option of spreading that cost over 1, 2 or 3 years.

This will help you to get the poles you need without tying up your cash, leaving you free to spend it on activities to further your business, such as marketing or promotion

Our new PLUS range of Glyder and Swift poles offer superior performance and much greater rigidity.

You can now choose the "Pay Monthly" finance option for any combination of poles together (providing the total value is at least £750)

Glyder™ with new Glyder™ PLUS

The GLYDER is the perfect pole for those who regularly work at 25, 30, 35 or 40 feet. These Carbon fibre poles are a favourite with all window cleaners, and the new PLUS range has even higher modulus carbon, making it more rigid.

	25ft	30ft	35ft	40ft
Glyder	£250	£300	£350	£400
Glyder PLUS		£450	£525	£600

Upgrade to a commercial head for £100

You can now buy our poles on "Pay Monthly" finance options. [Click Here](#) for more info.

Learn More

GRAFTER™

The GRAFTER is a great residential pole. With very short closed length (just 1.6m). The Grafter is easy to use even in confined spaces, and fits into small vans or even cars no problem.

	17ft	21ft	24ft	28ft	32ft
Grafter	£115	£130	£150	£170	£200

You can now buy our poles on "Pay Monthly" finance options. [Click Here](#) for more info.

Learn More

SWIFT™ with new SWIFT™ PLUS

The SWIFT is the perfect pole for commercial work! Lightweight and extremely rigid, the narrow handle diameter makes the Swift very comfortable to use. The PLUS version has higher-grade carbon fibre and is even more rigid and hard-wearing!

	45ft	55ft	65ft	80ft
SWIFT	£600	£800	£1,000	
SWIFT PLUS	£900	£1,200	£1,500	£2,600

You can now buy our poles on "Pay Monthly" finance options. [Click Here](#) for more info.

Learn More

PAY-MONTHLY POLE PACKAGES

Get your new poles now, and pay over 1,2 or 3 years

Example Pack:

- Grafter 21ft
- Glyder 30ft
- Swift 45ft

Just **£58.73** per month (2-Year Finance)

[Learn More](#)



BRODEX MACHINE SERVICES

March 2012

Make **Extra Profit** by working at **Height** with this **Ultra Light** yet **Heavy duty Water Fed Pole**.

The **Brodex Carbonlight HD** takes lightweight Carbon poles to a whole new dimension. It remains ultra light for its height capability yet has a strength that allows you to feel confident in heavy-duty applications.

It is modular in design, so you can easily add or remove sections to suit your working height, but the difference between this pole and our existing **Carbonlight** is the way the pole slides together.

We had feedback that poles were getting stuck together, we had to Vaseline them open again! They were pretty amazing in use and by the sound of some feedback pretty tiring to take apart!

We went back to the drawing board and now each pole is attached by way of an easy slide and clip positive anchor mechanism. To release each section simply push and unslide. No chance of sections sticking together!

The pole hose is external and kept in place by twisting it once round each section you add and securing it with the quick and convenient Velcro straps supplied.

You can also control and adjust the weight you work with as you only select the number of sections needed to suit your working height, for example the 36ft bare pole will only use 6 sections etc.

The sections are uniform and interchangeable so you can carry on working in the unfortunate case of an accident, which may have damaged a section.

- Lighter than a conventional telescopic pole (only 4.5kg at 60 feet)
- Work comfortably for longer periods
- Work at heights you never thought possible

Supplied complete with FREE shoulder holdall.

Extend your round to take in much larger properties and profitable commercial work.

It is so light you will be happy to use it for all of your working heights. Simply remove a section and carry on working your way down the building. Remove another section... and another... and another until you are using it for the ground floor. The most versatile investment you can make.

All Brodex poles are 100% complete and ready to use!

Standard features:

10 inch Brodex Lightweight brush head
(premium quality, mono-filament, non-marking)
Velcro securing straps to secure pole hose
Shoulder holdall to protect and transport your investment.

****Please note there is currently a 3 week lead time on Carbonlight HD poles as they are specialised tools made to order****



Carbonlight *HC*

WCM takes a look at SimPole

One of the nominations for Best Residential Water Fed Pole 2012 is the Sim999.

We look at the company that makes it and speak with the company owner and operator, Phil Alexander.

Phil started window cleaning 43 years ago, sub-contracting for a company called C Clean in Detroit, Michigan, US. His job was to clean 11 Kentucky Fried Chicken stores at \$2.00 a pop, three times per week. The work was mostly route work with some residential.

Whilst he worked on the route work, he would start to build his own business on the side. He would bid for local contracts. At the start of his business life, he was happy to work 1 day a week and spent the rest of the time at home. Back in 1972, he was earning \$10.00 per hour, which was great money back then!

Phil then decided to build his window cleaning business up and he then began to clean for restaurants and banks. This later spread to shopping centers and other commercial work.

He still remembers his first bank job. It would take him 2 days to complete and he was paid \$300.

Phil would have to work on ladders for everything back then.

One day at the first IWCA convention he attended in Nashville, TN, Phil saw the water fed pole system. He was truly amazed but was put off initially by the high price.

Eventually after combing the yellow pages for a water company that would build him a system, he ended up with a portable water fed pole system.

It was a converted home RO 125 gallon a day system in two 40-gallon tanks that were installed into his '93 Aero Star Ford van.

Phil would add and make changes to his system as his knowledge and experience grew.

WCM: Hi Phil, tell us how you got started with SimPole?

***Phil:** Back at the IWCA show in CA 2000, I was able to get one of the very first carbon fiber hybrids from Over the Top. It was three 10-foot sections and one 16-foot fiberglass with a 4-foot extension to make it 50 feet. But it was so heavy so I went and got one of the very first super lights. However, right out of the box I got two sections caught together and had to buy two more even before I used the pole.*

My guys would step on the pole and it would break. We then got the FaceLift pole, which we still have to this day. But that got over priced too and it was a heavy pole. So it was time to make my own which was light and just

about indestructible. I wanted an employee safe pole, which we have succeeded in doing. I offered to go work with Face-Lift back in early 2000 to help them sell poles in the USA and we got one of the first poles and sold Gardiners for both Amos Landers and Shawn Gavin. We sold poles from other manufacturers before SimPole started their own product line.



WCM: You are a bit of an inventor. Tell us your journey in refining your poles and systems.

***Phil:** I started off with kit carbon fiber in 2006 and went with off the shelf connectors. They did not work for us at first until we developed a good clamp. It was in 1978 I took a twist lock and took it up with a sprayer to get water to a 2-story building.*

I started in 2007 to make water-fed poles. I knew what worked and what didn't work because of cleaning windows for 35 years. The carbon fiber part of the market was less than 10 years old and I had used water fed poles for 30 years (Tucker) and so I decided to make it as light as possible.

To make this happen the carbon needed to be stiff and strong at the same time. The weak points are your connections from pole to pole. The first SimPoles had stainless steel in carbon fiber tubes.

They were strong but heavy and only really worked up to 32'. Today our poles are all carbon fiber and are one of the strongest poles out there.

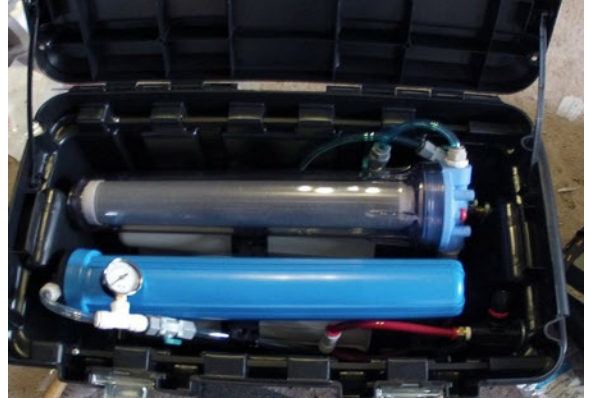
It has taken 3 years to get to the 60' adjustable and now the 60' modular clamp less. We had the new 72' Adjustable/ Modular at the IWCA 2011 In Florida.

Some have said that the SimPoles have changed a lot over the years and that may be true, but it is only with improvement that a product gets better. Others have sold products that do not last or that the PLC (product life cycle) is very short.

I wanted the SimPoles to last at least 5 years maybe 10 and that is why we put most of the money into the strength of the Carbon Fiber and gave the best warranty in the market.

Development or R&D (research and development) takes money and time. Crest toothpaste took 10 years to market. Minute Rice, 15 years. TV, 51 years. Test marketing is at least 1 year and can exceed 1 million. McDonald's spent 12 years developing and testing salads before introducing them. So, what does this have to do with SimPoles Water-Fed-Carbon Fiber Poles? Everything.

1. All Poles are tested in the real world of window cleaning by real window cleaners.
2. If I can break it, I will not sell it.
3. Our money goes right into the product and not marketing.
4. We come out with new products every year.
5. We are a USA company selling USA designs.



We do not copy the competition but design poles the old fashion way, by thinking about what the window cleaner needs. Others have big company names and over-sea's products but SimPole is the real American design Carbon Fiber Water Fed Pole made by a window cleaner for window cleaners.

WCM: What was your biggest challenge?

Phil: Finding the ability to compete with and be able to price the SimPole brand products in order to be competitive with the big guys. We went to China and that is why you will see some poles that look like the SimPoles. Trusting anyone in China to keep your product yours is about impossible. We got a great design and have made many improvements with the new clamps, which have been the greatest challenge for the SimPole.

WCM: How did you plan to market your products? What was the response to your products initially?

Phil: I had www.simpole.com even before we had a product. 99% of SimPole was located through Google searches. You could say SimPole is a 21st Century Company that is based on the internet. 80% of sales come from some type of internet program or sites. Detroit Sponge and Corker were some of my best supporters by letting me share their booths at the annual www.iwca.org conventions. I have my own booth when there is a real Trade Show like the one coming up in 2013.

WCM: Who did you feel was your biggest competitors at the beginning and how did that shape your USP?

Phil: The Gardiner Poles. My SimPole is just a little heavier but a much more stronger pole. A more dependable employee pole. Then sim440 and the sim110 water systems are also up against the very popular water systems too. The key to our System are replaceable Charcoal and DI.

WCM: Do you have patents on any of your inventions?

Phil: We are in that process. The thing is you need to have money to sue, so patents are really becoming a thing of the past. The way China can copy and sell direct to every vendor that should buy from the manufacture, makes it hard. Everything has changed and it will be the window cleaner that will have less to choose from in the future.

WCM: Which of your products are your best sellers and why?

Phil: The Sim3k 60' and sim440 water box system.

1. Life time warranty on the carbon fiber and durability of the design.
2. All SimPole water tool box systems lowers the TDS (total dissolve solids) to less than 8 so the DI will last a long time and the refillable charcoal and DI you can do yourself. This will save you a lot of money.
3. The new 999 will be a good seller too after more use. At 9 pounds and having 5.5 sections makes it a very good pole!

WCM: What support do you offer your customers?

Phil: One-day service. 42 year's experience in the window cleaning industry plus I am still window cleaning today and 30 years with water-fed-poles, (1983) was my first Tucker pole.



WCM: Durability is what you are known for. Where did the idea come from regards running a car over one of your poles?

Phil: I wanted to see what would happen because this has happened several times before with regular window cleaning poles. I also knew the design was one of the most durable, because I made it that way with over 7 designs in order to get to the one we have today. Even the guys making the copies of the SimPole took up that idea of standing on the pole! But everyone knows that I started the running over of the SimPole and the term.

WCM: What design stages did you have to work through when perfecting your poles and brush heads?

Phil: It was trial and error for the most part: 99% failure = 1% perfection.

A picture is a 1,000 words. The first SimPole was made with kite Carbon Fiber with a very small size.

We worked from small to really big. We tried a very large size of adjustable 85' pole that had four 8' sections, four 7' sections and then four large 6' sections. It was too heavy so we were the first to add modular 6' sections to the bottom



of the Sim3K 50' pole to make a very light 60' pole to 72'. The new Sim56'3K only needs one section to get to 60' and three 6' sections to get over 70'.

WCM: Do you have any new products coming out?

Phil: Yes, a new indoor regular WFP attachment system that will work on any pole and the sim110 small toolbox is going into production too.

WCM: Talk us through the twist-lock range.

Phil: We still have the twist lock but that is not a very good design for an adjustable pole. On the sectional 32' it is fine.

WCM: Tell us about your water fed pole systems.

Phil: Sim440, four RO, one DI and one charcoal was just taking a good system and making it better with few design changes.

1. Putting it in a large Tool Box with an adjustable pressure gauge.
2. Backflow values with built in TDS meter and pressure gauge.

The Sim110 is a smaller type with heavier commercial membrane.

WCM: What do you think about the Sim999 being nominated by window cleaners for the WCM Awards for Best Residential Water Fed Pole 2012?

Phil: It was nice to be considered for all of the effort and money that goes into making good dependable water fed poles. Not just a copy but also a new pole with the ideas we learned from the 10 prototypes over the last 5 years.

WCM: Why do you think your pole was nominated?

Phil: More because of it being 5.5 sections and interchangeable with all SimPoles. You can add sections easily increasing the height to 72' or even 80 feet!

WCM: What advice do you have for new starters?

Phil: Get into WFP on day one and try never to get on a ladder!

WCW: Why do you think window cleaning is a good business to get into?

Phil: It gives you more freedom to do the really important things in life like spending time with family and friends.

WCM: Many thanks, Phil. It has been a pleasure.

**Inventor and Window Cleaner
Phillip Alexander**

Sim 80'	\$1,975.00
Sim 50'	\$1,675.00
Sim 36'	\$1,275.00

1 year Complete repair warranty on parts
Life time warranty on Carbon Fiber!

\$1,975.00

LIFETIME ON CARBONFIBER

www.simpole.com
phil@simpole.com



The World's Fastest Window Cleaner

Terry 'Turbo' Burrows says...

30

Have you ever had a day when all that could go wrong does go wrong? Well, I would like to hear about them. You can write in to me at info@windowcleaningmagazine.co.uk and header it, 'FAO Terry'.

Many years ago, I had this commercial window-cleaning contract. It was to clean the windows inside and out for a big global company called Rentokil. Actually, Rentokil helped me get over to Vegas so that I could compete in the speed racing there, but that is another story for another day.

There used to be a guy there called Clive Thompson. Clive was the big guy that ran the company for more than two decades. Anyhow, it was in February and we had got all the outside windows completed to a shine and now we were ready to start the inside windows.

I had three people helping me out on that job at the time. One of the guys went into this Clive's office in order to start cleaning the windows. The window cleaning of the glass in this room meant that he had to stand on the radiator briefly.

The next thing that happened was the radiator coming clean off the wall.

Do not ask me why, but they had white carpets in that office with lovely expensive curtains and this black thick goo started to splatter uncontrollably all over the floor and walls. I didn't know what to do!!

This black goo was oozing out of the radiator as one person held it at one end of the rad with me at the other end. To stop it we had our scrims poking in the holes of the gaping pipes.

And then suddenly the heating turns on. What are you going to do?! You are going to let go, right? Because it was too hot to hold. And that is what we did.

Just as we let go, guess who just happens to walk in? Sir Clive Thompson, the big cheese himself.

All I could think to say to him was, "good morning", his face was a picture. Come to think of it, so was mine. I had to pay for the cleaning costs.

It turned out to be waste of time starting that job in the morning.

Terry

"Attention All Window Cleaners"

**Take a look at Us and See
the Benefits of becoming a member**

<http://www.f-w-c.co.uk>

Request an information pack today 0161 432 8754

The Federation of Window Cleaners is an independent Non-profit making organisation
Representing the window cleaning industry whilst supporting the needs of Domestic
& Commercial window cleaners



Why Was the Aqua-dapter Invented?

Aqua-dapter® is the invention of Steven Jones, a Window Cleaner based in the UK. Around 2001, like many other Window Cleaners, Steven started off using 'trad' methods, and then switched to Water Fed Poles a few years later.

Steven had previously invented products that later became patented ideas, partly because he's always had a desire to "make things work better" (often breaking it first as the first part of the process!)

After using his Water Fed Pole for a short while, he became frustrated with the wasted water and didn't like the solutions offered at the time which resulted in a loop of hose, wet leg, battery problems etc.

Some time in 2008 Steven began sketching designs of a device to switch the flow of water on and off at the top of the pole. This would mean water could *easily* be conserved between windows (allowing him to fit in more jobs during the day) there would be no loop of hose to contend with, and the pole could be extended and collapsed while the water was off, freeing both hands to do the job, also not requiring him to go back to his van or fiddle with any extra controls.

The main reason for developing the Aqua-dapter® was to make the working day more convenient (and profitable!) One of our customers recently said: "for me, water saving is secondary to convenience of use. Aqua-dapter does save water like any other tap, only better. The reason I have the thing is ultimately ease and speed of use."

Steven continued to refine his design, and make prototypes of what was to become the Aqua-dapter®. The prototypes were tested, improvements were made and eventually the Aqua-dapter® Mk1 was made ready for mass production.

Even so, as explained in the last issue of *Window Cleaning Magazine*, 'real world testing' by customers highlighted that some improvements and features were desirable (even though we know of customers that bought the Mk1 in 2010 are still using them now).



We got to work making the changes and released the Mk2 Aqua-dapter®. Look back to Issue 2 to see the improvements over the Mk1.

"for me, water saving is secondary to convenience of use. Aqua-dapter does save water like any other tap, only better. The reason I have the thing is ultimately ease and speed of use." - R.B. Scotland

Since the last issue of *WCM*, the Mk3 has been released (earlier than we anticipated when writing for Issue 2)!

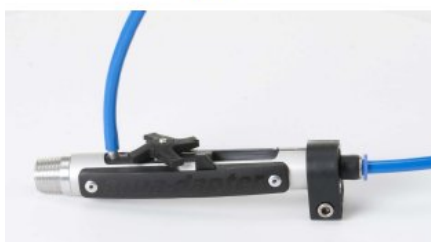
The Mk2 was selling well, so why release a Mk3? Well, apart from a desire to continually improve our product, we continue to listen to feedback from customers.

In response to that feedback, the Mk3 is lighter, easier to fit, doesn't need a clamp and comes in a choice of colour. Most of the changes in the Mk3 were tested by customers for many months before being incorporated in the Mk3. For more detail on the changes, check out our blog*.

In a recent survey our customers said they would like us to increase our range of products, so we've been working to do that, but we're committed to continually improving the Aqua-dapter® and developing some of Steven's other ideas!

The Aqua-dapter® Mk3 has a 12 month warranty. We also offer a 28 day money-back guarantee, so you can try it and send it back if for any reason you don't like it.

Mk1



Mk2



Mk3





Window Cleaning Italian style

This issue Window Cleaning Magazine talks to Mark Henderson the founder and owner of WCR the Window Cleaning Resources website and the Window Cleaning Directory.

WCM: Hello Mark. You are the founder of the Window Cleaning Resources web site. I understand you now live and window clean in Italy. What is the Italian window cleaning scene like? Does it differ as much as the US and UK does?

Mark: Hi Lee, yes that's right, I think the UK is quite unique when it comes to window cleaning. In most places of Italy the figure of the 'window cleaner' as a recognised figure in the community just does not exist. Cleaning windows is usually an add on service of the general cleaning companies that are often seen cleaning the stairwells and communal areas of the 'palazzi' (blocks of flats) over here.

It's ironic actually because the inventor of the squeegee, Ettore Steccone ('Hector Bigstick' if literally translated!) was an Italian that before emigrating to America was from Serravalle Scrivia which is not too far up the road from where I live. Pulex also have a large factory in Brescia, Italy. Yet window cleaning as a trade has never taken hold here like it has in the UK. In the cities there are a few cleaning companies that clean shop windows but the residential market is completely untapped. Perhaps it has to do with the fact that they use window shutters or that it rains less often! Although to be honest I think it has more to do with the fact that the windows are designed differently and most people clean their own windows from the inside.

WCM: But there was a long story before you ended up window cleaning in Italy. I understand you started window cleaning at the age of 17 years old in Hartlepool back in 1993. How did you set about doing this and what gave you the idea?

Mark: I've always been a bit of an entrepreneur and left school at 16 wanting to work for myself rather than go to college. With the help of my dad I set up 'Pioneer Video Productions' with the idea of filming weddings, special occasions and making regular appointments with new parents to film a kind of video diary of their babies and infants as they were growing up (few people had their own video cameras back then) but in the end I spent most of the time transferring old cine films onto video cassettes - man, I sound so old! I'm not really!

Looking back I was a bit young for people to trust me with such an important task of filming their wedding and work was a bit hit and miss. A friend of the family was a window cleaner and suggested I give it a go. He gave me a 10 minute lesson cleaning our patio door and a short time later I was out canvassing in Hart village just outside of Hartlepool.

WCM: So how did that go?

Mark: Well the canvassing went really well, I picked up quite a few customers actually. But the first day I went out cleaning was a nightmare. I'm surprised they didn't all sack me on my first day! I was useless! My short lesson seemed easy enough but my new found customers didn't only have patio doors unfortunately. I had over-estimated how many jobs I could have got

done that first day and ended up coming home frozen and shattered at about 8 pm. I think I should have had a few more lessons before jumping in like that!

WCM: Were you really that bad?

Mark: Yes, thinking back I cringe. I was so bad that first day that in the end I gave up trying to squeegee and just soaped up the windows and did my best to dry them with my scrims! Obviously that didn't work out too well. But thankfully most customers appreciated my efforts and mercifully gave me another chance. I gleaned another few tips here and there and thankfully I improved ...a bit.

WCM: You then sold that round and moved to London where you started another window cleaning business, is that right?

Mark: Kind of, I sold my business when I had just turned 20 and I moved to London where for four and a half years I was involved in full time voluntary work. I kept my hand in at window cleaning by building a small round of a day and a half worth of two monthly jobs in Totteridge which just covered the running costs of my car. Then when I met my wife Erica I decided to take up window cleaning properly again. It didn't take long before I had a decent round built up again. My wife even spotted an advert in the paper from a posh hotel which sounded like they were requesting a window cleaner! I went round straight away but it turns out they were looking for someone to clean the cars of their guests in the car park. Anyway, as it happens their window cleaner was about to retire and so he got me to quote the windows all the same. A few weeks later I got the job which gave me the confidence and experience to go out and get other similar jobs

WCM: But then you moved back up to Newcastle - so did you have to start all over again?

Mark: Well I thought about selling all my work in London but the work was really well priced and for the going rate of window cleaning rounds at the time, I really didn't think it was worth me selling. So I decided to rent out the work and at the same time I built up new rounds in Newcastle. By the time I left I had a really good round going there too.

WCM: So how did you manage to control the London business from Newcastle?

Mark: Well it was certainly a learning curve. The first guy I had renting the work from me was a bit slap dash and I was losing customers. After some trial and error I found a system that worked great. It gave them the incentive to do the domestic work well and retain the customers and I just made sure the commercial work was getting done on time and done well. From time to time I would go down and visit for a few days. I would do a bit of work alongside

them, maybe pop by to say hello to the commercial customers and keep them sweet and in the evenings I would do more canvassing. The lads were happy because they were earning well, I kept feeding them more work so they had a round on a plate and I was earning a good income at the same time.

WCM: Sounds like you were on a good thing - but you didn't stay there for long either right?

Mark: That's right, my wife had wanted to return to Italy for a while and when our son was born I finally decided that it was the right move. So after a couple of years in Newcastle we were on the move again!

WCM: So you sold the Hartlepool business when you moved to London, kept the London business when you moved to Newcastle and then you moved to Italy. Surely you would have had to sell everything at that point?

Mark: After a couple of years in Newcastle I was still successfully renting out work in London and so I started to do the same with the work in Newcastle even though we were moving abroad. The company is limited and so the entity of the company remained in the UK. To be honest I was more interested in having time than money and renting out the work worked well for me. I did decide to sell up all the work in stages as I built up work in Italy. But a few years passed by before I sold all of it. In the meantime I was still renting the work out and making regular trips to the UK.

WCM: How did you get on building a round from scratch in Italy?

Mark: It was tough to start with because of the bureaucracy here. Plus, it's a close knit community here. My Italian was limited and being a 'straniero' (foreigner) people were initially reluctant to give me the chance to offer this new service. I noticed that in the areas near where I live nobody was cleaning the shops so I targeted these. I started with just a handful of shops and persevered and after a few months, word started getting round about this English guy that had invented a new job????! and the work just started to roll in! Before long I had too much work to cope with on my own. It has been a great way to integrate into the local community.

WCM: So do you have a team working for you now?

Mark: Well, I didn't really intend to grow an empire or anything to be honest so I initially started to turn work down but it seemed a shame to waste it when there were friends of mine in full time jobs working long hours for relatively little pay that would have jumped at the chance to earn more whilst working less hours. So I suggested to a friend that he give it a try. He left his job, I trained him

up and we started working together. Even though there were now two of us it wasn't long before we were struggling to keep up with the work again and we soon trained up another lad and became three and then four at one point. They are great lads, fast learners and eager to work. Before long we were cleaning a few hundred shops regularly each week in five of the surrounding towns.

Often the local cleaning supplies stores were recommending us to some of their customers and we were receiving requests to do bigger jobs which occasionally meant travelling and staying overnight to get jobs done. We even started working alongside Unger offering training courses around the country but a few months ago I decided to go back to working on my own again, just doing the shops in the town where I live, spending a bit more time developing the web site, enjoying free time with the family and doing what I really wanted to do, which was to keep my life simple in order to pursue other interests. The lads continue to do very well and are still regularly holding courses organised by an Unger sales rep. So we might see Italy become a window cleaning nation yet!

WCM: What is your current set up in Italy? Do you use wfp's?

Mark: When we were all working together we were using the WFP system. Now that I just do low level shops I don't need it. I have a folding push bike with a trailer behind it where I keep my gear. I was a bit self conscious at first going out with it because it's quite unique but I don't think anyone should be afraid to 'think outside the box'. It's the best form of advertising I've ever had! The local's love it!

WCM: What made you start your first website that was aimed at helping other window cleaners?

Mark: When I first moved to Italy I had no work there and my only income was from the work I was renting out in the UK. I did have time though. I had built up quite a bit of experience over the years in building up rounds, winning contracts, buying and selling work and also the actual practical side of window cleaning. My father, who is involved in web design gave me some web design software and showed me how to use it. My initial idea was to create a video series of instructional DVD's and sell them online from a website. I thought about the kind of site that would attract traffic from window cleaners as a platform to sell the DVD's and the idea for Window Cleaning Resources developed from there. There were very few similar sites at the time, just a couple of forums. Window cleaners immediately loved it and since it was generating a fair bit of traffic I dedicated a lot of time developing it



further with more products and also the Window Cleaner Directory and the Window Cleaning Rounds For Sale sites.

WCM: What are your plans now?

Mark: Well, I have to admit that during the time I was really busy with my Italian window cleaning work I had let the website stagnate a little. I still had some ideas for the site but just didn't have the programming skills required, or the time to implement them. Recently I've been working together with a web techie to create a new more useful and contemporary site. This time I outsourced the development of the site. I just discuss with him the ideas of what I want and he goes away and does it. I'm really pleased with what we've put together. We've already overhauled the Window Cleaner Directory and we're about to release the new overhauled Window Cleaning Resources site which I'm really excited about. There is nothing similar on the net specifically for window cleaners at the moment. It's revolutionary, unique and bang up to date with the latest web technology. It's due for release to the public January 2012 so watch this space.

WCM: Thank you Mark.

www.windowcleaningresources.com





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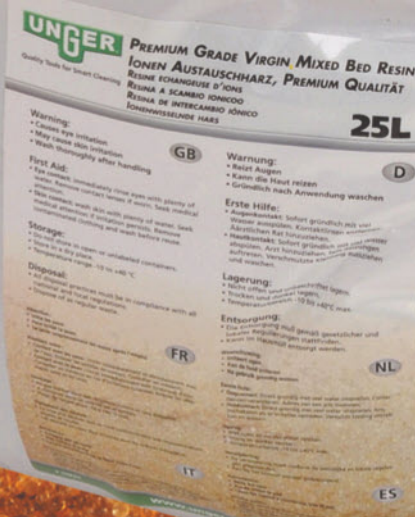
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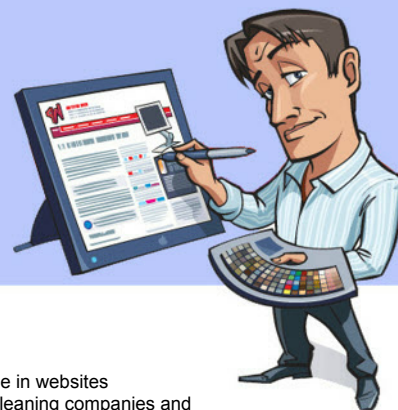
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Q&A With The Electric Window Cleaner (Jeff Brimble) Part 2:

Jeff Brimble is often the name people look for on all the window cleaning forums when they need to know about water fed pole (WFP) problems or brush techniques. His moniker, "save your life and go water fed" usually follows his answers as Jeff dishes out advice, from window cleaning techniques to WFP DIY know how. Jeff usually has an answer up his sleeve to almost every problem associated with water fed pole work. From his night-light cleaning lamp to the first ever backpack & of course the lightest ever WFP's, window cleaners' lives have been changed by Jeff's approach & his inventiveness. I personally, bought my very first DIY modular carbon fibre fishing pole from Jeff & it is still one of the lightest poles on the market, except for the ones Jeff wields on a daily basis. I have also been using Jeff's "Assassin" pole for the last few years on shorter domestic work. Today's question & answer session, the second in the series, will give you more insight into Jeff's world!

[Click here](#) for part 1

Karl: So firstly Jeff how would one go about choosing a modular fishing pole for WFP work?

Jeff: Any 16m carp pole. 16m because they have extension section that will take you to 70ft plus.

Karl: Are specifically "carp" poles the best to look for?

Jeff: Carp and Margin Poles are stronger sections than some of the lightweight versions.

Karl: What sections do you lose or how much height do you lose by the sections not utilised & why?

Jeff: The top 3 sections generally. The pole is tapered from 1/16th" so you work down until you have a diameter that can take a brush.

Karl: So can you actually ask to buy the pole without these top 3?

Jeff: Yes, when I started, the shop would give you a discount and use the top three as Spares. The top 3 can often be used for a child's pole/rod.

Karl: What is the best way to strengthen the top end of the pole last sections?

Jeff: I just use a strong no3 glass fibre/composite section from any cheap modular such as the "Ron

Thompson Carp Gangster", in fact that's a very good 28ft beginners pole for approx. £60.

Karl: Do you mix & match poles?

Jeff: Often. I used to only recommend the "Map"/"Leeda"/"Garbolino" range as these were available within a 50mile radius, but after using these for more than 6 years, I am now able to recommend any modular 16m. The older models are better and should be available on eBay. Somewhere along the tapered length, one brand will fit into/over another.

Karl: You mentioned you had a favourite "Leeda Blue Diamond" modular fishing pole, is it still in your armoury?

Jeff: No, it was my first. I only have the odd section or three, but yes watch this space I am in the process of resurrecting /re-building one.

Karl: Is the "MAP F16" still your favourite today & why?

Jeff: Yes its still the same very old pole (I have looked after it), it has a Matt finish and feels softer in the hands

with more give than say the metallic sounding "M16", but any pole is OK, the "Maver Grim Reaper" is as legendary as the "Leeda Blue Diamond."

Karl: What was your worse 'dud' buy in modular fishing poles?

Jeff: Hmm, that would be a carp "Browning" 8m, I just did not get on with it. It eventually split from the inside under pressure.

Karl: How many DIY poles are in your arsenal?

Jeff: 15, but usually only carry two - the "Assassin Ninja" telescopic and the "F16 Modular."

Karl: Your "Assassin" WFP was also a shorter, quick draw & still my most used – is it your most used pole?

Jeff: Yes it reaches 70% of my work. It's fast, but watch out for Peter Fogwells clamp less.

To view poles click here
shopwindowcleaningresource.com/water-fed-poles-systems/water-fed-poles/assassin-wfp-s.html



Karl: What is unique about the Assassin pole?

Jeff: *The smooth action that does not catch your hands in use. No black hands and non-electric conducting.*

Karl: What height range do you tend to use the most?

Jeff: *The majority of houses here are two floors, so a 22ft telescopic "Ninja" or 50ft plus "F16" for commercial work. Never buy a pole taller than you have the work for until you need it.*

Karl: Have you been past the 88-foot mark since you used the now defunct "Emporium" pole?

Jeff: *No, but I would like to safely go 100ft with a two man version. The "Emporium" was designed for 100ft and it is only two sections bigger than the 88ft 2" pole.*

Karl: What are the biggest problems with using modular poles as opposed to telescopic?

Jeff: *Learning to use the pole hose outside and having a "sherpa" to carry the sections round for you. That's the reason for using an electric golf trolley.*

Karl: Once you get to a certain height the pole tries to bend back on itself – can you explain?

Jeff: *Hmm, well your pressing the pole against the building slightly so it can only go forward, but the temptation can also be for it to go away sideways just as easily. It must be one of the reasons why nobody has yet been higher? After say 70ft, the poles are actually going almost vertically and have little pressure on the glass. After another 20ft, the brush weight and friction can push the brush and pole away from the glass and any higher; the whole pole starts to go backwards.*

A long time ago, I used to use drain rods vertically for cleaning chimneys. Inside some of the large coach and horses type of country house a similar thing starts to happen. To get a feeling for this, just try to slide drain rods vertically up a wall as far as you can. At high vertical levels, you also need a re-design in the brush in order to cope with the different situations.

Karl: Would you advise anyone to build a DIY pole against purchasing a "made for WFP?"

Jeff: *Why not! Being a tight Celtic Welsh git, I did. DIY is a third of the price compared to off the shelf poles. The £16 Harris alu' painting pole is lighter than any other alu and unbeatable value.*

Karl: What do you think the biggest mistake a purchaser makes with DIY poles?

Jeff: *Standing on them.*

Karl: How many poles have you broken so far?

Jeff: *I have broken three sections but never broken a whole pole. I broke one on a roof rack, one I closed the car tailgate on, one 30ft'er I dropped down too hard to rest on a freshly cut bush that had very hard branches sticking up vertically. (That was part of the "F16" which I show in a video somewhere on You Tube being repaired (You lose approx. 9").*

Karl: Tell us about brush heads – is weight important?

Jeff: *Absolutely. Not so important if your still using heavy alu' poles but heavy is not good for your body. I have recently recovered from 'frozen shoulder' and so the weight /torque differential of a few ounces at the end of a 24ft pole can challenge your body. I would suggest a max of 8oz approx. for any brush.*

Karl: What sort of brush action is needed above 50 foot?

Jeff: *I would say an upward bristle angle of 35 degrees to the glass and monofilament bristles. The upward action allows dirty water to flow off the stock, with plenty of splay - especially if you are working almost horizontally over a conservatory to reach a window. Also, consider a side-to-side action with an extra supple splay brush (see picture).*

Karl: Is your swivel brush still your favourite?

Jeff: *I have not found anything in 12 years to beat it. It is now back on the market and fits both the Unger and plastic universal angle joint.*

Karl: Have you tried any "Tecbuk" brushes from Richard?

Jeff: *I have tried his red bristled one, it's a very good purpose designed brush. The stock is a bit heavy for the width of the brush for my liking.*

Karl: Hogs-hair brushes – are you a fan?

Jeff: *I think Hogs were the favourite in-hand brush for glass washers in the States when working from cradles. I find there is too much friction on the glass on a pole and they hold dirt and encourage spotting*

for my liking. I have two different makes, one with a plastic stock and the other a wooden stock. Both they are too heavy for me. I would imagine in the USA, users cannot see what we like about plastic mono brushes, but we have vastly different cleaning periods, monthly compared to yearly.

Karl: Are you a “lift off the glass” brush sort of person?

Jeff: *Lift off encourages body injuries. We have developed a totally new brush that gets round the ‘lift off’ but we are having difficulties getting it to market.*

Karl: Fan sprays or pencil jets – which do you use for which jobs?

Jeff: *I dislike the uncontrollable splatter from a fan, which can hit the head of a window and bring down dirt.*

Karl: Over-head or through-head jets? Which do you prefer?

Jeff: *I use 4 over the top of the brush pencil jets, they are a very accurate jet, they hit the glass slightly above the bristles for rinsing and if you apply any sort of pressure the water jet is then inside the brush. I have tried various sprays but I only use low-pressure fittings and 42psi pumps to get any decent spray. I will need to make a new high-pressure system – which I intend to do over this summer.*



Karl: You also use lightweight pole hose – tell us more?

Jeff: *I used to use pvc “Raindrip” hose its quite soft but then found “Algarde,” Its just a silicon type aquarium airline hose, I like the way its low profile stays flat across the pavements – less trip hazard*



Karl: Will you stop using & making DIY poles when they bring out a 2KG, 100 foot pole?

Jeff: *No, you and I can make them for less money.*

Karl: Any advise for the DIY’er thinking of having a go?

Jeff: *Google a “Ron Thompson Carp Gangster.”*

And finally... a word for the masses?

The next big thing is already the almost unrecognised and not acknowledged work done by James Thomson of Scotland (James44). Who following on from Jeff on the Window Cleaning Academy shared the secrets of Ecover and vinegar for window cleaning to all. He deserves more credit. His new 007 formulas will make window cleaning easier.

Since working with him, I have found three products that are better than Ecover that help remove/eradicate spotting problems, provide slip and deep clean glass.

1. It is something used in thousands of products but is of a harmful nature in the MSDS sheets when undiluted but becomes acceptable when diluted for WFP work.
2. A natural plant based bio formula from Australia.
3. A surprise substance that I stumbled across by accident with a TDS of less than one when diluted.

I have yet to try these in any sort of combination, which could be an ultimate solution. However, as stand alone they do work and I have puzzled over what to do with the “knowledge.”

So, I have passed the buck and problem by sharing the details with James for him to decide what to do with my secrets.

Jeff’s website link: www.electricwindowcleaner.com

'How to start a window cleaning business' for rookies

41

Part 2.

Last issue (Jan 2012) we covered the marketing of *you* and your business. Marketing is a key element to your success.

We then asked the question, "Where do you want to be?" and covered the paths that are available to you.

You might be happy working by yourself earning a good living or you might want to grow big with multiple staff and vans.

Once you have decided the path you would like to take, we then covered the question of deciding whether you should buy a round or build up from scratch.

Buy or build?

Buy or build is a personal choice. Sometimes it is obvious which one you will do should money be a problem.

The far cheapest way is to start your own residential business and we will come back to this later.

However, what if you want to buy? What do you pay? How do you handle the deal? What do you need to look for?

The same principle as for the value of a property on the market, the value of a window cleaning round is really only worth what somebody is prepared to pay.

Market conditions affect this value. The rule of supply and demand kicks in, but remember you can always say 'no' and you do not have to buy the round.

What we discuss here will be the same for any country and the market within that country despite cultural differences. For example, in the US, window cleaners clean windows less frequent. Here residential windows are cleaned annually or more if you are lucky. This will mean the 'cost' charged to the customer will be higher with more customers.

In the UK, for example, residential window cleaning is carried out monthly and the 'cost' charged tends to be lower with a smaller customer base.

Whichever country you are from, there will always be a 'turnover' value for the round that is used to negotiate a price for the purchase of the work.

In some areas too, the value of a window cleaning round may differ from state to state and county to county. This is caused by the rules of supply and demand.

As an example, some areas of Scotland in the UK may have a higher number of window cleaners operating in an area, therefore, the area is highly competitive and this would in turn drive down the value.

On the flip side, however, the South West of England in the UK may have less competition, thus, the value would be higher.

So, what do you pay for a residential round? For the purpose of this article, we will use the East Midlands area in England, UK.

Lets assume you have found two window cleaning rounds for sale in the local newspaper. Looking for residential rounds in a local paper is a good start.

They are both £2500 worth of work per month. Over a 12-month period, this could bring in £30,000.

You have to be realistic. Poor weather and holidays through out the year may make a small dent into this annual figure.

Which of the two rounds that bring in the same £2500 per month would you buy?

The first thing to do is contact the seller immediately. Rounds go quickly and you will have to make decisions fast in order to avoid the disappointment of somebody else getting there before you.

In order to do this you will have to ask some key questions during your first call to the seller.

What do you ask?

You will need to know how profitable the round is first and the location. The first question is, "How long does it take to do the round?"

For you to work out the profitability, you need to know how many hours it takes to work through the customers. If you are given the reply of, "It takes me 4 weeks to complete, so 20 days", you need to be asking the seller what he considers a normal working day.

Most window cleaners in this area will work a 6-hour day from 9am to 3pm. You need to confirm that this is right. This would mean that 20 days work is the same as 120 hours worked.

Therefore, the first round for sale in the newspaper takes 120 hours to complete. Divide this by the monthly value of £2500 and this would give you an hourly rate of £20.83!

Not a bad rate for residential work.

What about the same questions to the second round for sale in the newspaper? The seller here also states that it takes 20 days to complete the round but on further asking what a normal working day is for this seller, he says that it is 8 hours!

It takes 160 hours to complete the second round for sale. Dividing this by the monthly value of £2500 gives this round an hourly rate of £15.62!

Would you rather pick an hourly rate of £15.62 or £20.83?

The first round is the most profitable and after checking the area, you find it has potential for you to canvass and build on.

One other question you need to ask is, "When was the last time the round was cleaned?"

If the seller says that it is up to date, then that is a big green light.

If the seller says they have been busy and that the round is a little behind a month or so, then be cautious. You would still go and see the round because you may be able to knock the sellers price down if he has not looked after his business.

Next is to negotiate the price.

I have been told recently that a window cleaner had a £2000 round value per month for sale where the seller wanted 10 times the monthly worth!!! That is £20,000!

Who in their right mind is going to hand over £20,000 and work hard for 10 months to end up with the same money in your hand?

There *are* chancers out there - so be warned.

What is a fair price? On the internet, where sites are set up specifically to sell window cleaning rounds, demands tend to be higher at three and 4 times (or more) the monthly round value.

I feel that 2 to 3 times the monthly value is fair. Personally, I have never paid more than twice the monthly value.

Therefore, we have decided to buy the first round and the seller is willing to sell for £5000. This is twice the monthly value.

You agree to meet immediately, where you will take a quick look at his book and then give him a deposit of £100 to £500.

Why do you need to see his book? You are looking for his workings in his book that can show historic activity. You can also confirm the last date the round was cleaned and study what the seller charges his customers for the different types of property.

Why give a deposit? You want to reserve the round, although sometimes if you do not complete the deal quick, somebody offering more money will snatch it from you.

It also tells the seller that you are serious and that you are not wasting his time.

What next?

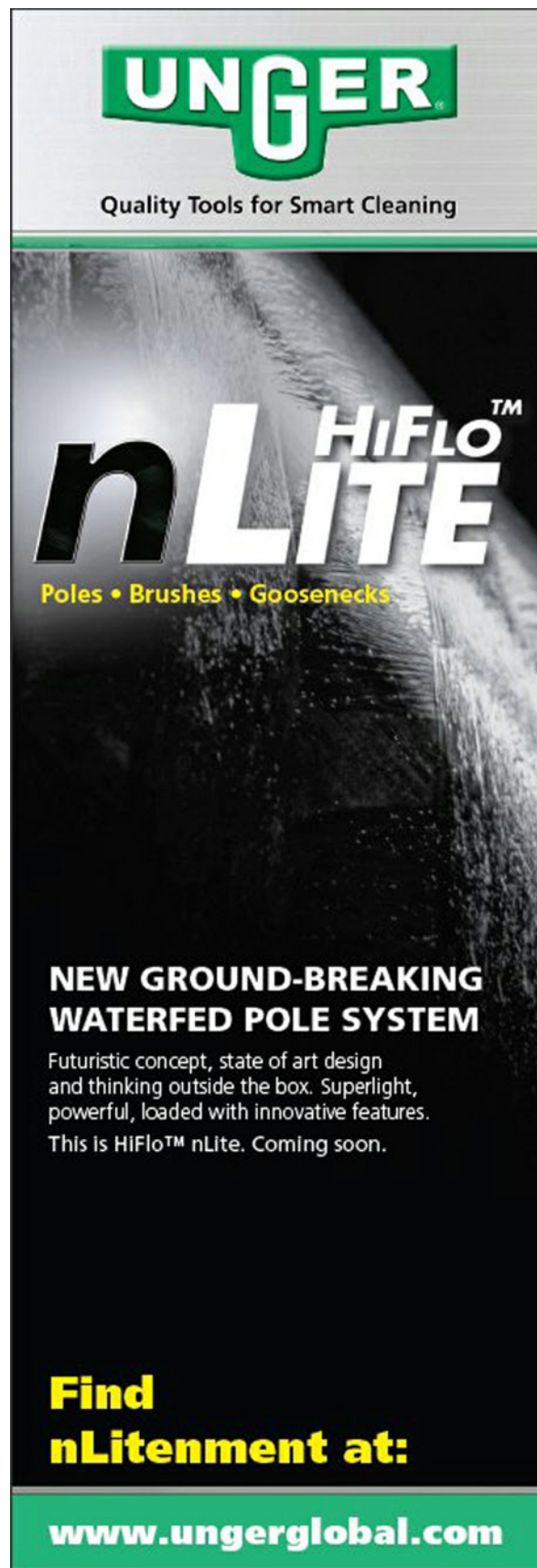
You arrange with the seller to meet one or two customers and he walks you through the round. If you are lucky, he may work with you for a bit so that you are able to find your feet. Do not be surprised if he just wants to sell and have no more to do with it but you must talk to one or two of his customers first to make sure the round is genuine. This way you will avoid being scammed for a round that does not exist.

Expect to lose a small percentage of the customers after you have purchased the round. This is normal. Some people do not like change. New customers will quickly replace this when they see you window cleaning in the street.

When buying a round it is important to know that you are only buying the goodwill of the customers. They do not have to use you as their window cleaner.

By far the quickest way of building your window cleaning business is to buy rounds, however, in these tough times people may want to hold on to them and so finding a round could prove a little more difficult in some areas.

Make sure you catch the next issue of WCM and learn more on building a residential window cleaning round.



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Waterfed Pole Solutions

We are one.

As you have probably read on the window cleaning forums, there is a new online window cleaning directory which has recently gone live. I've been talking to Huw Rees and Charlie Price the guys behind the project to see what www.nationwidewindowcleaners.co.uk has to offer window cleaners...

WCM: Tell us about this new website and the service you offer?

Huw: We have built what we hope will become the UK's premier online window cleaning directory. The aim of the website is to provide our members with local window cleaning enquiries from potential customers in their area. But unlike other directories we only have one members details shown in each of our areas across the UK. Other directories place your details amongst ten or twenty of your direct competitors.

It's a website developed by window cleaners for window cleaners. It is designed to win window cleaning enquiries for our members and should be looked upon as another marketing tool for your business.

WCM: Is it simply another window cleaning directory then?

Huw: Not at all. As part of a listing in our directory, each member receives a mini-website which will rank highly in Google's search results when potential customers search for a window cleaner in their local town. So far, over 90% of the mini-sites we have built are now displayed on the 1st page in Google for their relevant town.

We are trying to establish a national window cleaning brand so that window cleaners can be apart of on a very local level. Our members can decide whether they want to receive residential enquiries, commercial enquiries or both.

Most people understand that the internet is a huge source of enquiries for any business in today's marketplace. We make sure that our members mini-sites are shown high up in the search engine results when someone searches for a window cleaner in their area. We are able to provide cost effective search engine optimisation (SEO) to all our members by placing a huge amount of effort into the SEO of our main website to benefit everyone as a collective.

WCM: When did you launch the website?

Charlie: The website went live in November 2011 for window cleaners to use the automated system online to find out if their local area was available to purchase and to reserve it

through Paypal. Our first enquiries from customers looking for a window cleaner started coming through in December. We now have window cleaners covering over 150 towns across the UK. Our long term goal it to build a network of window cleaners across the whole of the UK for both residential and commercial window cleaning.

WCM: What checks are you making on the window cleaners who try to sign up?

Huw: We currently ensure that all the window cleaners who sign up have appropriate insurance and we also check addresses. In the long term we hope to develop this further. We have a broad range of window cleaners already involved, from the one man residential window cleaner to the multi-van commercial window cleaning company. Many of our members have also taken part in the City & Guilds QCF (NVQ) Level 2 qualification and are also members of the FWC, SAFEcontractor, CHAS and Constructionline.

WCM: Is there scope to chase national window cleaning contracts as a collective?

Charlie: That's what we would love to happen, if we can build a strong enough network of window cleaners in all corners of the UK each looking after their local area we feel that we would be well placed to tender for national retail window cleaning contracts. Currently, this type of work can be sub-contracted down a long chain of window cleaners, we would hope to put real value back into this type of commercial window cleaning both for the client and our members.

WCM: How did you come up with the idea?

Huw: Both myself and Charlie have been passing window cleaning work to each other for a couple of years now and the website is something we have talked about setting up for a long time. It was just trying to find the time to put something together, but we finally got there.

WCM: How did you both get into the window cleaning industry?

Charlie: I have been involved in the window cleaning industry from a very early age as my father set up J.V.Price Ltd, which I now run. We currently have a team of 17 window cleaners working for us as well as numerous access platforms. We look after the window cleaning on some very prestigious buildings.

Huw: After graduating from university I reluctantly joined my fathers small contract cleaning company whilst I searched for a "proper job", we specialised in builders cleans and industrial cleaning, however, 10 years on we have now further evolved

and provide all types of commercial cleaning services, grounds maintenance services and access solutions as Seers Support Services Ltd.

WCM: What does the future hold for Nationwide Window Cleaners?

Charlie: We hope to continue to grow our membership numbers and to provide our members with even more window cleaning enquiries. We are also looking at other added benefits for our members such as discount deals with suppliers and insurance companies etc.

WCM: How much does membership to the directory start from?

Huw: Membership starts from just £10 + VAT per month. We think it's a pretty cost effective way to get your details on the 1st page of Google for your local area.

WCM: How would our readers find out if their local area is still available on the directory?

Charlie: To find out if your local area is still available just visit www.nationwidewindowcleaners.co.uk/signup

Testimonials

"We already had a website that ranks on the 1st Page of Google for window cleaners in Plymouth but I was convinced that the concept of a network of window cleaners working together could work. In the second month of being a member I received an enquiry through my Nationwide Window Cleaners mini-site which has led to my biggest commercial window cleaning contract to date, a contract worth over £7,000 per annum."

Stuart Castles, SAJ Window Cleaners in Plymouth

"I have had several enquiries through Nationwide Window Cleaners which have all turned into regular monthly customers. The fact that they come first on the page when you search for a window cleaner in Aberystwyth and Lampeter is great. I think it is a great idea and I look forward to many more enquiries through their web site."

Andy Leet, A.T.L. Cleaning, Aberystwyth

aqua dapter

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BEST NEW WINDOW CLEANING PRODUCT
OVERALL WINNER OF 12 CATEGORIES



THIS TOOL WILL CHANGE THE WAY YOU WORK WITH WFP



AQUA-DAPTER IS A TAP FOR WATER FED POLES WHICH ATTACHES TO THE BRUSH END IN LESS THAN A MINUTE. SWITCH WATER ON AND OFF BY PULLING YOUR HOSE.

SAVES HASSLE

No more keeping one hand on a trigger, reaching down to find your tap, getting wet trousers from leaking belt taps or annoying hose loops from a trigger setup. Wipe sills down on top floor windows once the water flow is off.

SAVES TIME

Spend less time messing about locating, bending down and turning off taps or waiting for your remote control to kick in. Opportunity to increase your flow rate because of the water you save and work faster!

SAVES WATER

Flow control is instant meaning you can even switch off water between windows. Our users say they are saving between 60 and 150 litres a day! Answers environmental concerns about water wastage!

SAVES MONEY

One user is in the process of reducing his 1000 litre tanks to 650 litres. Smaller vans equal cheaper tax, servicing, running costs and more importantly than ever, a reduction in fuel costs. Not to forget water processing and metering costs!

MAKES PROFIT

Extra water in your tanks gives you an opportunity to do extra jobs in the day. Many Aqua-dapter users claim to be able to complete an extra 4-5 jobs per day.

FIND OUT MORE AT WWW.AQUA-DAPTER.CO.UK



Calling all Commercial Window Cleaners

Don't have the time to canvass for commercial work?

Would you like somebody to take the effort out of gaining commercial appointments for you?

Canvassers 4 Cleaners provide a direct telemarketing service, speaking to the decision makers. Forget worrying that your leaflet will be thrown away, Canvassers 4 Cleaners will make sure your electronic leaflet ends up in the hands of the people that count, saving on printing costs, petrol and valuable time.

Added to this Canvassers 4 Cleaners will gather your data, storing email addresses and renewal dates, essential for future marketing strategies.

For further information, or an informal chat.

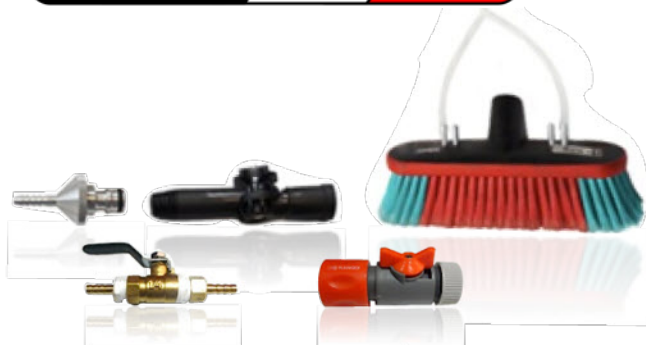
Please call: 01332 604119

email: kate@canvassers4cleaners.co.uk

www.canvassers4cleaners.co.uk



Reach-iT™ MINI



WCM speaks to Perry ('Taishan' in China) owner of the Reach-iT MiNi

WCM: Hello Perry. What can you tell us about your WFP pole?

Perry: The Reach-iT MiNi is our Low-Reach water fed pole solution for cleaning Ground and First Floor. Amazingly, this 25' Reach pole compacts to just 4'6" (1.45m).

WCM: How do you feel about WCM readers nominating your pole for the WCM Awards 2012?

Perry: Every week we get emails from professional window cleaners (and newbies) cleaning from 2 storeys to 7 storeys, telling us how thrilled they are and how they "love their Reach-iT MiNi". We are proud of that.

Whether you are a full-time window cleaner or an opportunist, this is the perfect lightweight carbon fibre pole.

WCM: There is something new about your poles?

Perry: We provide a one pole solution for every window cleaner. Reach-iT MiNi pulls apart at 10ft to be a perfect ground pole! If you want to go to 3 storeys after you have bought the Reach-iT MiNi, no problem just add one Reach-iT XT.

Our friends with their traditional poles want to persuade window cleaners to buy a 10ft 'pole and brush' to start on the ground work and then a 18ft 'pole with brush', maybe a 25ft pole, and then a 35ft pole and brush for 3 storey window cleaning.

In the past, traditional Pole Manufacturers persuaded window cleaners to buy a 10' pole and brush to start on the ground work and then an 18' pole with another brush and tube kit and then a 25' pole and brush tube set for 2 storey work and then a 35' pole and brush for 3 storeys window cleaning.

WCM: Could you try and put that into money for us?

Sure - nothing could be easier to answer - whatever Reach-iT pole you invest in, to start with, all future upgrades are just \$35 per ft (around GBP23).

This is amazing, because with Reach-iT, a window cleaner can grow his business one storey (11') at a time - for just \$350. Now, just ONE JOB can pay for an upgrade and justify the investment in a higher reach.

For example, an owner of a 45ft Reach-iT PRO 4, can, for \$350 (GBP220), reach 5 storeys, or 55' ! Truly Revolutionary !

WCM: What about other poles in your range?

Perry: All of our poles are unique. We have a water fed pole solution, whilst our friends mostly sell fixed length water fed poles.

Reach-iT MiNi is 2 poles in 1, servicing the ground to 3rd storey market (35').

Reach-iT PRO 4 is 4 poles in 1 servicing the commercial window cleaner wanting to clean ground to 4th and above.

Reach-iT PRO 4 is a high-modulus, super-strong (and still really light at 2.95kg / 6.5 lbs) telescopic water fed pole that , when you remove the last 2 sections leaves a 35' super-strong water fed pole that is understandably lighter and easier to use!

As you clean to the ground, you can remove a further 2 sections to reveal PRO 2 - a 25' reach pole and finally for real groundwork and ballustrades, you can even remove another 2 Sections to use PRO 1 - all from the one pole system.

At the other end of the scale if you want to go from PRO 4 (45 ft) to 55 ft, simply add a Reach-iT XT, and you are at 55', with internal tubing!

You will never buy a fixed length pole again!

WCM: Interesting? Tell us more.

Perry: Welcome to the Future: Our PATENT PENDING Modular-Scopic design is so simple, it is almost a shame that no-one else has done it.

We don't offer poles made of different compositions. We have developed the strongest and most rigid carbon fibre composition with the lightest construction to ensure each pole is practically indestructible.

With this in mind, we offer a 2 YEAR, No-Blame full warranty on the Reach-iT Range of poles from futureofcleaning.com. We assert that you cannot break our poles from window cleaning but, if you drop them, no matter how you break it, we will replace each section: FREE OF COST and FREIGHT.

Our Policy is: **Make Quality Products that don't come back for Customers that do.**

WCM: What features can you tell us about your WFP's?

Perry: We use **TRANSVERSE CLAMPS** because they are **natural to use**. This latest clamp technology ensures your pole is easy to use. Change the length of your pole to match your conditions with the flick of a thumb.

ADVANCE MARKINGS for complete control.

When extending each telescopic section, a red marking appears 200mm in advance so you don't unintentionally separate any section from your pole.

POLE-SKIN keeps your pole young looking.

Encapsulating your Reach-iT Pole in a neoprene Pole-Skin protects what is perfect for long-life. Be proud of your work-mate.

END-DEFENDER adds toughness.

Precision engineered stainless steel End-Caps add a new dimension of toughness to each telescopic pole section - giving them freedom to stand-alone anywhere.

EXTENDABLE GOOSENECKS reaching further.

Light-weight Carbon fibre Gooseneck with interchangeable extensions give you increased horizontal reach of 30cm, 50cm or 70cm.

PERSONALISATION as we are all about YOU!

We personalise your Reach-iT Pole on the clamp lever with a laser-engraving of your Company Logo or Asset Number.

A RANGE OF BRUSHES for you to choose.

Our standard 'workhorse' is a flagged bristle brush. Add a monofilament brush and a dual trim brush for complete accuracy. Each has purpose.

CUSTOM-BUILT POLES, we can work with you.

If you have a unique pole design or application, we would like to work with you to transform other industries as well. MOQs Apply.

WCM: Thank you Perry. We like the look and idea of your poles. These poles are available through local distributors in UK, USA, AUS and NZ.

www.futureofcleaning.com

Gleaming Insurance

Specialist Window Cleaners Insurance

www.gleaminginsurance.co.uk



March 2012

NEWS RELEASE

Welcome to Unger's new age of 'nLite'enment
New Unger nLite water-fed pole system set to revolutionise the market

Unger is ushering in a new age of enlightenment with the launch of **nLite** – a brand new water-fed pole system that is set to transform the market.

This latest innovation from Unger, the company that provides smart cleaning solutions to more than 80 countries worldwide, will change the way that windows and façades are cleaned forever. Thanks to its innovative design the **nLite** is simple to use, intuitive and responsive in any situation.

The **nLite** marks the start of a new era in the water-fed pole sector, being more ergonomic and versatile than anything else currently on the market. It also delivers savings to cleaning professionals, because of its keen pricing and low cost in use.

Dave Rogers, Unger Europe's European Sales Manager, said: "We believe that the **nLite** is a truly revolutionary new product. We are confident that **nLite** will be received enthusiastically by window cleaners and contract cleaners across the globe, thanks to its innovative features, ease of use and cost benefits. The launch of **nLite** is a high point in Unger's history, a real leap forward in the evolution of professional cleaning equipment."

If you want to be 'enlightened' the **nLite** will be unveiled to the global cleaning industry on **stand 1.205** at ISSA/Interclean, Amsterdam RAI, Netherlands 8-11 May.

www.ungerglobal.com

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Emma Fleetwood-Jones - Ceris Burns International t: +44(0)1825 714329

e: emma@cbipr.com www.cbipr.com



If you wish to write in and share your knowledge or experience or you would like to respond to any letters here or to any article or subject discussed in this magazine, then feel free to send your copy and/or pictures to info@windowcleaningmagazine.co.uk

Elf 'n' Safety in Window Cleaning

To be honest most of us don't show much enthusiasm for health and safety issues. Why?

Well, I see two reasons.

1. We feel that Elf 'n' Safety is stopping us doing things we have done for years with no real problem.
2. We can't do anything without a mountain of box ticking paperwork.

So, why has all this Health and Safety stuff come about? Well the politicians will tell us because statistics say that there is a great need to safeguard us all. Now I fully agree we need to sort out the idiots who have no care for common sense or anyone else. That is a sensible use of the laws in place. But what is the real reason a site manager has a contractor filling out a mountain of paperwork and imposes restrictions on a contractors work practices?

Because the site manager is petrified of being sued!!

The No Win No Fee brigade is sifting through any letter of law they can to get as much compensation possible in the case of an accident. To help the poor worker or passer by who is injured through no fault of their own? No, silly, it's so the No Win No Fee brigade get their 20 – 25% as high as possible!!

So now us guys who are just trying to get on with running our businesses as we know how find ourselves in the position of needing help and advice on health and safety.

Now we have another side line of health and safety.....the consultancy and training market!

I have read the article by Andrew Willis of Impact43 training entitled Ladder Work to Die For (Jan 2012 Issue of WCM).

I have spent three days with Andrew on a training course and I have respect for his knowledge and experience in health and safety in window cleaning and his statement that it is illegal to access a flat roof with a ladder is technically true. Whilst I believe Andrew's main intentions behind publishing this article were to inform the window cleaning industry.

The last paragraph reveals, to me, another possible intention: So why risk personal injury for want of training? Let us all get trained and certificated.

I feel Andrew has identified a situation relevant to all window cleaners and shown that it is illegal and brought it to our attention. All power to him, he is right, all professional window cleaners should be properly trained. I know Andrew and all at Impact43 are passionate about good, professional and safe window cleaners.

Now wouldn't it be better to take a fresh look at the laws. Allow them to be debated by the people who have to obey them to simplify the legislation and reduce the need for window cleaning businesses to spend valuable time on training and consultancy. Andrew and Impact43 do stand up for this view.

So, come on fellow window cleaners. Are we going to stand by and whinge and moan about elf 'n' safety and litigation or stand up and put our sensible point of view to the law makers so that the law does not stop us good honest business doing our job and force us to spend time on unnecessary training.

We need to get our heads together and come up with simple, relevant and industry based training and certification to push out the idiots or "cowboys" and help us work safer and more efficient.

David Salkeld
D.Salkeld.Ltd

Window Cleaning Services, Louth, Lincolnshire, UK

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First of all, what an informative publication you have created. Great articles and I love the actual on-the-job user input coupled with their experience.

The article on WFP was helpful since I am thinking about purchasing a system. However, I was looking at competitors website where he issued a warning: WFP can cause leakage into your home...Beware! Have you or anyone else that you know who uses WFP technology come across this problem?

Thank you and the best success with the Window Cleaning Magazine...A clear winner.

Rc



Rope safety.

Poster: It's hard to believe that they in New Zealand, or anywhere for that matter, window cleaners doing Chair work don't have two lines, a safety and working line!

When I first got into the industry, standard operating procedures were 2 lines, so in the process you'd have to have two failures to have a severe accident!

If there are two failures then that's your day.... If you have everything checked and double-checked and triple checked!

I did work with a Journeymen 30 years ago that never used a safety line and thought if you did you were a wimp.

Respondent: Well, they do have industrial rope regulations down there that call for two lines and a lanyard that will only let you go 60cm – that's about 2 feet.

They talk about that in this news story – and the reporter holds a diagram. [Click here](#)

I hate to guess, but the building was only 4 stories – it's tempting to wonder if, despite knowing the regs, a decision was made to spend less time rigging and get more drops done.

Hi Lee,

I found WCM by a chance link a tweet from @pricecleaning who I follow led me to the 'national window cleaning' website - on their info page was a banner to your magazine website. I visited the blog and completely devoured all 40 pages of issue one – when I get a minute I will read the next two.

A little background: I have been cleaning windows since 1973, when I was 17. I started on domestic first then I went onto commercial, office and general etc. I have employed up to 28 cleaners. Currently, I have 3 general cleaners and 3 sub contract window cleaners. I am still very much hands on. I like being "on the tools" myself.

Been a member of FWC since 1997 - back in the day when all their documents were shabby photocopies of photocopies.

Gradually there 'Window Talk' got better and better. I always devour it all too quickly and always find it a little disappointing and always wished they did more, 'how I got started' or 'life stories' and personal tips and guidance.

What a REFRESHING READ your mag is! Just what the window cleaner ordered! Great stuff. Well done.

I much prefer a hard copy as opposed to PDF or online and I would be prepared to pay £2- £3 for a monthly copy on subscription. I appreciate the costs involved in this would be immense, but maybe worth doing a survey at a later date to see if it as viable (the advertising may help offset the costs). I could of course print it off. I thought the mag was very well put together, with contributions from professional (training) bodies as well as from the DIY sector (WFP) and personal stories from the guy who lost his job and started window cleaning with the help of his wife canvassing.

So all in all a good read, and I will devour the next 2 issues asap and look forward to subsequent copies. I have started recommending it already.

Hope this helps and if you want I can always put together my 'window cleaning' life story for you.

Anything else you need just ask.
Regards Robert

Are window cleaners in the UK exempt from drought orders?



This is a good question. So, we at WCM contacted DEFRA (Department for Environment Food and Rural Affairs) DEFRA has policy responsibility for water resources in England.

This is their response:

Under the Water Resources Act 1991 and the Drought Direction 2011, an ordinary drought order may authorise a water undertaker to prohibit or limit the use of water for cleaning a window of a non-domestic building using a hosepipe other than for health or safety reasons.

The Drought Direction sets out the uses that could be restricted under a drought order. [View pdf](#)

Also, the use of water can be prohibited by water companies in England and Wales under their own powers in the Water Industry Act 1991 (as amended by the Flood and Water Management Act 2010) and the Water Use (Temporary Bans) Order 2010, if it thinks that it is experiencing, or may experience, a serious shortage of water for distribution. Under section 76(2)(i) of the Water Industry Act, the water undertaker may prohibit the use of water for cleaning walls, or windows, of domestic premises using a hosepipe. Under paragraph 12(2) of the Water Use (Temporary Bans) Order 2010, an exception is again made for using a hosepipe to clean walls or windows of domestic premises for health and safety reasons.

Under either of these measures, there is no restriction on the use of hand held water containers, not filled by hosepipe.

It is also worth noting that, prohibitions may be applied to specify uses or in specified cases or circumstances and may also be made subject to exceptions. Window cleaners should respond to water companies' notices of their plans to put in place restrictions with their views.

To find out the position of drought order exemptions for window cleaners in Northern Ireland and Scotland, a similar request should be sent to the Northern Ireland Executive and the Scottish Government respectively.

Incidentally - the Federation of Window Cleaners were fighting the corner for window cleaners back in 2007 when invites for views on a consultation document published by DEFRA and the Welsh Assembly Government on the modernisation of the scope of hosepipe bans and drought orders which restrict or prohibit discretionary and non-essential uses of water.

Advice was given that to ban window cleaners from using water in WFP pole systems would be a health a safety risk.

Under the freedom of information act, WCM requested the documents of this consultation.

Consultations:

Consultation on proposed changes to powers to restrict non-essential uses of water (in 2007), including a summary of responses:

Consultation on the Draft Flood and Water Management Bill (included consultation on revised water company hosepipe ban powers), including a summary of responses:

Many water companies are currently consulting, or have just completed consultation on their draft drought planning arrangements. The draft drought plan consultations are available on the water companies' websites.

So what does this mean? Further clarification is outlined in the FWC response below:

Hello Lee,

Please see the attached PDF – page from South East Water, that states a Window Cleaning business is exempt from the hose pipe restriction.... similar to other Water Authorities...although Veolia Water initially stipulated WFP systems were restricted but have now stated that window cleaners who have invested into WFP systems prior to 15th March 2012 can continue using them until 4th July.

Note; the above information applies only during phase 1 or phase 2 of the drought conditions.

‘ In order to conserve water resources, window cleaners should use a mix of conventional window cleaning practices with buckets, squeegees and applicators as well as telescopic poles alongside the use of water-fed pole systems, alongside the objectives of avoiding work at height whenever possible’

Further information can be found on all Water Authority websites.



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Includes Reach-iT PRO 4
and 3 x Reach-iT XT

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£230**

PRO 6

65ft

Includes Reach-iT PRO 4
and 2 x Reach-iT XT

**add
£230**

PRO 5

55ft

Includes PRO 4
and 1 x XT

**add
£230**

PRO 4

45ft

Pull apart to use
PRO 3, 2 & 1

**add
£230**

PRO 3

35ft

Pull apart to use
PRO 2 & 1

**add
£230**

PRO 2

25ft

Pull apart
to use PRO 1

£490

PRO 1

Ground

Photo :

PRO 4 (45ft WFP)

Case Study :

You need a 1, 2 & 3 storey WFP .

Recommendation : Buy PRO 3 (35ft)

It may seem a bit expensive today,

but in the future you will want to

take your business to greater heights.

When you quote and win a 4 storey job,

upgrade your PRO 3 to PRO 4 (45ft)

for just £230.00. Now, you can quote a

5 storey job -add 1 Reach-iT XT to your PRO 4

for just another £230.00 to reach 55ft. Now,

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