

# Window Cleaning

## magazine



April 2013

This issue...

**WCRA - What do you get?**

*WCM takes a look*

**Systems in your business**

*Curt Kempton explains*

**Brodex flying the Union Jack**

*We speak to them in Florida*

**Apollo exports to the USA**

*What is a Star-Lite system?*

*and much, much more...*





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## Window Cleaning Magazine



## Editorial

Since the last issue of WCM I have made a conscious decision to attend trade shows and events in order to bring them to our readers. The idea is to help readers that were unable to make it and to give them an idea as to what was in the show. Sometimes the timing of an event can conflict with your window cleaning schedule and when you have a magazine and the internet, sometimes it can feel unimportant to attend.

With all of this extra input I still believe 'kicking the tyres' on new products yourself all 'up close and personal' will only help you fine tune your buying decisions. It is so important to visit an event for that reason alone. Some companies offer roaming demos of their equipment, that's great but to make a definitive decision and comparison of other products in the market a trade show makes for a 'one stop' shop saving you time and money. By visiting trade shows you support the need for trade shows.

In a tough economical environment being savvy with your hard earned cash is even more important, especially when it comes to spending thousands on a new pure water system for example. But it's a double-edged sword. Window cleaning supply companies need to have access to well organised and affordable venues to attract more companies to trade events, to make them successful. Rising events that cater exclusively for window cleaners such as the Clean It Up VanFest or well established events such as Windex, need supporting by both manufactures and window cleaners for them to work well. Everybody wins.

I recently attended the IWCA trade show in Florida. Although it was wall to wall with window cleaning stands, the event was much smaller than say the Cleaning Show at the NEC in the UK or even Windex. However, the Cleaning Show this year had less than 9% approx (based on the exhibitors list) window cleaning related stands. But let's not forget the Cleaning Show is just that - a cleaning show with its broad array of approximately 160 stands, the biggest must see event in the UK. It is clear the Cleaning Show cannot be compared to a dedicated window cleaning event, but given its size there is still a lot of window cleaning stands to check out.

I did notice that previous manufactures had not taken to the Cleaning Show this year, hopefully they are regrouping for Windex 2014.

So you see, in my eyes trade shows are important. Supported by the organisers, manufactures and window cleaners, they result in a totally win win situation for everyone. Getting involved benefits us all.

Lee Burbidge

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## Contents

### 08 Firefighting Window cleaner

*WCM interviews Matt Saxon*

### 16 Apollo exports to the USA

*What is a Star-Lite system?*

### 22 Systems in your business

*Curt Kempton explains*

### 29 Brodex flying the Union Jack

*We speak to them in Florida*

### 39 WCRA - What do you get?

*WCM takes a look*

### 48 Ettore 35' Aquaclean Wfp

*Reviewed by David Turner*

### 52 Myth Busting with Perry

## Plus...

*Users Review*

*Pheonix 26UL pole*

*page 12*



*Michael Smahlik of Ettore*

*The Professional Edge*

*page 36*



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### Gardiner Pole Systems pulls out of US distributors and makes exclusive deal with RHG



Gardiner Pole Systems have pulled out of its distributors in the US in order to reconsider it's position in the US market. This has lead to a new exclusive deal with RHG, USA.

Gardiner Pole Systems produces the world's best selling water fed poles.

Amongst heavy criticism by the US distribution market for its move, WCM asked Alex Gardiner to comment on the recent changes.

"Gardiner Pole Systems believe that their new single US-based retailer will be the best arrangement to offer our full range of products at a fair price to the US window cleaner using a very simple business model. Despite the furore that this recent change seems to have caused, notably from one of our manufacturing competitors and their own sole-distributing retailer, it is a simple business decision and one taken with the end client firmly in mind.

The quantity of business carried out in the US is not of primary concern here and Gardiner Pole Systems will make no more money from this arrangement than they did from the last arrangement. The lack of business carried out last year in the US did show us very clearly that none of the previous distributors who sold our products would lose much at all in the way of revenue from this change.

With this in my mind this simple decision was taken and we shall see how the end user takes to it. Gardiner Pole Systems and Reach Higher Ground have always provided the full customer service package for all of our US clients over the last few years, so this level of service will only improve as we will be in more direct contact with each and every client who purchases from us. Gardiner Pole Systems have invested heavily in this new retail arrangement with the hope that US window cleaners will appreciate the unique range of products that Gardiner Pole Systems currently offer and future products that we have planned for release throughout 2013."



### WCM hits Stateside

**The Window Cleaning Magazine is planning a trip to the US in April 2013 and will be using New York as a spring board for its tour of the USA.**

The idea is to capture on film and interview the US window cleaning industry and discover how different the work culture is compared to the rest of the world, particularly the UK.

WCM has earmarked companies such as All County Window Cleaning NJ, Tonys Window Cleaning NY, A Sparkling View NY, Empire Window Cleaning Missouri and Jeff Temperley of Allied Window Cleaning in Florida for filming and interviews.

**Lee Burbidge of WCM goes on to say, "It would be great catching up with friends. The Jeff Temperley story (British dude shut up shop in the UK and opened up shop in the US) is one story I am looking forward to checking out. I think the follow up story with Jeff is going to be awesome. What worked, what didn't work"**







## X-line Systems cleans up at the Cleaning Show

X-line Systems launched their new range of the Evolution water fed poles at 'The Cleaning Show' on the 19th of March 2013 and received loads of positive feedback and interest from within the window cleaning industry.

James from X-line Systems was at first a little nervous with regards to exhibiting at this year's Cleaning Show, mainly due to the lack of competition from other suppliers/manufacturers as he figured that this might mean a reduction in the number of window cleaners visiting the show. However, this seemed to have worked in their favour, as their stand was really busy at all times throughout the 3 day period.

The interest in their new Evolution water fed poles was incredible. James stated that *"everybody was really positive with regards to the new poles and we far exceeded our expectations in terms of sales and feedback from the show. Indeed, by the end of the 3rd day we had sold out of all the stock we took to the show. This alone shows us just how popular these poles are going to be in the window cleaning market"*

X-line decided to opt for a stand next to a wall as this allowed them to extend and demonstrate the poles to visitors. The glue-less lateral clamps along with the aluminium base caps were major features that people loved. Everyone was pleasantly surprised how light, rigid and great value for money

the poles were and they even managed to sell poles to multiple international window cleaners and distributors throughout Europe and then managed to supply two 50 foot carbon fibre poles to a company as far away as Brazil.

The Evolution water fed poles come in 3 different varieties, glass fibre, hybrid & carbon fibre and range in size from 20 feet right up to 60 feet. The poles feature an aluminium base cap which allows the pole hose to exit from the side of the pole, which will help to protect the hose from wear and damage over time. The lateral style pole clamps are probably some of the best on the market, as they grip the pole sections really well and have lots of room for adjustment when needed with no glue in sight. This means that replacing any clamps during the life of the pole should only take a matter of minutes.

James also explained that *"our hybrid poles are made up of 60% carbon fibre making them very light but at the same time surprisingly rigid, whereas our full carbon fibre poles are probably some of the strongest and lightest within the window cleaning industry. For example our Evolution Pro+ with a length of 20 feet only weighs 1,200 grams and retails for less than £200"*.

Xline Systems have also just upgraded and re-designed their website to showcase and sell all their custom made products online, which include the Evolution poles, static and van mounted filtration systems, portable trolley systems and pole hose and brushes.

This new website also has a dedicated information section which answers some of the most frequently asked questions window cleaners have when deciding what type of filtration system or water fed poles are needed, either when upgrading from traditional methods or to complement existing pure water cleaning methods.

For more information on Xline Systems custom made products visit their website at [www.xline-systems.co.uk](http://www.xline-systems.co.uk) Or to learn more about the new Evolution water fed poles, watch their video on the website which introduces the new range.



## Brodex strikes a deal with WCR, USA

Brodex has just signed a deal with Window Cleaning Resources (WCR) in the US. This will mean that WCR will stock the full Brodex range.

The deal is supported by many pre-orders from the US and prior to the official shipping date to WCR which will be April of this year.

Brodex recently attended the IWCA Convention & Trade Show 2013 at the TradeWinds Resort, St. Pete Beach, Florida this February. Brodex were the only UK company to do so and the only stand displaying van mounted systems alongside the rest of the Brodex range.

The UK is the world's largest water fed pole market. The US is catching up and so are other markets across the planet. The potential in the US market cannot be ignored.

Brodex arrived in the US in order to test the water by committing resources to the IWCA event. This has turned out to be a smart business move for Brodex. The response for their products has been beyond their expectations.





# Firefighting Window Cleaner

**WCM interviews Matt Saxon**

**We like to interview window cleaners like you and me for the magazine. By reading others stories we inspire ourselves.**

**Let me introduce you to Matt Saxon. Matt is a window cleaner by day and a fireman by night. He has always been a window cleaner before he became a fireman and so it will be interesting to see how the two jobs twine together.**

**WCM: Matt, you are a window cleaner and a fireman? How are your two jobs shared through the day?**

**Matt:** Yes I am a fireman. I window clean in the day, usually Monday to Friday and then I am on call from 5 in the evenings and all weekend. If I'm in the local area cleaning, I will book myself available for the fire service and it's no big deal if I need to drop the windows and respond to a call. It works great especially on rainy days as I am at home anyway, so if we get a call I will catch it.

**WCM: Did you start window cleaning because you were a fire fighter first and window cleaning fitted in with that job?**

**Matt:** No, I have been a window cleaner since I was in school. I followed on from my dad, and also my granddad! I tried working in Halfords for a while but it was long hours for very little money. I worked as a window cleaner part time until I felt comfortable with enough customers to support me

**WCM: Your window cleaning business is called Ladderless Window Cleaner. You obviously use ladders in your job sometimes, right? You must get some comments?**

**Matt:** Yes I am the "Ladderless Window Cleaner" it's all over my van and everyone says "why have you got ladders on your roof mate?"

*It was a little annoying to start but I see it as a positive now. Everyone knows who I am, the Ladderless Window Cleaner with ladders on the roof!*

*I walked into a pub last year and someone who I don't know shouted it out with his mates and they were all laughing. It's all good fun.*

**WCM: Tell us about the ladder training you had in the fire brigade?**

**Matt:** In the Fire Brigade you may have seen the large ladders we use. These are 13.5 metre ladders and weigh 120kgs! It takes four of us to put them up and they have stabilising props on them.

*We all do an initial training course when we start in the fire service. The training involves putting the ladder up and down most days. It's all very structured and we have certain commands and prompts. Where you are sat on the fire engine depends on where you are on the ladder. Seems a lot at first to learn but becomes second nature after a while. We drill once a week so we also train on them too.*

**WCM: Have you had to use any skills learned in window cleaning that has helped you in fire fighting or visa versa?**



## "FIREFIGHTING HAS OPENED MY EYES TO LOTS"...

**Matt:** *Firefighting has opened my eyes to lots. The Service is very Health and Safety orientated and so I have found myself being a lot more careful on the windows and aware of risks.*

*So, whereas years ago I would run up a ladder, now I prefer someone to foot me, or I use a ladder safety device and I also make sure it's setup properly. When I think back years ago I would actually be half way up them before the top had touched the wall. It really makes you think..*



**WCM:** So, this question might seem a silly one. Why did you choose to use water fed pole within your window cleaning business?

**Matt:** *I'd seen a few people move over to WFP. At the start, I was a bit of a non-believer, it also seemed like it was a waste of money. However, I had two falls off the ladder!*

*The first one was pretty nasty. I badly sprained my ankle and I couldn't work for three weeks, which we all know, equals no money. Then I did it again, which wasn't so bad but made me think that it was just not worth it.*

*The next day I began to look around so that I could get a WFP system of some sort.*

*It's so easy to rush on the ladders, overstretch here or there in order to reach that corner or an extra window and then 'bang', you're off! I would never go back to them now.*

**WCM:** What system and poles do you use and why?

**Matt:** *I am all DIY. However, I started off with a trolley system that someone had made and they were selling it with 8 x 25L barrels. This worked well for a year or so but it didn't do my back too much good and so I looked into getting a van mount which was a lot easier than I thought. I took my trolley apart and put a hose reel on it and this fed from the barrels. I then went on to getting a 400L upright tank in the van. This worked well and I ended up investing in a Shurflo pump and digital Varistream.*

*All my other systems have built myself. I currently have a 350L tank in the back of my combo van with a Shurflo pump and*

*controller. Also, it has an immersion heater fitted for those colder days.*

*I always used to use the X-Tel poles but they didn't seem to last longer than 3 - 4 months without some kind of break or wear. Eventually I went over to a Harris pole, which is basically a decorator's pole conversation.*

*I know most people think these are cheap and nasty but I don't agree. Cheap, yes. But, not nasty. They reach all my work and are very hard wearing. I use a Gardeners dual trim sill brush on the end of it and I have also modified it so I can add sections. Yeah, - it's no carbon fibre pole but for £15 and they last 6 months (sometimes more) or so, who cares!*

*For my larger work I have a Super-Lite (SL2) pole. It is 60ft and a fantastic pole. It has served me well.*

**WCM:** Residential or commercial?

**Matt:** *I would say that my business is currently 70% residential and 30% commercial.*

*I find commercial good work but I think residential is where good customers lie and they tend to stay loyal if you look after them.*

**WCM:** If you could improve the image of the window cleaning industry, what would you suggest?

**Matt:** *All I can say on this is work hard and look after your customers. Yes, you run your own business but they are the ones paying you, so look after them!*

**WCM:** What window cleaning training have you undertook?

**Matt:** *Can't say I have to be honest, it comes naturally being in the family I guess. Unless you count the ladder training in the fire brigade lol.*

**WCM:** What was your worse ever job where you lost money and learned from?





**Matt:** Well this wasn't a window-cleaning job; it was a customer of mine who asked about pressure washing. I had not done much before and I went in pretty much blind. I priced for a couple of days and it ended up taking two of us four days to complete!! I didn't lose money but I made about £50 for 4 days work! Oops!

**WCM:** What was the biggest learning curve you had using water fed pole?

**Matt:** I just found converting people over to the pole a bit of a learning curve. Lots of people don't want to accept it for one reason or another, even now after years of poling customers, they ask if I'm going to dry the windows after.



Firefighting and Window Cleaning go hand in hand for me. I have been window cleaning for years and I was getting a little bit bored, but now firefighting breaks it up and makes you realise what a laid back job window cleaning really is.

It's a great feeling being a firefighter, I love every minute of it, and it takes up a lot of your time. It's hard work but amazing. I can't describe the feeling of helping people in need. It also gives you a good name in the community, most of my customers know I do it and they are always asking about my job and a lot say how impressed they are.

**WCM:** It goes without saying that WCM and its readers really appreciate anyone that gives up their time to help save lives. My hat goes off to you Mr. Saxon. Thank you for allowing us to interview and get an insight on your life as a window cleaning fireman.



**WCM:** What is the highest TDS reading you have cleaned windows with? And why do you think that is?

**Matt:** I have worked with 050 once not knowing. I don't know what happened that day and the only reason I checked was because one customer rang up and said that their windows weren't brilliant. Quick resin change sorted it..

**WCM:** Have you ever been on call for the Fire Brigade whilst out window cleaning?

**Matt:** Yes, I do it often when I'm working in the local area. We need to be within 5 minutes of the station. Quick run back to the van, wind the reel in and I'm off!







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# Phoenix 26UL Pole Review

by Richard Clue



**The first time I saw the Facelift Phoenix range of poles was when they were revealed by Mike of Facelift at the CleanItUp VanFest back in September 2012. After spending time watching Mike demonstrating the Phoenix poles to onlookers, we finally got the chance to have a play with the 22ft Glass fibre, Hybrid and the full carbon Phoenix poles, which were very impressive.**

At the end of January I went onto The Window Cleaning Warehouse website and looked into the Facelift Phoenix range of poles. They do a good range to suit all budgets from the Glass fibre range of Phoenix poles costing from £83.94, and the Composite Phoenix Poles costing from £113.94. Then there are the Carbon Phoenix poles starting at £209.94. For more information have a look at their website [www.faceliftcleaning.co.uk](http://www.faceliftcleaning.co.uk).

I decided, if I'm going to get a new pole that I should go for something that would last and that I can use daily on most of my round, so I ordered the Phoenix 26UL at a cost of £275.94. I received the pole the next day and then it was play time! I chose the 26UL due to it being carbon fibre, which I thought would last longer than a hybrid or glass fibre pole. Plus being lighter and stiffer, it's also a good length to work with for up to 3 storey houses. The cost was also a deciding factor.

I threaded the internal hose up inside the pole, screwed my brush on to the plastic angle neck that came with the pole

and placed it on a set of scales. It weighed in at just over 1.7kg. On the website the bare weight of the pole is 1.4kg

The Phoenix 26UL has 6 sections to it and has a closed length of only 5ft. After screwing the plastic angle neck and brush on to the pole it's closed length is 5ft 7inches. This makes it a great size to fit comfortably inside my Citroën Berlingo's roof space, which is where I store my poles up out of the way.

The look of the pole is great, each one of the carbon sections have been finished off with a nice chequered pattern, giving them a really stylish look. The clamps are nice and compact too, but easy to use with the one finger, and they flip over without a problem leaving the pole to come out smoothly and in one action. This makes it fast to put up to clean the windows.

When bringing the pole back down, the design of the clamps have two good features. The first one is that they have a great breaking feature, so as the pole slides down fast you just pull the clamp back a little to slow the pole down. The second feature of the clamp is designed to prevent your skin getting pinched so you don't end up getting blood blisters.

Each of the clamp section also has a letter printed on them to make it a lot easier to identify if you ever need to replace one.

One other thing I like about the poles is that there is no stop tape on them. They have a silver colour coded area



## "THE LOOK OF THE POLE IS GREAT"



at the bottom of each section to show you when the pole is at the point you should stop. This makes breaking the pole down to clean, easy and stress free. There is no trying to get your screwdriver into the clamps to prise it open and trying to slide the pole out at the same time, which makes it very easy to change sections or even add sections on to the pole itself.

First day of using the pole it took me a little while to get used to. But after the first few houses I got there in the end. It's light to work with, plus nice and compact to use

in some of the tight spaces. Like between fences and conservatories. I passed it on to another window cleaner friend of mine to try as he always used poles from another well known company, and he was very impressed with the Phoenix.

I would personally recommend these poles to anyone. They are a great pole, no matter if you are just starting out, or have been in the trade for years and looking to replace your poles. They are also exceptional value for money. I'm sure you won't be disappointed with it at all.



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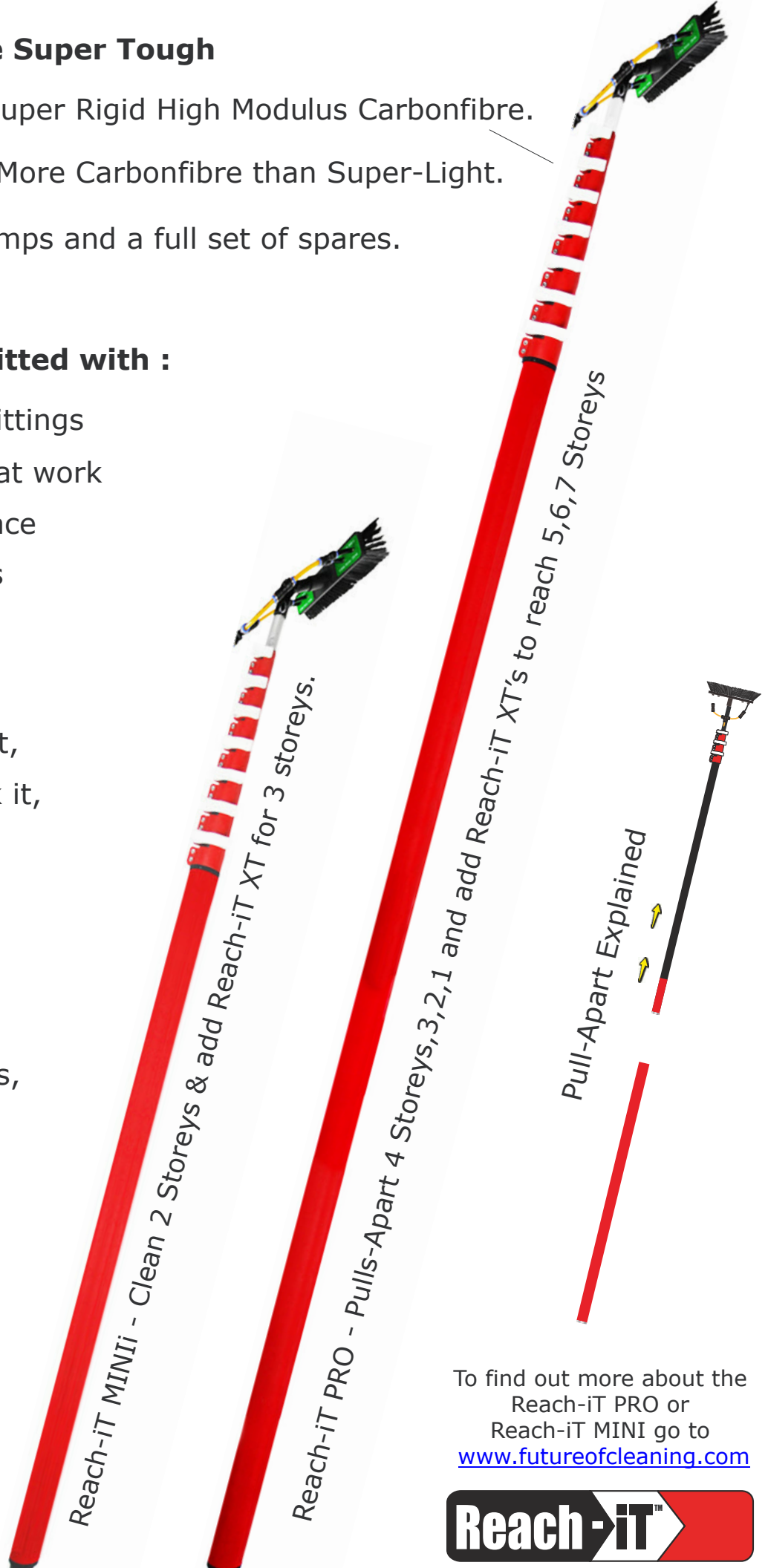
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# Apollo Exports the Star-Lite System

# 16



## WCM interviews Mads Thaagaard of Apollo

**Who is Mads Thaagaard and what is Apollo? Well you're about to find out.**

**WCM:** Hello Mads, thank you for talking with WCM. **WOW!** You kinda came out from nowhere. Where are you from?

**MT:** I am from Denmark, lived here all my life. I grew up in a small village with only 600 citizens.

**WCM:** You have been a window cleaner for 17 years. Tell us how you got into window cleaning?

**MT:** The cleaning business started as a kind of job that I needed in between education and another other job, but somehow I got stuck with it. I really loved the job and after 4 years of cleaning I started my own company VIP Vinduespolering (window cleaning).

**WCM:** How does Denmark window cleaning differ from the UK or US?

**MT:** I think Denmark is a country that is similar more to the UK market than the US. Most use tank systems here, but there are many cleaners who still use the good old fashion traditional way to clean windows.

**WCM:** So what is Apollo?

**MT:** Apollo is my brand. The brand started out six years ago. Originally I designed a telescopic pole for conventional window cleaning. I used poles myself a lot to clean windows, I was so tired of sloppy alloy poles. Now, it is much more than just poles. Several systems are in the Apollo brand today.

**WCM:** At what point did you decide to build your first system?

**MT:** Back in my time I was a distributor of Brodex systems and I began helping customers with some custom builds. They worked out very good many times, and actually one system is now sold in the USA.

**WCM:** When did you feel you were ready to market the Apollo brand and why sell systems to window cleaners?

**MT:** All of my builds with trailers and vans were very good and I got some good suppliers of different things needed to make the systems. I was then able to make systems at a much lower cost than I used to do. It was obvious that I sell to the business I know so well and have been a part of for many years. Many of my first orders were people I knew and they trusted me as a supplier.

**WCM:** So talk us through your range, what do you sell?

**MT:** At the moment I have a couple of systems. A large static system with double 40" membranes, a huge booster is fitted to the system and all built on a stainless steel frame. Like all systems, I make it with a front panel where everything is controlled.

We have mobile systems that we now build on a sack truck, also with a 40" membrane and smaller 12V or 220V booster. The most recent system is the Star-Lite system, which is basically the same as the mobile system with 4 stages of purification. This is suitable to place in a van or for just making water at home. It is very compact and again all controls are on a front panel.

We have a 350 L RO/DI van system, 20" membrane with flow control, a very solid construction.



## “...THEY TRUSTED ME AS A SUPPLIER”

**WCM:** How do you compete against more established companies in the market place?

**MT:** *I think I have a good range of products. I try to build them as solid as possible, as the systems need to be used in everyday work. I also try to make them as easy to use as possible; I always have all the connections and controls in the same place so that it is easier to look at for the user. The cost is of course an issue as well, and I think my prices are competitive.*

**WCM:** What is unique about your range?

**MT:** *Durability and the fact it is built to last for a long time. Even all the hoses used on the system are stainless braided. This secures the customer a long life unit.*

**WCM:** Give us the low down on your water fed poles? How light? What are they made of? Price bracket? Lengths?

**MT:** *My poles are all carbon poles. We only have two sizes in my programme: a 36 and 25 foot.*

*The 36 is sold in Denmark for £930 and it is a 2kg pole with a collapsed height of 195cm.*

*The 25 is sold here for £520, this is a 1.4kg with a collapsed height of 170cm.*

*I am working to have them made in high modular carbon without a price increase. I am hoping this will be ready soon.*

**WCM:** Tell us about your pure water system.

**MT:** *My van system is a 3-stage single user system, RO technology and like the other systems it is built very solid. The mobile system, which is about to be redesigned, will be a 4-stage system and the Star-Lite is also a 4-stage system.*



*The 350 systems are equipped with a stop so it doesn't flood the garage or car. I now have a good flow switch from Spring UK.*

**WCM:** You have distributed other brands in the beginning such as Brodex. Why?

**MT:** *Brodex was the brand I started with. I introduced the systems to the Danish market almost 4 years ago. I still distribute other brands like Aqua-dapter, RHG products and Reach-iT poles. More and more we sell my own systems, because the customer just likes them better.*



## "MY GOAL IS OVERSEAS SALES..."

**WCM:** You are a real grass roots company starting from your garage. Tell us how your business has progressed and where you see Apollo in the future and why?

**MT:** Well it is growing now. The start with the poles went slow because I didn't have a name in the business. It takes time and effort to establish a name people can relate to.

I feel that my name is more and more known to people, at least in Denmark, where I hear it from customers. I hope that my name will be associated with strong quality products, not just in Denmark but also outside Denmark.

I hope that my business will continue to grow, my goal is overseas sales. My future visions for Apollo would be to help more window cleaners with their business across the World. I hope to have a "factory" where we can make more systematic builds and have the space to develop better products of the future.



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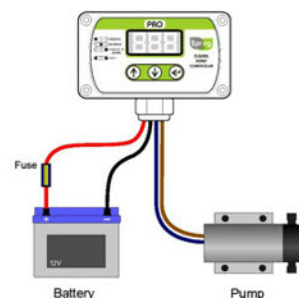
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- Extends the life of resin cartridges
- Controls water flow accurately and dependably
- Dead-end detection saves battery power and extends life of pump
- Displays battery voltage
- Unit is sealed to IP64, stopping water ingress
- Easy to use and simple to install



Electrical Specification	Value	Mechanical Specification	Value
Supply Voltage	7-18V	Enclosure material	ABS
Maximum drive current	10A	Water resistance	IP64
Typical drive current	2-3A	Dimensions (mm)	115x65x40
Working temperature	-5 to 40C	Voltmeter accuracy	+/- 200mV



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WC Trucks features George Lang

**I started window cleaning way back in 1982. At the time I was doing missionary work and was sent to a little town called Rock Springs in Wyoming.**

**One of the people I went to church with purchased a window cleaning company called Real Clean Window Company. He asked me to help him part time, in between doing bus runs working for the school district.**

We started off using a large 12-inch brush, sudsy ammonia and paper towels. Most of the work was storefronts and car dealerships and we even had a McDonald's.

The hardest thing I remember about learning how to wash windows was dealing with the freezing temperatures. We went as far as putting liquid heat i.e. gas additive in the water to keep it from freezing on the glass.

I believe we started to use windshield washer anti freeze which helped, except when you had to deal with a foyer area that was not heated.

We also had to figure out a way to wash big plate glass because using this heavy brush on a pole at the time sure was hard because of it's size and weight.

I remember taking a trip down to San Antonio where I helped my friend Tom Wood. He was using the lightweight strip washer and Ettore squeegee.

The size that I liked to use was the 22 inch squeegee. Now I use the Sorbo channels size 24 using 16 for house windows.

I still use Ettore brass channels for small French panes and the 6-inch for removing water from metal frames on car dealerships and storefront windows.

The equipment that I use for residential is a 20 foot extension ladder and a 28 foot which comes in handy for tall windows and when we do Christmas lights.

I also have leg levelers for uneven ground or stairs. The quick release stabilizer bar is a great tool that I have also. I have helped other window cleaning companies use the water fed pole, which worked great, except for the parts that you needed to use a ladder for.

The most interesting job we did with a wfp was a wall of glass with the pool right below the windows. It was in the



summer time so the guys we hired jumped into the pool so they could wash the windows using the wfp. The most interesting thing that has happened to me since I have been here in the DFW area is a production company asked me to be in a television show called 'Prime Time Love' with Pilar and Deion Sanders.

It was just one show but it was fun to be apart of it. You can still find the episode on YouTube. It was in the 2nd show called 'The birds and the bee's'.

Having been in Texas since 1985 I had started off doing house cleaning and a few small jobs, it was called George's Cleaning Service. I was doing a Sherwin Williams paint store where someone was talking about 'Chicken by George'. Not sure if they are still in business, but I figured Windows By George would be a great name. I have had it ever since. My slogan is "We don't cut corners, we clean them".

The one thing that I apply to this day by the person that taught me how to wash windows in 1982 is this "Whatever you can do to save a movement do it".

[www.windowsbygeorge.com](http://www.windowsbygeorge.com)



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# Debunking the False Methology of Systems

# 22

by Curt Kempton

## Myth 1) Systems in your business are boring.

If you really feel this way, I'm not sure there's much I can do to persuade you otherwise, except to tell you to read "The E-Myth Revisited" and see if it breathes any life into you.

In my best attempt to persuade you to see things my way, here are a few things that make systems ultra fun for me:

1. I love it when I can replicate a process to ensure that it gets done by someone or something other than myself, in the exact same way I would do it, if I were there.
2. I love it when I can leave town and feel totally confident that even if I have no cell phone coverage, my business will thrive.
3. I love it when I know that I'm not forgetting anything. (And that's really saying something considering how poor my memory is).
4. I love it when my customers are experiencing an awesome consistent experience that I engineered, but had no personal interaction with.

Maybe I'm a little bit of a geek when it comes to this, but I don't think I am. So many times I have made the comment "If I could just clone myself". I have heard others make this same exact statement, so I know that I am not alone in this sentiment. Well, systematizing is the fruition of this wish.

As it turns out, through proper implementation of systems, in a sense, I can be cloned, and I have got to tell you, it is way cool! It's so empowering to feel the business you're building gain momentum in positive areas.

I'll never forget the day I sent my first employee off to do a job without me. He loaded my trailer up and drove down the street toward the job. In this moment I thought to myself, "I'm about to make some money, and I haven't even left my driveway". In fact from an outside perspective, it probably would have looked like a scene from *Gone with the Wind*, waving... fighting back the tears. It was really an amazing experience. I would have loved to have known then what I know now.

## (Myth 2) Systems make your business feel cold.

That is so not true. Have you shopped at a Trader Joes, or eaten at a Johnny Rockets, or bought from [Amazon.com](https://www.amazon.com)? It is the nature of a growing business that absolutely demands systematisation. You can't *not* systematise and scale your business up. Do you feel like you have to be present at every job or bid to give your customer the experience you want them to have?



I vividly remember when I learned that lesson:

I was in a conference room at InfusionSoft's head offices speaking with the CEO and a few of their other high ups. I was there with other local business owners who were also using their software. We were trying to learn how we could improve our company culture and business practices. It was an all out brainstorming session and I was really having fun listening to all of the wisdom being handed out so freely.

But then it happened.

I felt a chill, because I realised-- "I own a window cleaning company." I was listening to all of these great ideas that are in my head, only applied to consulting firms, real estate investment groups, manufacturing centres, retail moguls and the sort. I couldn't get myself to apply these ideas to my "simple" window cleaning company. So I said it out loud:

"That's all great for your guys' businesses... but what about a company that isn't as sexy as yours? I have a window cleaning company."

The CEO of InfusionSoft spoke up, "Well there's only one response to that... Shame on you."

That hurt, but I still didn't understand. He went on, "If you can't love your business enough to make it "sexy" as you put it... no one else will. You can't expect someone else to come along and love your business more than you do. It's just not going to happen. If you want a sexy business, you had better get to work making it sexy."

I have grown a lot since then, and I would apply that same painful lesson to systems.

Shame on you if you feel like you can't teach someone to do something consistently, the right way.



Shame on you if you feel like you can't use technology to interact with your customers the same way Amazon does and still get your personality out there.

Shame on you if you get sick and your business can't continue on without you.

Shame on you if you can't go somewhere with your family and still please your customers.

I use the term "Shame on you" because that's what it took to sink into my head, and I hope it sinks into yours. If you have bigger goals than putting your nose to the grindstone every single day, I would suggest to you that systems are the ONLY way you will achieve those goals.

### **(Myth 3) Systems are for people who are weak.**

Bull honky. Systems are for people. If you are reading this, you are a person. If you are a person, you are not perfect. There was only one person who ever was perfect, and it's safe to say that you are not Him.

In the beginning, while I was in the field, I would have to use lots of tricks to keep my fragmented and mostly scattered brain from forgetting everything.

1. In order not to forget anything, I had to place my step ladders directly in the path I would be taking back to my van (same goes for vacuums, towels, and brushes) so as to literally cause me to trip over them, triggering a memory that I needed to load these items back onto my van before leaving the job site.
2. I used to put clean screens underneath it's respective window while it was drying, so that I wouldn't forget which window it went on.
3. I used to tie a cord to my screwdriver so that I wouldn't ever get more than 12 inches away from it.
4. I used to always put the hoses to our water fed poles away in a very specific way, to ensure that they fit just right and so that the RO would flush perfectly as I was putting them away.

I could go on and on, but you already know I love systems. I don't need to prove that to you. I would bet however, that *you* do the exact same things. In fact, you probably have tons of your own stories about the little systems that you use to keep your life and business in check. For that, I wholeheartedly applaud you.

Systems are as natural as breathing. In fact, I believe it's called the "Respiratory System". So whether you are a tough guy or not, I guarantee that you are using systems every single day in one form or another. On that same note, I also guarantee that you could benefit from implementing some conscious systems to keep you from having to continually make decisions "on the fly" over and over again.

### **(Myth 4) Systems are too hard to implement.**

Humans are creatures of habit, so if you are living a life of disorganisation, it's only because your "system" *is* disorganisation... that's your habit. Maybe for our purposes, for the next little bit, we could even interchange the word "system" with "habit". Studies show that people who are "very" aware are only using their conscious mind 5% of the time. The unconscious mind takes over for the other 95% of the day.

There are many people who operate on about 1% conscious activity. That is a tough pill to swallow, because I really would like to believe that I think a lot and would never abandon my thought processes to the unconscious mind in such staggering quantities. But think about it.

That means that if you sleep 8 hours a day, you spend about 45 minutes a day (out of the other 16 hours) really thinking about what you want to do or say. Note: that's if you are using your conscious mind for 5% of the day. It makes more sense when you think about how you are able to speak or read without even thinking about it.

Very interesting!

My point is that you already operate so much off of your habits, that your subconscious has already built your systems for you in your personal and business life. If you don't grab the bull by the horns and do it yourself, you may be disappointed with what you get.

I would encourage you to pay attention to those moments when you are carrying out a process or making a decision, to see if there is a governing principle, or a way to make it simple enough to explain to someone else why you are doing it that particular way.

Then ask yourself if that's the best way.

Challenge your subconscious mind to see if there is a more efficient way than your typical default method. Once you have this particular thing down the way you want it to always be...



## “...SYSTEMS ARE AS NATURAL AS BREATHING.”

write it down. This is very important. Take advantage of this moment of clarity and cement your new found system into your brain by officially putting to words your new method. You can use a napkin, an envelope, whatever, just write it down. What matters most in this moment is that you have taken the idea out of your head and put it somewhere you can refer to later... or teach somebody else later. Either way, the decision is now made and you never have to “re-decide” on that same matter later. Whew!

The problem with getting systems up and going, is often the overwhelming feeling that it is going to be soooo hard. And I agree that organizing your documentation (systematising your systematising, if you will), can be an overwhelming feat. But remember, this doesn't need to be completed overnight. In fact, you should go into this phase of your life, not as a sprinter, but as a marathoner. You should plan on taking a while, even becoming a lifestyle. Do a little at a time. Plan to revise your systems. As your business evolves you will be evolving as well. It therefore follows suit that your systems too, will evolve. You will also find that as systems start to integrate with each other, you will need to make allowances to get them to harmonize. When this harmony happens, you will experience a moment of euphoria as this is truly is one of the most beautiful things to witness in business.

Again, if it starts to become overwhelming, take a step back and just work on what you've got in front of you... This is not a sprint. As you build these new systems you will find that your personality shines through each of them. Ultimately, each system should lighten your load and put less pressure on your brain. Your capacity will grow, and you will be enabled to hire someone else to do a well-defined job. These, new hires will not only know just *WHAT* to do, but *WHY* to do it, which will make internalising the *HOW* to do it part really easy.

If your business is just one big ball of bailing wire, you are going to have a difficult time explaining to your first employee exactly what it is you expect of them. Even more damaging will be the results, if your employee never has the means of knowing if they have done a good job.

### **(Myth 5) It's only me... I don't need systems.**

So I did it... you'll notice that in the above paragraph I finally alluded to employees. So for those of you who are one man operations and are now saying "AH HA! See? I don't need this garbage! I'm a one man operation and I am fine without systems". If you do feel that way, please go back up to the top and re-read everything before you read this last part, because I think you missed some really important stuff along the way.

Again, if you feel this way, you need these principles more than anyone. If you plan to stretch yourself as thin as you can, you have got to make sure that you are regimented, disciplined, and ready to leverage every resource and technology at your disposal. Only in this way will you eventually find a quality of life and business that you can truly live with.

This stuff is just as important to a one man band, as it is for an orchestra.

If you own your own business, you are a conductor of a symphony. Like it or not, there are many parts. And it stands to reason that if you are building something worthwhile, it's going to grow. Which means that at some point, you are going to need to break parts off of your business and entrust them to someone else or to a piece of technology that can properly manage it. This is up to you and you alone-- as you metaphorically stand in front of your symphony-- to make everything sound good and work well together. If you are going to be playing all the parts, you have got to make sure that when the distractions come (and they will), you are polished enough to not miss a beat while still keeping your most valuable asset (YOU) healthy and sane.

One of the most valuable things you will ever do is take some time to architect out the blueprints of what you want your business to look like, while at the same time creating the systems to support it. By doing this, you will be much more likely to hit your goal, rather than just believing that everything will work itself out. Furthermore, at the end of the day, you'll have a lot more energy to live outside your business.

I guarantee it!

- Curt

Curt Kempton is the owner of 5 Star Window Care in the Phoenix, AZ area, and the creator of ResponsiBid, a software built to systematize the bidding process for window cleaning and also

powerwashing professionals in the residential markets. He is passionate about this stuff and has a video blog at [customerservicefactory.com](http://customerservicefactory.com)





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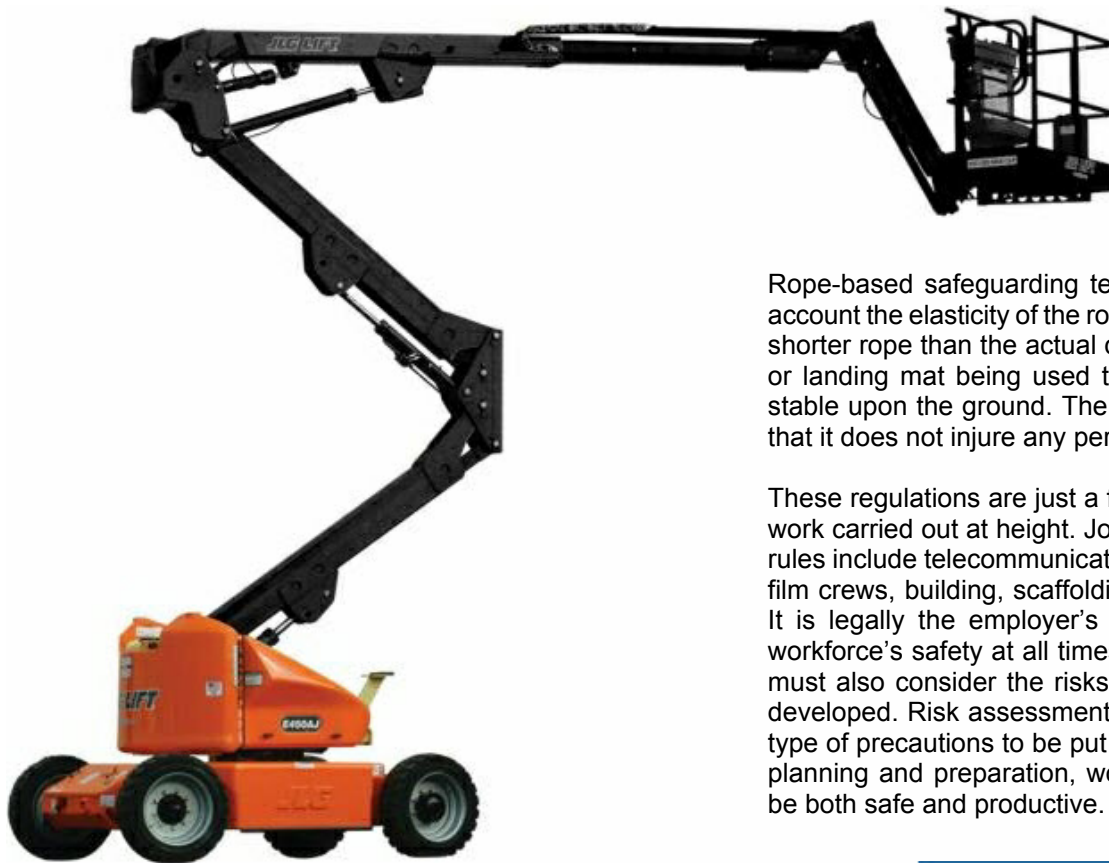
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## Reducing the dangers of the high life

The risks of [working at heights](#) are obvious, with potential for accidents whilst climbing to and dismounting from the raised point and while carrying out the work once there. In legal terms the word 'height' is applied to any surface above the ground from which a fall could result in injury. This could equally be the middle rung of a ladder or a raised operations platform. When it comes to this type of hazardous work, there are certain legal requirements which must be met by the employer. Here we will look at some of the key rules set out in the Working at Height Regulations 2005 pertaining to access and platform safety and safeguard mechanisms for arresting falls (Schedules 1, 3 and 4 of the government legislation)

and large enough to hold the person safely upon it. There must be substantial fall-prevention mechanisms in place and no gaps through which any person may fall or become trapped. They must also both be constructed with a non-slippery surface.

In the event of a fall, certain safeguards can be in place to prevent injury. However, the safeguard must enable the work to be carried out freely without adding to the risk, for example with excess ropes dangling or creating a trip-hazard. If it is indeed ropes which are in use, then training is obligatory for all operators, such as the IRATA (Industrial Rope Access Trade Association) qualification for abseiling.



Rope-based safeguarding techniques must also take into account the elasticity of the rope on impact, meaning a much shorter rope than the actual drop distance. If it is an airbag or landing mat being used then this must be secure and stable upon the ground. The safeguard must also be such that it does not injure any person when put to use.

These regulations are just a few of those which apply to all work carried out at height. Jobs which must abide by these rules include telecommunications rigging, [window cleaning](#), film crews, building, scaffolding and cladding construction. It is legally the employer's responsibility to ensure their workforce's safety at all times, but designers and planners must also consider the risks when a new project is being developed. Risk assessments are then used to decide the type of precautions to be put in place so that with sufficient planning and preparation, work carried out at heights can be both safe and productive.

While most employers will search for alternative ways to complete work at raised points, such as using mechanical long arms for window and gutter cleaning, it is more often necessary for a hands-on approach to ensure the task is done correctly. The most important areas where safety must be assured are the access points and the working platforms, both of which will be upholding an operator who will be in varying degrees of motion, depending on the task. Therefore, the principal regulations for both sections are the same. The access route and platform must be suitably stable, strong and rigid for the purpose





# My water fed antics in Qatar!

by Martin Meakins

**Martin Meakins is the owner of Reach and Wash in Perth, Australia. His company was established back in 2004 and although it is a Perth based business, the Company operates throughout Australia and overseas providing multi disciplined project services to a wide range of industries.**

**Martin is also the owner of the awesome picture we used on the cover of the last issue of WCM. He spent 18 months on and off in Qatar on The Marriott Doha building. The equipment in the picture are from IONIC, Quattro Electric's and Glass Poles for strength. It was such an iconic picture that got people talking, we simply had to get Martin's story behind the picture.**

*"You have to chat with this guy in Sydney" says Mark Senior of IONIC Australia, "he has started up in Doha (Qatar) and reckons it's the big time, could be good for business Marty, go and show them how to operate the Quattro's they bought, and fix the Pro Six as they can't seem to get it to work".*

That was the start of the adventure; it all seemed very romantic in a Lawrence of Arabia kind of way! I packed a small bag (I hate luggage) got the 2am shuttle to Perth Airport and flew to Qatar via Dubai.

*"Jose (office manager from Kerala) will meet you at the airport" said Richard from R2A, "I have meetings all day and can't make it personally, see you at the hotel later".*

No Jose! Why doesn't that surprise me, catch a cab I reckon, easier said than done, arrive at the hotel to more confusion, *"I am sorry Sir"* they all call you Sir here, Sir Marty sort of has a nice ring to it, *"We have no booking for you,"* said the Indian desk clerk, *"of course you don't"* I said, I did my time in India in the early nineties.

A few day's later and recovering from the jet lag I found myself staring at Zig Zag Towers the conversation with Richard went something like this, *"This place is a gold mine Marty we just need to find out who's in charge".* *"This time next year Rodney we'll be millionaires",* I replied.

Eventually, I found the people in charge. This is ex-pat country so I frequented the Rugby club and the late night bars and then Bingo!

*"Marty we would be happy for you to clean our towers mate".* Everyone was so friendly and with no real alternatives it all seemed too easy, scope the buildings, draw the plan, sign the contracts, write a JSA and away we go!

*"How do we clean these towers Richard",* I said through the patchy Skype signal (Richard had gone home after eight day's) *"All of them are as high as the Empire State, 99% of them have only one tap on the roof, and most of those don't actually have any water coming out of them".*

It was a struggle I have to admit, carry the Quattro's to the



## "IT TAKES A FAIR BIT OF MANAGEMENT..."

roof, find some sort of water source usually in the gent's toilet four floors down with the aid of buckets and twenty staff, fill the 500ltr water tanks then rely on gravity to feed the water into the machines as there was never any power on the roof and most often a barrage of opposition from the overly officious security people who's sole purpose in life is to cause maximum disruption to any form of work being carried out in their domain.

It didn't help that our Pilipino rope guy's had a mutual dislike for their Indian counterparts and simply refused to work in a team where they could not understand each other (kind of crucial when suspended 70 floors up) and more often than not it was so damn hot and windy you couldn't even breath.

Sandstorms, heat, dust, wind, peril on the high sea's, I had to find a solution.

Some time later back in Perth I take my kids to the local fare, the fire brigade are giving a demo of bush fire control. I am staring at what turns out to be an 'Onion bag', a large canvas type bag that holds 1000 litres of water, attached to which is a Davey pump supplying copious amounts of water to a fireman holding his hose!

It was a eureka moment, *"that's it!!"* I said to my missus. *"That's what?"*, she replied.

*"It's a F\_\_cking miracle, a sign from god or something"* within minutes I had used my trusty iphone to find a supplier for the onion bags.

*"Here's the plan"* I was on Skype to everyone, *"Put the Quattro's on the roof, fill the onion bags with pure water, attach a pump to the onion bags and feed the water via small diameter hoses to the techs on the ropes, cut down the poles to a manageable size and start cleaning"*. *"Moreover, if we work at night during summer we can avoid the heat and wind of the day that has plagued us for months, we wont upset the security guy's who are worried about water falling on their patrons and we wont have to re-clean previously cleaned area's because the wind has blown the debris all over it"*



To avoid entanglement in the ropes we used for access I came up with a manifold for the hoses that could be lowered at the same rate as the techs and discovered that if you kept it approximately 5 meters lower than their poles they could achieve a higher pressure at the brush head, not sure why as I wasn't that crash hot at physics in school but I reckon it has something to do with gravity.

It takes a fair bit of management and coaxing of equipment, getting the building owners to put in taps and power, staff training is important and humour plays a large part in getting through your day. The Quattro's don't like the heat, at times the cylinders have literally exploded showering everyone with their contents usually followed with lots of swearing.

We have refined the equipment lists and Mark (ionicsystems.com.au) of IONIC in Melbourne put together a more robust system for a tower here in Perth that uses larger flatter bladders that distribute loads more evenly, as well as coming up with a static system that has a more reliable design in hot climates.

We have applied the same process to all of our Australian operations and in true pioneering spirit have started to share this process with our partners and customers. For now I am back at home as the money just didn't seem very forthcoming in the Middle East although I still have that romantic notion that someone will call up and give it all another try.

A few have tried and failed, I have seen their efforts on Youtube. I am more than happy to offer advice for what it is worth and Mark is a great idea's man with a fair bit of knowledge.

For information please visit our website and hit up the enquiries page. [www.reachandwash.com.au](http://www.reachandwash.com.au)





# WCM caught up with Sean Burke of Brodex in Florida

**WCM:** It was great to bump into you at the IWCA Convention and Trade show in Florida this year. What brought you to the decision of attending this particular event?

**SB:** We had been selling products to the USA for about a year and half through Agents but our range was never promoted as promised, and so we felt it necessary to visit ourselves and meet face to face with the people that really matter – the American window cleaners.

**WCM:** Brodex was the only UK company with a stand at the event. Why do you think that was?

**SB:** I think we were the only company able to make a substantial investment in a new market place and the only company that is well suited to introduce new products to the US Market. I feel that some of our UK competitors are too small and may be feeling the economic pinch.

**WCM:** What was your take on the trade show?

**SB:** We felt very welcome and we were surprised and excited by the interest the Americans took in the window cleaning and our range of equipment. We just wish the trade show lasted longer, as we sometimes struggled to see all the potential customers visiting our stand.

**WCM:** Tell us about the video marketing you did?

**SB:** Weeks prior to the show we sent an email with a video link to all IWCA members introducing our company and wide range of products. It was great to be recognised before I spoke to many people and we found it a great way to communicate. Our efforts were really appreciated.

**WCM:** What is your understanding of the differences between the US and UK market?

**SB:** The UK market has a high level of education across the general window cleaning industry, whereas the USA showed a particular tendency towards large growth of their companies. They were very interested in new technologies.

**WCM:** Did you visit any of the Conventions speakers?

**SB:** Yes, we visited the opening speech and particularly enjoyed 'marketing by social media'. We also visited 'water fed pole technologies in window cleaning', which again was interesting. It seems that the education of window cleaning has come from a limited source and it's interesting to see that the only items promoted were the items on sale by the educators.



**"... NEW GENERATION OF POLES WILL BE LAUNCHED THIS SUMMER."**

**WCM:** Did you network with US window cleaners at the round table breakfast mornings? Speaking with US window cleaners at the event, the feedback received was that they got a lot out of the breakfast mornings.

**SB:** Yes we did. We attended the breakfast mornings and had some good insights of the political nature of the US market. We were struck by how professional the attendees came across with regards to business and the Industry. We met some great people from the industry at every event we attended.

**WCM:** What stuck out the most in the feedback you received from the US window cleaners on the US market and the way they like to do business?

**SB:** We noticed that there wasn't much brand loyalty because the majority of cleaners had a variety of branded poles and equipment. It seems they are quite experimental and consciously look for value for money. We also felt that they are not as price conscious as the UK marketplace has become and they are after quality and reliability and are prepared to pay for it.

**WCM:** Where do you think the US market future lies? Is it with on-demand units or van-mounted units?

**SB:** Our survey results that we received before the show indicated that 35% of respondents either possessed truck mounted systems or appreciated the advantages with the majority using on-demand trolley systems. We feel that the trolley systems will act as an industry educator and more truck mounted systems will become prevalent as time goes by depending on the market educators.

**WCM:** Why do you think van-mounted benefits the US market in the way they work?

**SB:** There are many situations where speed and full control of your water and power resources are needed. Van mounted systems are quicker to operate than trolley systems and do not come with some of the water feed complication issues often experienced on site. In some cases it will be more convenient to use an on-demand system but a complete reliance on the clients water and power supply can be somewhat limiting in the commercial market place. Also, multiple operator capability is better addressed with a truck-mounted system every time.

**WCM:** How well received were your internal cleaning systems and water fed poles?

**SB:** It was a pleasant surprise that the Misty internal cleaning systems were very well received. The visitors often expressed that they had seen nothing like this before and that they have experienced many logistical



difficulties trying to access height internally. It was also a costly exercise. They felt that our Misty internal cleaning kits would address a lot of their issues.

**WCM:** You had a meeting with WCR during the event. How did that come about? What does the deal with WCR mean for the US market and Brodex?

**SB:** We had earmarked for some time before the show WCR as our choice for distributorship as they seemed the most capable and innovative supplier in the USA. We felt that their youth and enthusiasm and openness to new ideas would be the perfect match with our product range and the best way to get our products out in the market place.



“...WE WILL BE RELEASING DETAILS SOON.”

**WCM:** What do you think will sell the best from your range and why?

**SB:** We feel the lower cost poles and truck mounted systems will probably lead our sales volumes, but we are a little unsure on this until we get some sales results to look at.

**WCM:** What is the newest or latest product in your range?

**SB:** We have just received in stock the new carbon and fibreglass hybrid range, which will be provided to WCR together with the UK market place in the next few weeks. However, we are creating a new generation of poles which will be launched this summer that will help produce yet another Brodex initiated marketplace change.

**WCM:** What other new stuff will be coming out of the Brodex range? Any scraps you can give us now?

**SB:** We have an exciting new modular pole range and we are launching the first non-glass surface specialist cleaning system.

**WCM:** What is a non-glass surface specialist cleaning system?

**SB:** That is a secret for now. We will be releasing details soon.

**WCM:** Thank you for talking to WCM.





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# Ask the Expert

A window cleaner business owner asks Peninsula...

In my employee terms and conditions contract that I give to staff I have placed a clause that states that employees are not to be employed by any of my company's client base within 6 months of leaving my company.

In my contract to my clients I have another term and condition that states they are not allowed to employ directly any of my staff. How do these effect TUPE regulations if it applies to a contract loss, and what if I think that indeed my 'client' has 'designed' the contract loss?

What you have placed in your employees' contracts regarding their future work after employment with your company has ended is a concept known as a restrictive covenant. Employers implement restrictive covenants frequently these days as a protective measure.

When employees work with you for any amount of time, they have access to your skills database, your trade secrets and your future plans which you clearly do not want to fall into the hands of one of your clients/competitors. The theory behind placing a time period during which the restrictions are effective is that, after that time, your sensitive plans may have been put into practice or you may have moved on with the way you operate so as to invalidate the contemporaneous knowledge the employee had at the time he left.

As long as it is drafted central to your specific interests and do not go beyond what is considered reasonable to your particular circumstances (i.e. your industry, your location etc), your employee will be bound to it with the consequence that you can claim for damages should it be breached.

However, this will not be the case when you sell your business to a client, or lose a contract with the effect that a client has taken over part or all of your operations. Where a relevant transfer takes place, therefore invoking the protection provided in the protection provided in the Transfer of Undertakings (Protection of Employment) Regulations 2006 (commonly known as TUPE), you cannot impede the application of its rules and any contractual obligations agreed between you and your clients would be overridden.

The first thing to be determined is whether TUPE actually applies to your specific situation. TUPE is a complex area and remains one, which baffles even the best employment practitioners as they try to keep up with the thought processes of the country's employment judges and their judgments. Specialist advice should be taken on whether the situation attracts TUPE protection or not. It is important to get

this right because the effect of TUPE is that your employees, and (almost) all of their current terms and conditions, will transfer to the company that is taking over the work and your employees will become their employees.

Assuming TUPE does apply, it will apply here via the rules regarding service provision changes. This is when a service provided by one contractor (in this case, yourselves) is moved to another contractor; is taken in house by your client; or when a service currently undertaken in house is outsourced. Your employees will automatically become the employees of the incoming company, in this case, your client. This is simply by operation of the law and you can do nothing about it. The effect of TUPE is that when the employees transfer over to the new employer, they carry with them the length of service gained with you and the situation is looked upon as if the new employer had always been their employer.

Because of this, the event, which sees your client become the new employer of your current employees, is not the termination of their employment. Although they are no longer working for you, it is not by way of termination because their employment is continuing, albeit with another company. Restrictive covenants cover post-termination events and therefore will not act to stop the employee from transferring over.

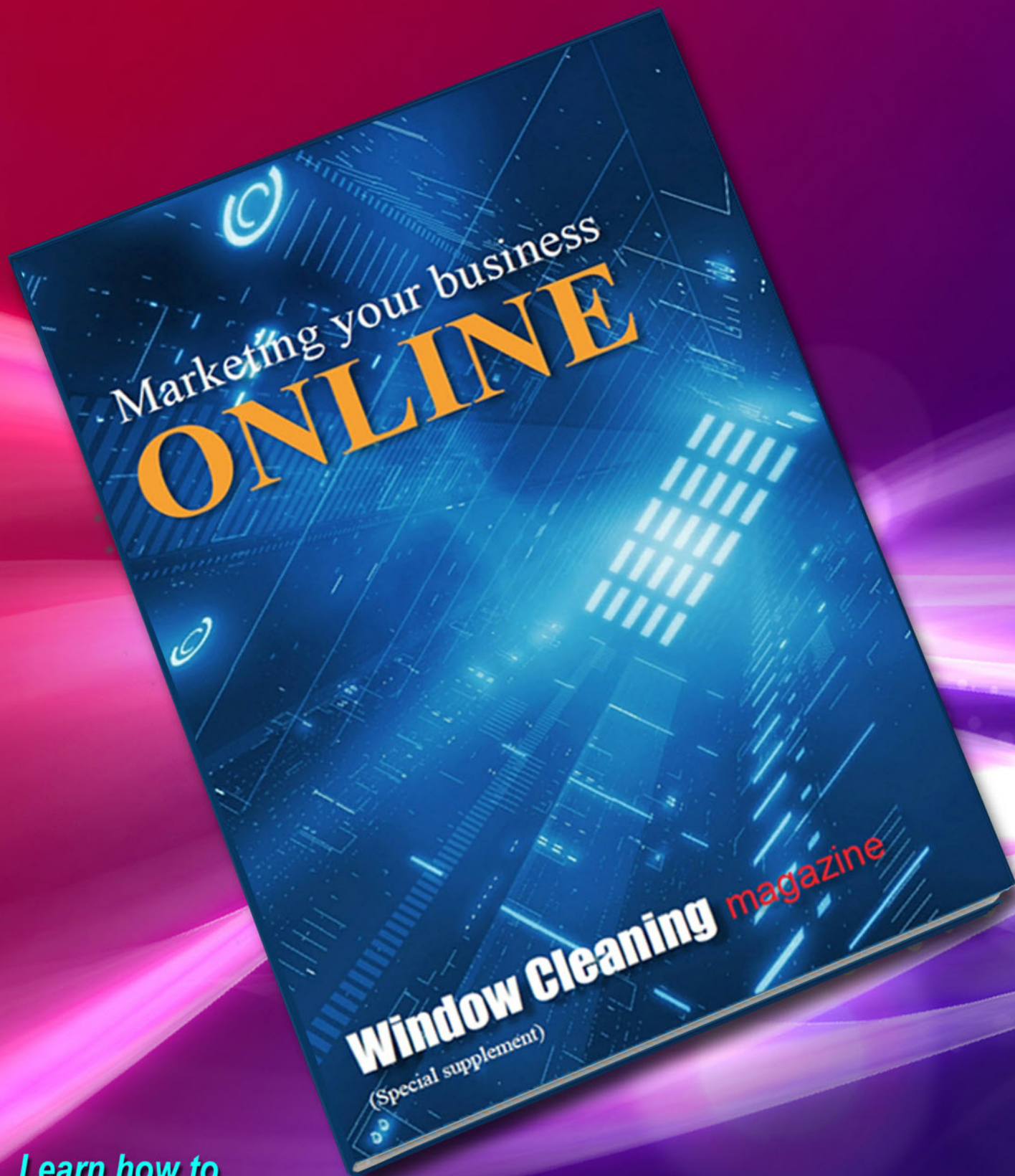
It may be that the contract loss itself does not necessarily mean that your employees would transfer to your client. Your client may well decide that they want another company to perform the tasks for them that you have previously been carrying out, and in this case, where TUPE applies, your staff would become the employees of the new contractor carrying out the tasks, not your client.

Where the restrictive covenant makes up part of the employees' contract of employment as you have stated, then you would imagine that its provisions would transfer over and still be in place in relation to their employment with the new employer. However, this may not be so. Case law has shown that whilst the restrictive covenant may not secure the new employer against the employee's actions after employment with them has terminated, it will still safeguard against future employment with clients/competitors of the old company. This is because it is not plausible that the restrictive covenant could have been written in consideration of the fact that the employee may be transferred at some point in the future to another company.

For further information then please call Chris Webb on 0161 827 9915, quoting Window123 for free advice

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available in members  
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## The Aqua-dapter® Has Been to Weight Watchers!

The Aqua-dapter® gets rave reviews from most customers (over 98% positive in our last survey).

Although for most customers the few grams of an Aqua-dapter® Mk2 or Mk3 were acceptable...

for the massive extra convenience, the most requested improvement was to make it lighter.

(eXtra Light) has lost the most weight yet.

The Aqua-dapter® Mk3XL...

- Is very light, only approx 125g (lighter than an iPhone 4)
- Has a new shorter & stronger, barbed, outlet pipe
- Has all of the improvements in the Mk3/L and further strengthened components

*"The Aqua-dapter Mk3XL is the best tap on the market. A great piece of kit, I'll never go back to other taps I have used before, I will be fitting the Aqua-dapter to all of my poles and I recommend it to other window cleaners."* -

Dave Harvey - D H Window Cleaning Ltd

Ever since the Mk2 we've worked on making the Aqua-dapter® lighter, without sacrificing it's durability and robustness.

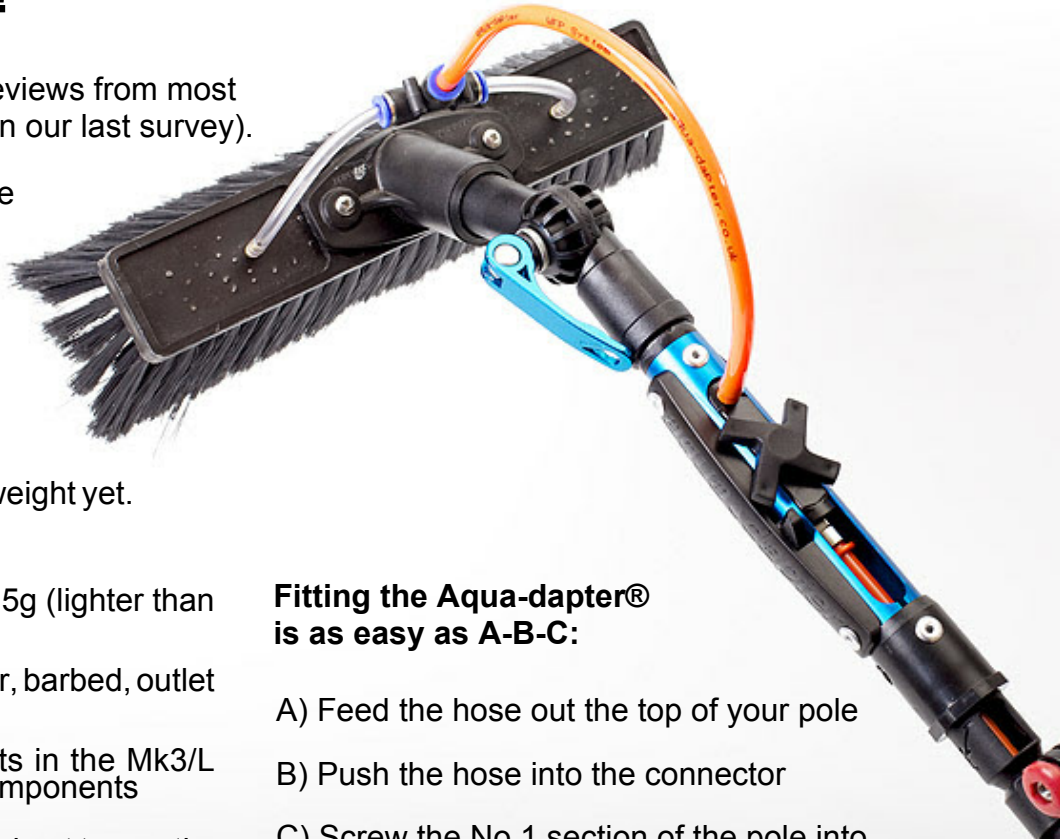
The MK3 was easier to fit than a Mk2, and the changed design made it lighter.

With the Mk3L we did away with the End Cap and introduced some new 'metal replacement' plastic components that weighed less and solved the 'metal on metal' loosening issue.

At approx 125g the Mk3XL is:

- 45g lighter than a Mk3L
- 55g lighter than a Mk3
- 90g lighter than a Mk2

**How have we made it so much lighter?**



### Fitting the Aqua-dapter® is as easy as A-B-C:

A) Feed the hose out the top of your pole

B) Push the hose into the connector

C) Screw the No.1 section of the pole into the Aqua-dapter® – that's it!

The new Aqua-dapter® Mk3XL has a 12 month warranty. We 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. Use the code WCM7 during April 2013 to get £5 off your first purchase from our website.



For more information about the Aqua-dapter®, visit [www.aqua-dapter.co.uk](http://www.aqua-dapter.co.uk)

email [sales@aquadapter.co.uk](mailto:sales@aquadapter.co.uk) or call Aqua-dapter Ltd Sales on 01384 934 934.

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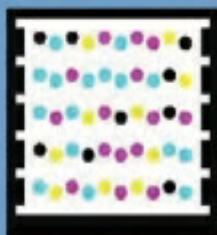
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36

## The Professional Edge

*By Michael Smahlik*

**Every part of a professional window squeegee is made to do one thing - put the very edge of the rubber exactly onto the window and produce a sparkling streak free result.**

Glass is a very unforgiving material. The smallest imperfection will show on a sparkling pane. This is the main reason why the quality of the rubber blade is of the utmost importance.

At Ettore we produce over 6 million feet of rubber a year, or over 120,000 feet a week. It is a major undertaking and requires constant supervision. The rubber we use is composed of 50% Carbon Black, like pencil lead, rubber, oils and other ingredients. Carbon Black is the next hardest thing to diamonds, and must be ground into a very fine powder before it can be incorporated into the rubber formula. This is what makes the rubber 10 times stronger which ultimately increases the rubber's durability.

The mixing process requires a sterile operating area. Once the mixing process has been concluded, the mixture is then forced into our specialized molds and cured at just the right temperature. This process helps control the hardness, elasticity and durability to a fine tolerance. If we produce a rubber blade that is too soft, it will not hold the edge. If the rubber is too hard it will require more pressure against the glass to create a seal. We have, through many years of experience learned to produce a rubber blade that in actuality, only requires the pressure of one finger to pass a squeegee over a window and leave it spotless.

Ettore has spent over 75 years perfecting our rubber formula, sitting down with rubber chemists, going over each of the problems we have encountered. Many hours have been spent looking through microscopes at all the impurities that exist in the rubber, discovering what they are and how they affect performance, and most importantly, how to eliminate them. We still hand inspect every single rubber blade and eliminate any impurities that exist before the blade leaves the factory. It is well known in the industry that there is no rubber equal to Ettore rubber in performance and customer satisfaction, and there is no other squeegee manufacturer that puts the time and effort into producing high quality rubber blades.

A high performance rubber blade is of the utmost importance to the professional window cleaner mainly because if it works as it should, leaving a streak free result, it will save him time and effort both of which are critical to his job. It should work every time without question. With an Ettore rubber blade perfection is guaranteed every time.







## Does Retirement equal Happiness?

by Jason T. Vance

***"Inspiring others towards happiness brings you happiness"- Anonymous***

Happiness seems to be one of those subjects that has always been intriguing to my readers and me. It is that elusive thought or feeling that we have in our mind. Some people define happiness as a place, such as Florida or a nice warm climate fishing village on the Mediterranean sea. We have this perfect thought in our minds that helps us get through the day-to-day. For others, happiness is a specific time in the future. Some people look forward to the day when they no longer have to do X,Y, and Z. Or they look forward to the day when they will be retired.

This concept of retirement is interesting. I define retirement as a state of financial freedom that comes from achieving financial mastery. I think retirement has nothing to do with age or a date somewhere out in the future. Nor does it have anything to do with happiness.

Can retirement equal happiness? Absolutely, my guess is there are a lot of retired people who are very happy. However, I suspect that feeling of happiness came long before retirement. In some respects happiness is just a choice that we make or don't make every day. This is a learned skill that for happy people it just becomes a daily habit. Similar to brushing one's teeth. This is a daily choice driven by gratitude.

Having a gratitude mind set is what turns the daily choice of happiness into a life- long habit.

### **Careful of the missing tile syndrome.**

We all have the missing tile syndrome. What's the missing tile syndrome? Let's say that you were on vacation in Europe and you walked into a gorgeous church or historic building. As you looked up you noticed a ceiling that was immaculately decorated with a gorgeous mosaic tile. The tile ceiling is of the greatest detail and with most vibrant colors you have ever seen. Now let's say that in the middle of this tile ceiling one of the tiles was missing. Now despite how gorgeous this art work is, what is the first thing that you notice when you look up at the ceiling? Yep, that's right you notice the missing tile.

Easily explained, practicing gratitude is about focusing what we have in life and not on what we don't have. This is an exercise that we need to practice every day and is not easy for anyone.

**Making the choice to be an entrepreneur is the first step towards choosing happiness in your life.**

For a passionate entrepreneur like myself, happiness comes from building businesses. I love to build businesses. I love the challenge, the risk, the reward, the chase, the highs, and the lows. I love learning about building different businesses. I love understanding how to create something out of nothing. How to build something from the ground up and then hire someone more qualified than me to run it. I love providing value, a service, or a product to the community. I love helping others. I love knowing that I am in complete control. That I truly own my successes and my failures. That there is no one in my way. There is no one who I can blame for situations that make me unhappy.

As a business owner, your happiness is directly related to how many people you help. It's not that date off in the future when you will be "retired."

"Want more happiness? Then start by helping others to find their happiness first. Like the quote above..."

***"Inspiring others towards happiness brings you happiness"- Anonymous***

Jason T. Vance has been in the cleaning business for 20years. He owns and operates [www.windowbrothers.com](http://www.windowbrothers.com), a commercial and residential window cleaning company in Milwaukee, Wisconsin. Jason strongly believes in the benefits of business coaching. He has a great time helping business owners learn to get more out of life and in the process, become successful entrepreneurs. Get a copy of his FREE report called: "How to Increase your Profits for your SEASONAL business in 3 steps." Get yours at [www.jasonvance.biz](http://www.jasonvance.biz).





# Window Cleaning magazine

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*We would like to invite all our readers to get more involved with the topics and issues featured in the Window Cleaning Magazine.*

Have your say on whether you think traditional or water fed pole window cleaning is the best method to use, and why.

Tell us about the equipment you use, what you use it for and why you chose it.

Discuss relevant issues such as expanding your business, where to get good deals, trade events, your opinions on the state of the industry and any other subject that you would like to discuss with like minded individuals in our window cleaning community.



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  - Informative articles
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## What do you get with the WCRA?

*We speak to Chris Lambrinides*

### **WCM: WCRA? What is it? How did it start?**

**CL:** *The WCRA is the Window Cleaning Resource Association. It is an association for professional window cleaners. It started in my head probably about 4 years ago, but we didn't really launch it until 2 years ago. When it launched it was mostly focused on marketing benefits, but it has changed and grown significantly since then.*

### **WCM: Is it a non-profit association? There are issues in the US with non-profit associations, right?**

**CL:** *It is actually a for profit association. I had been involved with a couple of NON-profit window cleaning organisations in the past and quite frankly they were horrible. It was impossible to get anything done. Layers of management and boards of directors made any progress very slow moving. I knew if we were going to do this, it had to be a for profit venture specifically so I could maintain full control and make quick decisions.*

### **WCM: What are the pit falls of setting up a non-profit association?**

**CL:** *There are a lot of tax laws based on how you are classified. You have to adhere strictly to the bylaws you decide upon when you launch. Nothing happens without a vote.*

*I would like to mention that even though we are classified as a for profit entity, everything made gets dumped back into the company. No one is drawing a big salary from this thing.*

### **WCM: Why is it needed by window cleaners?**

**CL:** *I would say it's needed by window cleaners because it's basically like having a \$50,000.00 a year salaried office staff member that happens to be really good at marketing, graphic design, and business leadership.*

*For 96 cents a day you get the best window cleaning marketing pieces in the world. You get hundreds of window cleaning specific forms, documents, as well as safety and employee manuals. Also detailed business system plans and monthly training webinars. On top of that its basically free as you automatically start receiving big discounts on products you are already using.*

### **WCM: How does it differ from organisations such as the IWCA or FWC?**

**CL:** *I can't comment on the FWC as I am not really familiar*



Chris Lambrinides  
of WCRA

*with it. As for the IWCA the main difference really is on safety. The WCRA focuses mainly on business building and growth. With most organisations you pay your \$250 bucks and you get a listing on their website, a sticker in the mail and maybe access to a forum.*

*With the WCRA you get so much stuff! Way more benefits than you could ever possibly use. Right away you get unlimited access to download and use hundreds of pre made marketing pieces, business forms and documents. Then on top of that we give you dozens of discounts on products window cleaners actually use. We have partnerships with the popular software companies, big discounts on printing services, gasoline and window cleaning supplies. Some of the benefits, like Responsibid, completely pay for your membership if you use it.*

### **WCM: Where is it based?**

**CL:** *We are located in Vernon NJ. We are about an hour outside of New York City.*

### **WCM: Can any one in any country join?**

**CL:** *Yes absolutely!*

**Postcards 4x6****Jumbo Cards 8.5 x 11****Door Hangers****Fliers****Email Templates****Promo Items**

**WCM:** So it is relevant to the UK and others then?

**CL:** I believe it is, although we haven't made a push internationally, I think that the majority of the material and benefits are relevant. Keep your eyes open in the next couple of months we have a few things coming.

**WCM:** What do you get?

**CL:** Hundreds of professional window cleaning specific marketing pieces. Post cards, fliers, door hangers, and email templates. Forms, documents, proposal packets, business planning tools, employee manuals and business systems, all specifically tailored for the professional window cleaner.

Large discounts on: Printing, The Customer Factor, Window Cleaning.com, GlassRenu, Reach-iT, Shop WCR, Work Uniforms, Gasoline, Fleet Locate GPS tracking and more. Plus...

**Free ResponsiBid**

A permanent 5 - 10 % discount on all window cleaning supplies every time you purchase.

Access to our RFP service. We release dozens of leads for large government jobs and contracts every week.

Monthly professional business focused training sessions and the back webinar library.

A premium listing on the member's map and insured directory.

Keep in mind this isn't a stagnant pile of benefits, we add more items, and partners frequently. Every month you will see at least a new marketing piece, a webinar, and a new discount partner.

**WCM:** Why is it important to join?

**CL:** Life is short, with the WCRA you don't need to reinvent the wheel in your business. For 96 cents a day you get access to materials and systems that are proven to work. Spend your free time with your family or developing other areas of your business. I spent 12 years of my life creating this stuff, you don't have to.

**WCM:** What do you make of this comment we found on the net? "I have used 3 different WCR mailers this year, that I got for FREE with my WCRA membership. They have gotten me enough work to have paid for my WCRA membership 17 times. Literally"

**CL:** I think that's awesome, its great to hear the success stories. Fortunately that is a typical comment we hear. Once folks join they love it. We have a 92% renewal rate, that's currently unheard of with other window cleaning associations.

**WCM:** Tell us about your Webinars.

**CL:** We have a new business focused webinar each month. We usually pay a company or a consultant to speak on a topic that is relevant to business improvement and the window cleaning business in some way. We have stuff from the E-Myth company, Kevin Dubrosky, Greg Crabtree, Jean Sea Wright, and a whole bunch of others. A wide variety of different topics. So far we have about 30 available in the library for members to watch, and a new one is added each month.

**WCM:** Where did you source all the documents provided to members?

**CL:** The majority of them have been made for my window cleaning business over the years. I have used and tested them in my business.



## “...THE VALUE COMES FROM TIME SAVED.”

*The stuff we are doing at the WCRA isn't just theory, my window cleaning company is living proof that it works.*

### **WCM: How important is WCRA?**

**CL:** *That kind of depends on how important your business is to you. If you own a window cleaning business, joining the WCRA will save you time and make you more money almost immediately.*

*Below is an email I literally just received:*

*"I joined the WCRA in February 2nd of this year, \$349, on February 12th ordered 500 postcard using At Cost Printing, Post Cards \$31.57. Total return off of one customer calling about the special on the post card, 4 jobs worth a total of \$1361.*

*Jaime J. Gonzalez  
Bella Window Cleaning Service  
Warner Robins, GA*

### **WCM: How much is it to join?**

**CL:** *\$349 to join and \$199 to renew each year. That's basically 230 GBP to join and 130 GBP to renew. You could phrase it as, "How much is it costing you not to be a member?" If you operate a window cleaning business, I would say quite a bit.*

### **WCM: What do you consider is the value in it?**

**CL:** *The value comes from time saved. For less than a dollar a day you get access to a huge ever growing database of really cool window cleaning specific stuff. If you make your living cleaning glass and you want to make more money this is for you.*

**WCM:** *Organisations such as IWCA and FWC have teeth when it comes to National issues as they are Government recognised as the trade leaders. How does the WCRA fit into this?*

**CL:** *I'm not sure that will be territory we ever venture into. By years end we will be the largest window cleaning association in the world. On paper it would make sense for us to pursue these avenues but I'm not sure I want to dilute what we are doing. For the time being I would rather not get involved in the politics and instead continue to focus on helping window cleaners build better businesses.*

### **WCM: How do you promote WCRA?**

**CL:** *Oh the typical avenues. We do a little bit of print, some emails and Facebook campaigns, and we run ads on WCR. But really the majority of the members come from word of mouth.*



Chris Lambrinides of WCRA  
with Lee Burbidge of WCM

### **WCM: Will you have trade shows?**

**CL:** *I think we will definitely put on a convention in the next few years. Our sister organisation the PWRA will be putting on a convention in fall 2013.*

**WCM:** *You sat on the IWCA board for about a week then resigned.*

**CL:** *I did maybe for about a month or so. I would like to mention before anything that the IWCA is made up of a lot of really nice people who donate tons of time and energy to our industry. They save lives with their training programs, if you do high rise work you need to be involved with them.*

*Before I was officially on the board I sat on committees and went to all the board meeting for over a year. So I was very familiar with how everything worked, and I was also a member for about 7 years at that point.*

### **WCM: Why did you resign?**

**CL:** *Well, as mentioned earlier, I had thought about doing an association a couple of times two years prior to us launching. But it was never anything more than a passing thought.*

Once the whole IWCA thing became a reality, I realised I would never be able to accomplish "my vision" of an organisation sitting on the board of directors. There was a few personality conflicts with other board members and the whole thing was just a very slow moving process, my heart wasn't in it. It would have taken them 10 years to do what we just did in 2 with the WCRA. So instead of wasting everyone's time, I quit. After that I forgot about the whole idea for about a year. Then one day we started kicking the idea around again, and a month later we launched. 52 people signed up the first day.

**WCM: And WCRA was born out of that?**

**CL:** WCR launched in 2007, it started as a forum, then it became a window cleaning supply store. Then in 2010 we started our magazine WCBO, then came the WCRA, later that year. Today all of the above continues, but we are also focused on some new products. Software and apps primarily. Before all this though was my window cleaning business that started in 2000.

WCR is the worlds most popular highly trafficked window cleaning related website, thousands of window cleaners have built really great businesses with what they have learned there. The WCRA takes it to the next level, we basically give you a proven road map to window cleaning success as well as the support materials you need along the way.

**WCM: What does WCRA do better than the IWCA?**

**CL:** I don't think "better" is the right word. I would say we offer two completely different products.

I think it can be broken down as simply as this:

*If you operate a High-rise company and are interested in safety training join the IWCA.*

*If you own a window cleaning business, want to make more money, and have a smoother running business join the WCRA.*

*It also doesn't need to be one or the other, obviously it's very easy to fall into both categories. A good portion of the IWCA board of directors are actually WCRA members.*

**WCM: How do you think the IWCA feels about the rapid success of the WCRA?**

**CL:** Even though we specialise in two different areas of professional window cleaning, I would be lying if I said I wasn't excited to be surpassing them in memberships.

*By our third year anniversary later this year, we will be way ahead of them. That tells me we are putting a quality product that window cleaners see real value in. I cant say for sure how they feel, I would imagine some won't be too happy.*

**WCM: What did you learn from your time at the IWCA?**

**CL:** I learned about how our industry works on the inside, the stuff the public never gets to see. Specifically the dynamics between the window cleaner, the suppliers and the associations.

**WCM: What did you need to put in place to start WCRA?**

**CL:** We had to assemble all the successful things I had done in my window cleaning business in the previous 10 years. We built a new website and created some backend support systems.

**WCM: What is your mission statement for WCRA?**

**CL:** Well on our website we have: The WCRA exists for the professional growth and benefit of its members and for the ongoing improvement of the professional window cleaning industry.

*I don't really put too much stock in mission statements but I guess ours kind of fits. Our members are growing and benefiting, and the industry as a whole is being improved by helping people pump out higher producing businesses. Really I just want window cleaners to have the best business imaginable.*

**WCM: What information is found to be most requested from members?**

**CL:** Recently it's been our internal business systems from my window cleaning business. We are now releasing those, one a month.

**WCM: Tell us about how WCRA can help your window cleaning business grow?**

**CL:** It's freeing up your time, it's saving you money, it's giving you access to the best advertising and support documents in the business. It's broadening your view, it's showing you what is possible and really opening your mind to how far you can go in life with your window cleaning business.

*In our industry right now there are people that are barely scraping by, and there are people with multi million dollar window cleaning companies. The WCRA provides you with all the tools you need to have a multi million dollar business. We offer help, support, and encouragement along the way. We give you the tools and show you how to use them, from there it's up to you.*

**WCM: What marketing help do you offer?**

**CL:** We provide all the marketing material a company could ever need. You basically get pre designed materials that are editable templates.



## “WCRA PROVIDE YOU WITH ALL THE TOOLS YOU NEED.”

So for example with the postcard shown here, you could download this and make it fit your companies brand. It's all editable, you put in your logo, phone numbers,, company info, pricing, etc. Then you can also change any of the fonts, colors and images.



These come in all different formats and you can change them to any custom size you like. By default they usually come in postcard size big and small, email template and flier. They are the most common so we usually make them like that for you.

From there we help get them printed for you at cost. When I say at cost, I mean at our pricing. We extend our discount to you and don't make any type of profit off it. We print millions of pieces a year, we get a really good discount.

Then we show you how to handle the logistics of your marketing campaign. We have manuals and webinars available on how to best market your window cleaning business. Marketing is usually the hottest topic in our member's forum, lots of ideas and techniques are exchanged. I am just scratching the surface here; we have a lot of other marketing related items available.

When we first launched it was all about the marketing stuff, people were always most interested in that. But it's evolved over the past couple of years. The WCRA is now a much more rounded business offering.

### WCM: What support do you offer members?

We provide everything they need to run their business better and more efficiently. They get all the materials, and access to our support forum. The WCRA forum is great because it puts together a group of like minded window cleaners. There is no talk of soap, WFPs or squeegee

rubber to be found. Everything is focused on the business side. Typical discussions revolve around marketing, employees, taxes, insurance, growth, revenue etc.

### WCM: Would WCRA ever get involved in national issues relating to window cleaning such as fabricating debris or window cleaning standards, for example?

CL: I'm not so sure that we would. Part of what originally attracted to me to window cleaning was the freewheeling spirit of it all. I always liked that there were no rules or real regulations. I don't think I want to get involved in telling people how they need to run their businesses.

WCM: Touching on National issues, in the UK we should be approaching Government to make VAT laws fairer for residential window cleaning businesses and make VAT exempt.

Currently, if your turnover exceeds £77,000 you must then start to add VAT at 20%. This means that when a window cleaning business passes this amount the business will have to consider putting up their prices by 20%. One idea that has been thrown around is that this may create an unfair advantage for those with a turnover of less than £77,000. What is your take on that one example?

CL: That's interesting we really don't have anything like that here. In an instance like this I could see how it would be powerful to have a group of a 1,000 or more window cleaners lobby the government.

### WCM: Where do you see WCRA in 10 years time?

CL: In 10 years time we will have 5,000 members spread out across the world. Benefits and materials will be localised to fit individual business climates. The more our membership increases the better it will get for everyone involved. Some benefits we want for our members now simply aren't available to organisations with less than a thousand members. But once you cross that threshold, benefits and discounts get taken to a whole other level. Health and

### WCM: What new stuff is coming up in WCRA?

CL: This month we have 3 new marketing pieces, 50 new documents, a new sales system and a couple of interesting webinars.

Spring is here!



Alex Lambrinides



# Limited time offer!

## Only \$199!

	WCRA LITE	WCRA STANDARD	WCRA MONTHLY
	<b>\$199</b> for 1 year- \$199 renewal	<del><b>\$349</b></del> for 1 year- \$199 renewal <b>Most Popular</b>	<b>\$39</b> monthly
Marketing Benefit Downloads	✓ 3 Total/Month	✓ Unlimited	✓ 3 Total/Month *Unlimited after month 6
Business Downloads	✓ 3 Total/Month	✓ Unlimited	✓ 3 Total/Month *Unlimited after month 6
Manuals and E-Books	✗	✓	Available after month 6
Business Planning Tools	✗	✓	Available after month 6
Past Members Only Webinars	✗	✓	Available after month 6
Members Only Private Forum	✗	✓	Available after month 6
50% Off all WCRA Events	✗	✓	Available after month 6
Live Members Only Chat	✗	✓	Available after month 6
10% Off WindowCleaning.com	✗	✓	Available after month 6
\$120 Off Customer Factor	✗	✓	Available after month 6

# Just \$199!

Regularly \$349

**From the U.K.?** Join the WCRA in the month of April for only \$199. Join today and start using the benefits tomorrow!

Offer expires April 30, 2013

**Check out all of the amazing benefits now!!**  
**[TheWCRA.com/uk](http://TheWCRA.com/uk)**





## Soapbox

# 45

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](mailto:info@windowcleaningmagazine.co.uk)

Hi Lee,

*I have been cleaning windows for nearly 26 years. I used ladders for 21 years and have now used water fed poles for nearly 5 years.*

*I currently have a 600L Thermopure system from Ionic Systems. Some people do not like the machine because of some reported spotting issues on the glass.*

*I am thinking of buying a Thermopure Zero System in the future.*

*Do you think it is worth it and also expensive? I fell off the ladder once a long time ago and so glad I do my work this way.*

*Richard*

Hi Richard

I too have a Thermopure System but have not really experienced any spotting issues. Before you look at a parts per billion system, I would ask myself what do you need it for?

If you have regular residential work that is maintained routinely and frequently then you may not see much difference in the end result. However, PPB water systems claim to remove dissolved solids, organics and bacteria from the water supply. In essence dissolving more dirt and grime. These systems are said to offer faster cleaning results on infrequent cleaning.

The next question you would need to ask yourself is what budget do you have? PPB systems are on the higher end of the price scale. Will the difference that you see in the type of work you do be of any benefit? I would contact one of the suppliers of this type of system and book in a demo.

### Bad payers

*Hi, I have started work, which has resulted in getting more cheques through the post. I knew it was going to take 30 days for them to be paid. Some are starting to go over the 30 days. Any tips how to keep on top of it all?*

Hi

As soon as the 30 days is up and invoice is still outstanding send out a statement. Have a stamp or letter stating that the invoice is now overdue and please pay within the next 7 days. If no payment is forthcoming after that, place a call in to your client and ask when they intend to pay. Keep doing that every week until you get paid, or when you get to the point that you give up. If the customer still doesn't pay then contact a solicitor's service and pay £3.00 for a 'Letter before action' notice. This almost always works. The key is to get your invoices out on time and follow up.

### Magnetic signs

Hello

I want to order a magnetic sign for my van to advertise my window cleaning business. Will they damage my van? Do they need any treatment?

Hi

It would be advisable to remove the magnetic signs once per week and clean the signs both sides. Follow this with washing and waxing the part of the van that the signs are stuck to.



# Gleaming Insurance

## Carpet Cleaners Insurance

[www.gleaminginsurance.co.uk](http://www.gleaminginsurance.co.uk)

Hi

What time cycle should I base my residential window cleaning round on? Is it every 4 or 6 weeks or is it something else?

Hey,

For residential most base their frequency on monthly. Some customers might ask for every 2 or 3 months when times are tough. But even in tough times the largest portion of your window-cleaning round will be on a monthly cycle.

Some window cleaner's work on every 4 week cycle offering 13 cleans a year instead of 12 cleans per year with a monthly cycle.

Contributors please note -

Submissions to the SOAPBOX section of the magazine will soon be able to submit their letters via our submission form within the members area of the magazine which is currently being given a makeover.

Contributors who would like to submit articles can also do so via the members area or via the email address below.

[Info@windowcleaningmagazine.co.uk](mailto:Info@windowcleaningmagazine.co.uk)

Great ideas put forward from readers. Tell us what you think.

- Create an FWC section.
- From the forums section covering key points.
- More information on Health & Safety.
- News on free business workshops.
- Twitter section "best quotes".

# UNGER

Quality Tools for Smart Cleaning™

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PATENT PENDING

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3 grades of material - Hybrid, Carbon and HiModulus Carbon. Choose your Rigidity level, based on Length Deflection Ratio (LDR). Best features of telescopic and modular Pole concepts combined.

Mix and match Pole sections to build a unique system. New features for superior performance, easy assembly and safety.

#### BRUSHES

Create hundreds of spray patterns using Fan or Pencil Jets in any combination, in up to 10 locations.

#### GOOSENECKS

Superlight and super-strong carbon fibre Goosenecks are quickly attached and adjusted using Clamps.

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Intelligent design for easy one handed operation, quick tension adjustment and hose management.

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## A new angle on squeegee's

By Wagga.

" ... JOB DONE! ... "

You've seen the dog-earing now take a look at the next stage. The dog-earing worked fine but what I was noticing was that when coming down the right hand side of a deeper frame, (left hand if you're left handed) the squeegee was being pushed away from the frame simply because of its design or shape if you like. This would leave a line of soap on the glass because the rubber blade could not get right into the edge unless it was "pointed" in, but if you do this a line will often be left in the centre of the window... so you have to go back over it. This can be a particular problem with pole-work with largely straight pulls.

The dog-earing was working fine but was another type of problem, but in the end this was much simpler to solve. It's easier to see just what I'm going on about in the accompanying video of course, but I think that this modification will be a bit easier to accomplish than the dog-earing. You can do one or the other but the combination of the two takes it to another level.

After a bit of thought I knew that all that was required was a different angle on the squeegee than the standard 90 degrees. So out came the hacksaw yet again. I figured that cutting an angle of about 20-30 degrees at both ends of the channel would be sufficient, but not only this (watch the video closely) an equal angle inwards at the same time. It's this that will in practice, give the astonishing improvement to virtually any channel, improving the quality of your work, and combined with the dog-earing, dramatically cut down the amount of detailing work to be done. For high pole-work, these modifications will help dramatically as I can testify to.

If you still use clips to hold your rubber in at the ends, then this technique won't work *unless* you take a centre punch and whack a dent into the rear centre of your channel. It's the way I like it on the Wagtail. Other types of squeegee will have a sprung grip system to hold the rubber. In this case, that's fine of course.

One final thing that will help as well when changing rubbers, is to also cut the rubber to roughly the angle that has been cut in the metal channel or it will defeat the object of the angle you have created, pushing the squeegee out from the edge again. It might take you a little time to adjust to this new modification and you might find that you have to change style a little, but this in the end will be beneficial and will increase speed and accuracy.

If you use a Wagtail Flipper with the flipping pad then this is an area to be aware of too. If the pad is too long and sticks out too much at each end of your channel, then this can have a tendency to push the blade off from the edges too. Snip it off fairly close to ends of the channel.

If you are a bit dubious as to whether or not to do these modifications on your current tools, see if you have an old one somewhere to experiment on. If it works for you, then it will give you the confidence to go ahead and do the rest.

# 47







## ETTORE 35' AQUACLEAN WFP

reviewed by David Turner

**Hi, I'm David. I purchased my Ettore 35' Aquaclean pole in early 2012. It was my first WFP purchase. I did a lot of research on water fed poles before I made my purchase. To be 100% honest my initial determining factor was cost. I did not have the thousands available to invest in a WFP, especially since I still had to purchase a pure water system also.**

But after much research and hearing about the introduction of this new pole, I couldn't wait to see it. When I heard that it was labeled by Ettore but still made by Gardiner, I knew the quality had to be top notch. When I saw the price, I was blown away!

How could a 35' hybrid WFP (carbon/fibreglass) cost \$599? It was at least half the price of that size pole anywhere around. I bought it without hesitation (I purchased it from Alex at Window Cleaning Resource).

My first impression when I received it was 'awesome'. To me it was light. The weight is listed as 5.07 LBS plus another 1.2 LBS for the brush. It is also a pretty rigid pole. When fully extended, it does have some play in it, but I have nothing else to compare it to.

I did a 3-story building with no problems. Even though it is light, if you are not used to working your shoulder muscles, you will feel it later in the day, or the next morning. Have some Ben-Gay on stand-by!

As far as difficulty level.... there is none. This pole, like most others (I'm sure) is a breeze to operate. To get the pole to the next level length, all you have to do is "flip" the "flip lock". When you open the flip lock, this allows you to pull the next section of the pole right out. Then you flip the flip lock back and it is secure in place. If the pole section is still loose, you can "twist" the flip lock to allow it to get a tighter grip. A word of caution! Be careful that you don't tighten it too tight. The barrel nut is what the flip lock bolt goes into, and if you tighten it too tight, and then try to flip it, you will pull the bolt out of the barrel nut and strip it rendering it useless. I found

out this the hard way, but Shawn Gavin of RHG helped me out right away and shipped me out some new barrel nuts.

The hose that runs to the brush head can be used inside the pole or outside the pole. Both have their pros and cons. Overall, I like it running through the inside of the pole. Sometimes it sticks or binds up as you are extending sections. It is an easy fix, and nothing to worry about. If you run the tube on the outside the pole, you will want some Velcro straps to secure it in one or two places. With the tube on the outside, the extensions move quicker and more freely.

The Ettore Aqua Clean seems to be very durable also. At first I babied it like a brand new toy. But as time went on and days getting busier, it didn't get the "soft touch" it was getting in the beginning. Although I took care to be gentle, it did get tossed in the back of the truck a few times. It got banged around with other equipment that was in the way and so on. A few nicks, but nothing to worry about. I am looking forward to starting my second year with this pole. The only new thing I plan on doing is trying out a few new brushes for it, and maybe some new fan jet nozzles.

This pole would also be great for the company that has a few crews out working. You could set up 2 or 3 trucks with this pole at the same cost some other poles cost by themselves. Of course, those are much lighter poles and go higher, but I am just talking economics here.

I think this pole is an excellent pole for its price and quality. If someone is thinking about taking the step into WFP, this pole is an ideal start, since it can do residential and commercial size buildings. This pole combines the needs of any window cleaner looking to get into the fast paced world of water fed poles. It's simple to use, durable, light and affordable.

David Turner  
Dr. Squeegee Inc. Orange County, New York

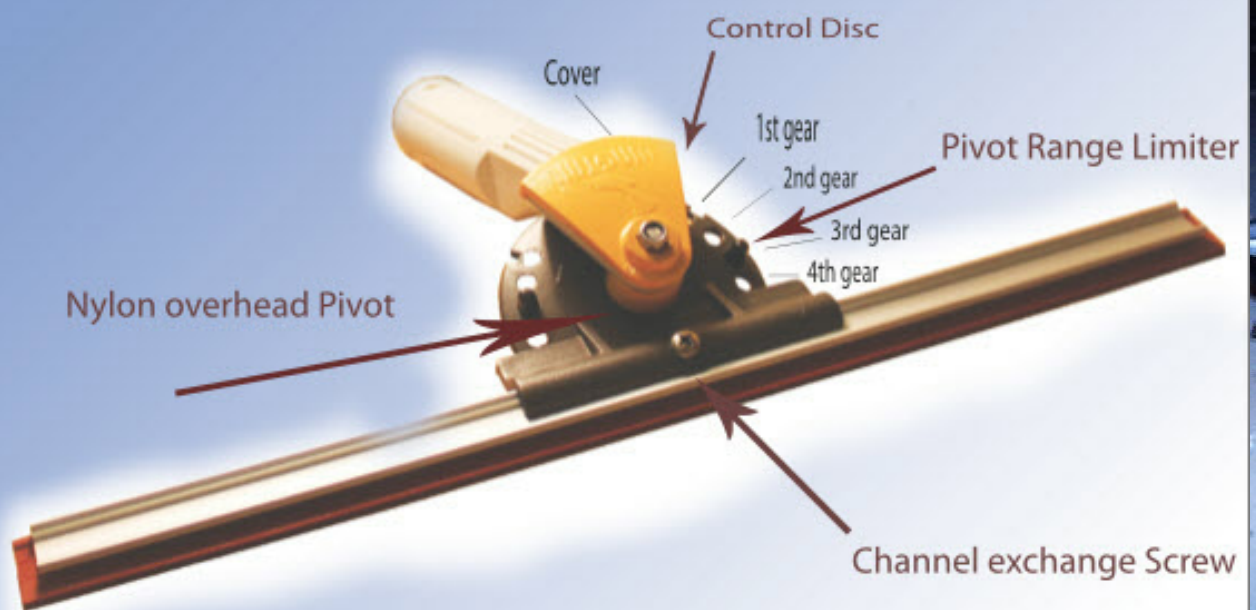


## Introducing the Wagtail PC PIVOT CONTROL

Patent Pending

We now know that Pivoting squeegees are faster, have further reach and have excellent accuracy on extension poles and most importantly use less arm strain

Wagtail has enhanced this pivoting action in their new Pivot Control Squeegee 'Wagtail PC'



### Previous

1. Pivot bearing resistance
2. Lack of pressure when turning
3. Pivot range too wide
4. Force vectors applied to opposite side of disc to the direction of the squeegee channel
5. Fatigue on moving parts
6. Wayward pivoting at extreme heights

### New Features

1. Nylon collet
2. Pressure applied in the desired direction
3. Adjustable pivot range
4. Force vectors directly applied from above the working plane
5. Nylon movements
6. Controlled pivot

## IPC EAGLE – What does the customer think?

**WCM takes a brief look at IPC Eagle and what their customers are saying about them.**

IPC Eagle is a leading manufacturer of cleaning equipment and tools throughout the world with innovative designs and a worldwide reputation.

The company is committed to providing it's customers with quality cleaning products and support. It's line of cleaning equipment includes automatic scrubbers, vacuum sweepers, professional and industrial vacuums, pure water cleaning systems, window cleaning tools, screen washers, burnishers, extractors, pressure washers, microfiber mopping systems and heaps more.

### IPC Eagle Product: HydroCart (with electric module)



Hydro Cart Elec.

20"x21"x50"  
119 Lbs

115 volt AC, 60 Hz.  
10 amp, 35 ft power  
cord w/GFCI plug

4 gpm @ 160 psi  
feed pump

100 ft. (yellow)

1.25 - 2.0 gpm  
2-3 poles

Quantity: 1

Size:  
4" dia x 40" length

Optional

Yes

0.8 gpm

IPC Eagle Customer: Dave Turner, Dr. Squeegee Window Cleaning, NY

### WCM: Where did you hear about IPC Eagle Products?

*Well I was the "king of research" so I've done my homework. I've been looking into all the pure water claims and wasn't a believer. Kept looking into it for about a year or two. Although I've heard of IPC Eagle I learned more at Window Cleaning Resource and from my window cleaner friend in NYC.*

### WCM: What got you using IPC Eagle Products for yourself?

*Last year, I had to clean the windows of a large A Frame house with a ton of high glass on the north side. I'm thinking I'm going to need my 40ft ladder but it was still way too high and not at all safe. I ended up calling my window cleaner friend and borrowed his HydroCart because I had no other options. Realizing that I could easily clean this house without getting on a ladder and I could safely clean was amazing. Plus I did the job in half the time. November 2011 I bought my own HydroCart, it just turned 11,000 gallons through it.*

### WCM: What do you like about using your HydroCart?

*I enjoy using it, no complaints. I like getting the job done in half the time. The benefits of using pure water are true, I like my HydroCart. It's holding up to my expectations.*

*The picture below is me and my IPC Eagle HydroCart. This job was full of true divide cut ups, it was mahogany wood frames. The HydroCart saved me at least 2-3 hours using a WFP. It was 3 stories in the rear, and not one ladder was used.*





IPC Eagle Customer: Mark Cope, W.O.W, Washers of Windows

## WCM: How/where did you hear about IPC Eagle Products?

We came across IPC Eagle as we did research on the internet to find the best pure-water cleaning system for our business.

## WCM: What IPC Eagle products are you using?

We purchased the IPC Eagle Hydrotube and the IPC Eagle Screen Washer.

## WCM: How long have you been using these products?

We have had our IPC Eagle equipment for about four months.

## WCM: What do you like about using these products?

The IPC Eagle products completely changed our window cleaning business. The pure-water cleaning system we purchased from IPC Eagle puts us light years ahead of about 90% of our competitors who are still in the "Stone Age" using squeegees. Jobs that were once tough or time-consuming are now a breeze with the IPC Eagle Hydrotube and a water fed pole. We can now easily clean difficult to reach windows, and French windows go at least twice as fast. Additionally, the IPC Eagle Screen Washer allows us to demand a higher price than we previously could, and it gets us lots of jobs that we would otherwise miss. Our competitors can't afford to include screen washing like we do. Our IPC Eagle Screen Washer makes washing screens about three to four times as fast as it would otherwise be! The bottom line is that our sales revenue per hour (per technician) has increased between 30% and 50% as a direct result of using IPC Eagle cleaning tools.

## WCM: Are there any benefits to this product that you've found over similar products you've used?

We researched almost every available pure-water cleaning system before purchasing the IPC Eagle Hydrotube. It was definitely the right decision for four main reasons: First, it is quite durable. Second, it has a large set of wheels and a tote handle built in, so navigating yards, curbs, or bumpy landscaping is a breeze as you move the equipment around the property. Third, the filters are very easy to change, and the TDS meter attached directly to the unit makes monitoring the output a cinch. Fourth, the price of replacement filters is extremely reasonable. We use our unit all day five or six days a week, and we still only have to replace the filters every two to three weeks, even with the hard water of Texas. We probably spent more money on squeegee rubber each month (using our old method) than we now spend on filters.

## WCM: How has this helped your business?

The IPC Eagle products helped us leap-frog almost every competitor in town. When clients reach our website and see the one- minute demo video of our process (using the IPC

Eagle Hydrotube and Screen Washer), we don't have to say anything else, choosing our company over our competitors is a no-brainer. The IPC Eagle products have increased our revenue per hour (per technician) by 30% to 50%. Except for occasional large indoor commercial panes, we no longer use squeegees in our window cleaning business. The new IPC Eagle system is much easier and vastly superior.

## IPC Eagle Products: HydroTube and Screen Washer



Technical Data	HydroTube™
Size - Weight	57"x13"x11" 28 Lbs
Power	Tap pressure
Pump	No pump, Tap pressure
Working Hose Length	50 ft. (yellow)
Pure Water Flow # of Poles	.53 - .79 gpm 1 poles
RO Membranes (all models have a 99% rejection rate)	Quantity: 1 Size: 4" dia x 40" length
Hose Reel	None
Concentrate Recirculation	No
Concentrate Flow Rate	0.53 gpm



Technical Data
Size - Weight
Power
Pump
Working Hose Length
Pure Water Flow # of Poles
RO Membranes (all models have a 99% rejection rate)
Hose Reel
Concentrate Recirculation
Concentrate Flow Rate





# 52

# MYTH BUSTING

*With Perry*

## The MYTHBUSTER Frame

These articles are aimed at challenging the easily absorbed marketing angles that are throughout our industry. Maybe we are all so busy cleaning windows that we haven't got time to challenge everything we hear, or maybe we are the best guys in the world and we want to trust and believe everyone. You can dismantle each myth one-by-one yourself with a little extra knowledge and some time .. thereby empowering yourself to make decisions for yourself as to which product truly suits you best - for your own reasons.

## **\*\*MYTHBUSTER - INTERNAL vs EXTERNAL WATER FED TUBE\*\***

For the last ten to fifteen years, suppliers have profited from the 'internal tube' myth. It is a conditional one - its justification is based often on the 'exceptions' to the rule. By that, I mean that there are times where internal tubing is the BEST solution, and other times ( I would go so far as to say, the majority of times) that external tubing is a better solution. This is not about an 'either/or' argument, this is about 'which/when' analysis.

## WHAT ARE THE ISSUES WITH INTERNAL TUBING?

### 1) Internal Tubing Compels Fixed-Length Pole Sales.

It is the internal tube that 'holds the pole together' - making the idea of Pull-Apart poles ( poles that separate by pulling sections through the clamps) impractical. This results in the Operator owning one pole for each floor they want to clean, as well as a separate tube and brush for each pole.

To illustrate how ridiculous this is mathematically, if you had just one vehicle and one water fed pole operator, with a reach requirement of 6 storeys, and he used one pole for each storey, he would need to buy enough Carbonfibre pole tube to reach 21 storeys high (as well as 6 sets of water fed tubing and brushes)! ( $1+2+3+4+5+6=21$ ). With a pull-apart pole, the operator has 6 storeys of pole and one tube/brush combo for the whole reach 6 storeys, 5, 4, 3, 2, and ground.



## EXERCISE

Measure all the poles you own, in 'number of storeys' extended length (e.g. an 18ft pole would be a 2 storey pole) - and add them up.. how much excess carbonfibre do you own? Think of this for example, why would you buy another 45 feet of water fed pole, when you already own a 35ft pole and you just want to reach another 10 ft?

### 2). Pack Out And Pack Down Time.

If you are working a 4 storey job with fixed length water fed poles fitted with internal tubing, you will unpack 3 or 4 poles, each with their own tubing and brush then, after working them (making sure you don't get the tubing tangled) you will then have to pack them back in your vehicle. Having multiple poles is more room taken up in your vehicle!

### 3) Worker Safety Underfoot :

Should the water fed tubing be under the Operator's feet? The internal tubing is a real safety hazard. By taking the tubing external, the tubing and supply hose are always in front of the Operator, leaving the Operator's attention squarely where it should be - on the operation of the pole. If he, at any time, feels a foreign object under his feet, he can treat it as a threat.

Using internal tubing coming out the base of the water fed pole, usually means the supply hose is laid along the ground straight through the Operator's 'walk zone', which is often a common area shared with other pedestrians. In contrast, laying the supply hose along the face of the building for external tubing means the danger of a trip hazard is minimised.

## EXERCISE

Think of the way you currently lay your supply hose in order for the tube to come from the base of the pole. Then... try laying the supply hose along the face of the building or the kerb, keeping it away from the worker and other pedestrians. When you are using external tubing, the tube will drop straight from the pole to this line. Now .. even if you want to try this with a series of fixed length poles, you will only need one brush and one water fed tube per operator (just screw the brush off one pole and onto the next one - the tube stays with the brush).



### 5) Dirt and Grit in the Pole Mechanics.

Every time you extend your pole with internal tubing, the dirt and grit from the ground is dragged into your pole and lodges itself between the clamps and the pole section, slowly wearing away at the ability of the clamp to grip. You can usually hear and feel this friction. This is classic 'built to fail' design.

## EXERCISE

Have a close look at the pole sections of all your poles... and notice the clamp function. See the lines and the wear of the pole surface - this is caused by grit wearing away on the pole as it passes through the clamps. You can even observe all your older poles and think of the poles you have retired, and why.

### 6) Water Fed Pole Maintenance

There is no doubt the major need for water fed pole maintenance is caused by the negative effects of the internal tube. External tube poles will not require maintenance except after using them with internal tubing (as they are mostly all designed to facilitate internal tubing as well).



## 7) Can you have Internal Tube AND Pull-Apart Technology?

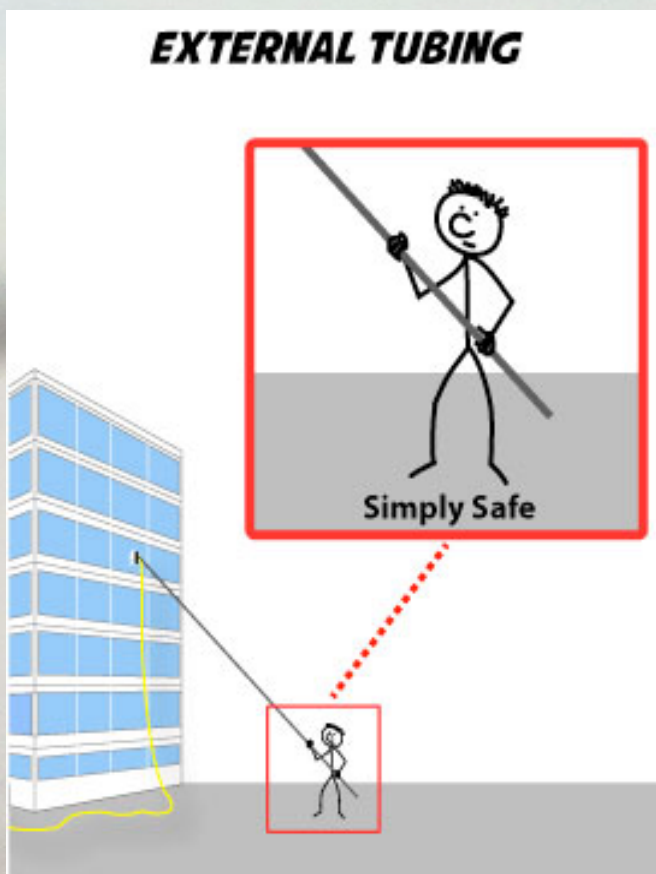
If you have an internal tube, the answer is 'No' but if you have a Pull-Apart pole, the answer is 'As you need'.

If you have a pull-apart water fed pole, you can still have internal tubing but it usually does come down to either/or in most cases, fitting the internal tubing for site-specific purposes.

## 8) External Tube Management - Is It For Real?

The newbies in the pull-apart technology have looked to add external tube management systems to each clamp. These are like a kind of 'bells and whistles' gimmick that seem to add no value to the process, and potentially cost you time.

It seems that the external tube management systems may be mistakingly wanting the tubing to behave the same as internal tubing - but if we follow that, it ends up back under the feet of the operator. This is demonstrated best by the new flow control systems being located at the base of the handle section.



### EXERCISE

As a user, even with a fixed length pole, you can disconnect the tubing from the brush and pull the tubing through the base of the pole and re-connect it to the brush externally. Now, you can try cleaning windows with an external tubing set-up.

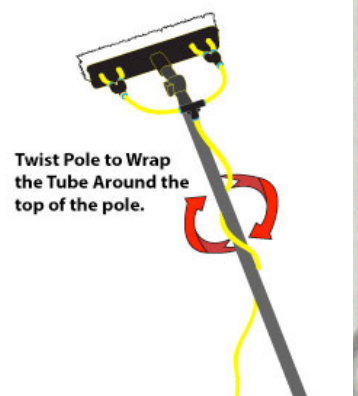
Remember, there is 'pain in change' when trying new processes and you will need time to adapt. Try using external tubing for 3-5 days and then make your judgement - which jobs does it suit, and which jobs does it not. You can get very efficient at re-tubing a water fed pole with an internal tubing set-up simply feed it in from the top of your water fed pole until you see it protruding from the base of the pole - then go to the base and pull an armful at a time. With a well designed pole, you can actually tie the tube from the base of the pole to a post, and run away from the post, feeding the tube into the tip as you go. All done in seconds!

### EXERCISE

As a user, you can try the efficiency of two or three turns of your pole to wind the water fed tubing back down the pole, getting the weight of the tubing off the brush fittings, and getting the tubing away from the face of the building.

Compare this to 'hooking up' the tubing through a fitting on each clamp, and then unhooking it each time you lower the pole, section by section.

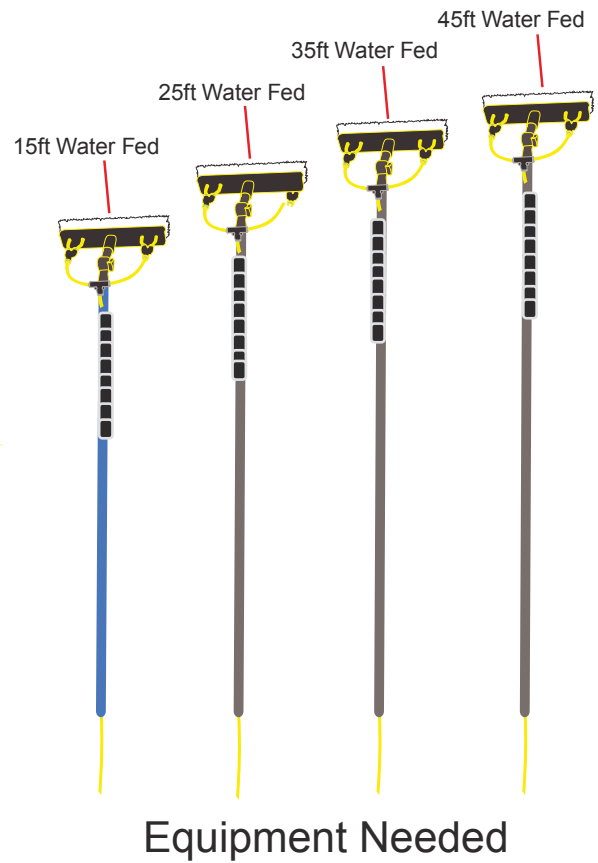
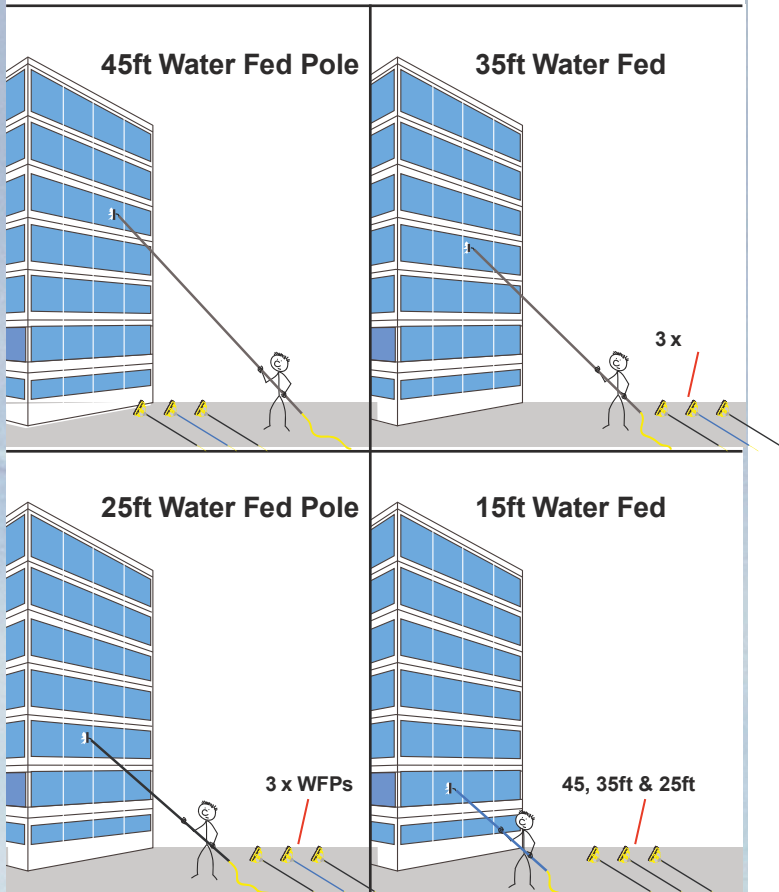
### EASY TUBE MANAGEMENT



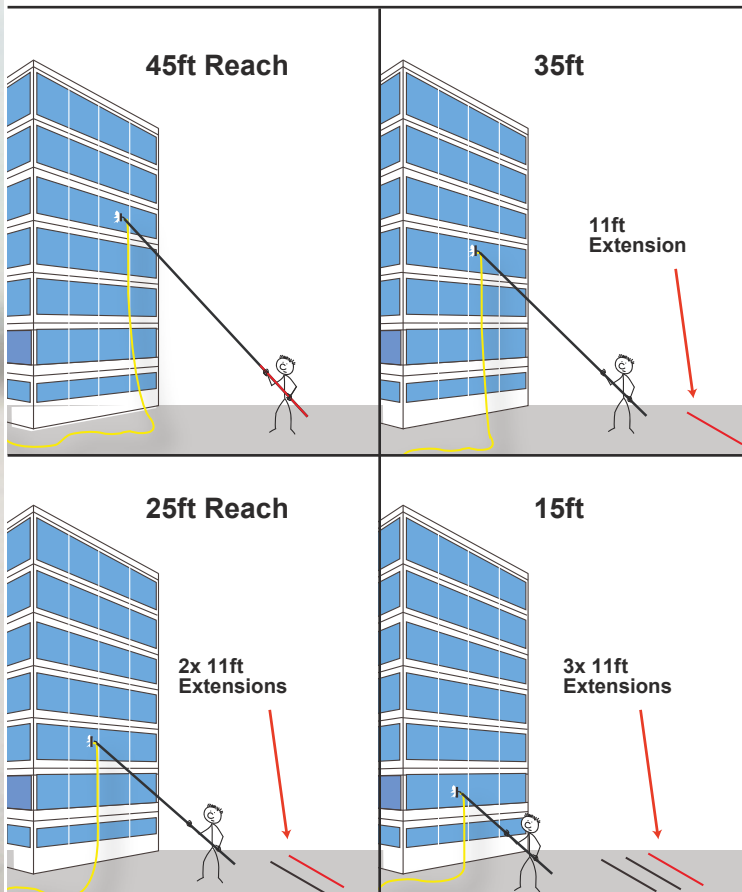


# Internal Tubing

**MYTHBUSTERS**



# External Tubing





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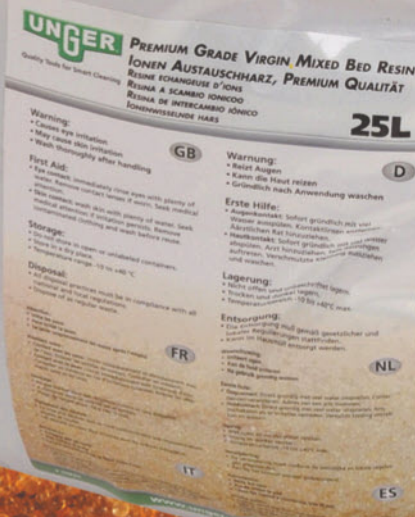
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