

# Window Cleaning

March 2015

## magazine

**PURE20**

*This issue...*

### **The Liquidator**

*We get up close and personal*

### **Pure20 launch new systems**

*WCM takes a look*

### **Wagtail Swayless water fed pole**

*Willie Erkin of Wagtail explains*

### **Want to use a canvassing company?**

*We tell you what to look for*

*and much, much more...*



# BULL RINGS

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## Window Cleaning Magazine



# Editorial

Hi,

The trending topics currently are still controllers with GrippaTank leading the way with their V3 controller and promising even more tech to come centered around making life even easier for window cleaners. Don't get too excited just yet though, as their tech is still on the drawing board and will take at least another 6 to 12 months to test out, but I can say this, it's going to blow many controllers out of the water.

Hey, what ever happened to Facelift's magic black box controller? Any one know? Hello..... ? I am joking of course. Facelift dropped on everyone about a year ago their new Black Box controller. It was claimed to be the World's first blue tooth compatible most advanced water fed pole controller. Essentially what they displayed a year ago was an empty box with nice marketing. The slogan back then from the Facelift camp was, "What's in the Black Box?"

Well we still don't know, but we hope it's something really amazing. As the controller arms race heats up will Facelift's tomorrow's tech be yesterday's tech.

A surprising new safety angle comes from the Reach-iT camp who have done some extensive work on the use of the water fed pole and RSI ( Repetitive Strain Injury). WCM will catch up with Perry Tait at a later issue in order to sieve through the data he has collected so that we can explain what it will mean to you.

The Cleaning Show 2015 in London was a great success and it was nice to see Terry 'Turbo' Burrows defend his title in the Window Cleaning Competition. We of course will bring you all the news from the shows and events that matter through out the year. I personally have my eye on the WCRA and PWRA event in Washington DC, USA a pressure washing & window cleaning convention. It's set to be a big show.

Lee Burbidge

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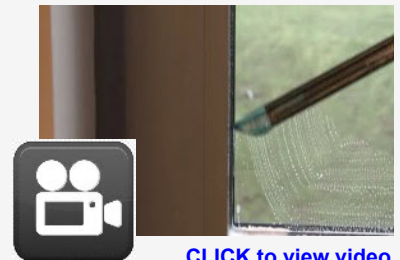
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**Visit our You Tube Channel WCM TV**

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[CLICK to view video](#)

[The Liquidator from Moerman up close](#)



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# Window Cleaning Magazine

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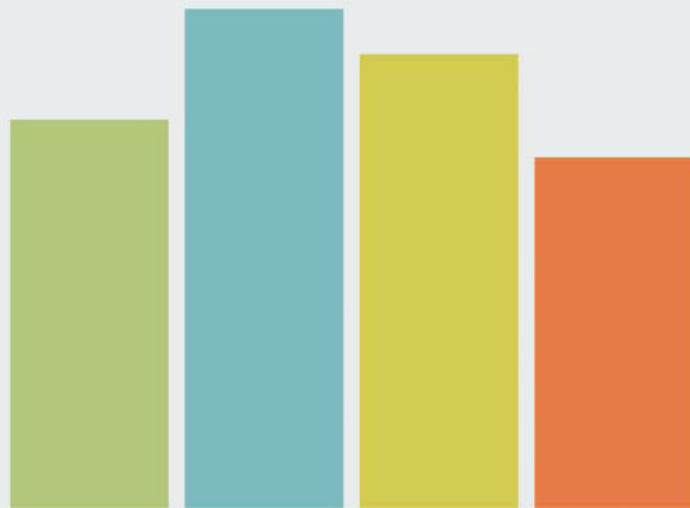
# thewcra

Think of the WCRA as the backbone of your Window Cleaning business. You're given all the support, materials, and training you need to efficiently run your business. The materials are broken down into four core disciplines found within all businesses. Regardless of the phase of your business you're in, the WCRA has something to benefit you.

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06



**Window Cleaning Competition at the  
Cleaning Show 2015**

Terry Burrows (UK) The Fastest Window Cleaner in the World 2015: Terry Burrows retains his world record again and is still the quickest window cleaner in the World. His Guinness book of records beating time is still holding up after all these years.

Terry Burrows (UK) cleaned three standard 114.3 x 114.3 cm (45 x 45 in) office windows set in a frame with a 300 mm (11.75 in) long squeegee and 9 litres (2 gal; US 2.37 gal) of water in 9.14 seconds at the National Window Cleaning Competition in Blackpool, UK, on 9 October 2009.

Fastest female window cleaner still retains her title: Deborah Morris (UK) cleaned three standard 1.14 m x 1.14 m (45 x 45 in) office windows set in a frame with a 300 mm (11.75 in) long squeegee and 9 litres (2 gal; US 2.37 gal) of water in 16.28 sec at the Cleaning Show 2011 held at NEC, National Exhibition Centre, in Birmingham, UK, on 3 March 2011. A base time of 13.28 sec was achieved but 3 sec penalty was incurred.



Deborah  
Morris:  
Super fast.

Terry 'Turbo' Burrows



**No harness, no safety equipment**

Window washer 'working without a harness' plummets to his death from fifth floor of Manhattan apartment building: A worker plummeted five stories to his death while washing windows without a safety harness in Manhattan. The unnamed victim was reportedly leaning out of a fifth-floor unit at the Hanover River House at 335 Greenwich Street in Tribeca when fell just before 1.10pm. The window washer landed in front of a high-end rug store, with his head coming to rest in a pile of hardened snow and the rest of his body on the concrete sidewalk.

Horried witnesses said the victim was still breathing and conscious by the time first responders came on the scene. As they were awaiting the paramedics' arrival, several Good Samaritans walked over and covered the man with their coats to keep him warm against the frigid temperatures, according to the New York Post.

Responding EMTs performed chest compressions on the injured worker and then rushed him to New York Downtown Hospital, where he died a short time later. The window man was washing windows when the window unhinged and swung open, causing him to fall out to his death.

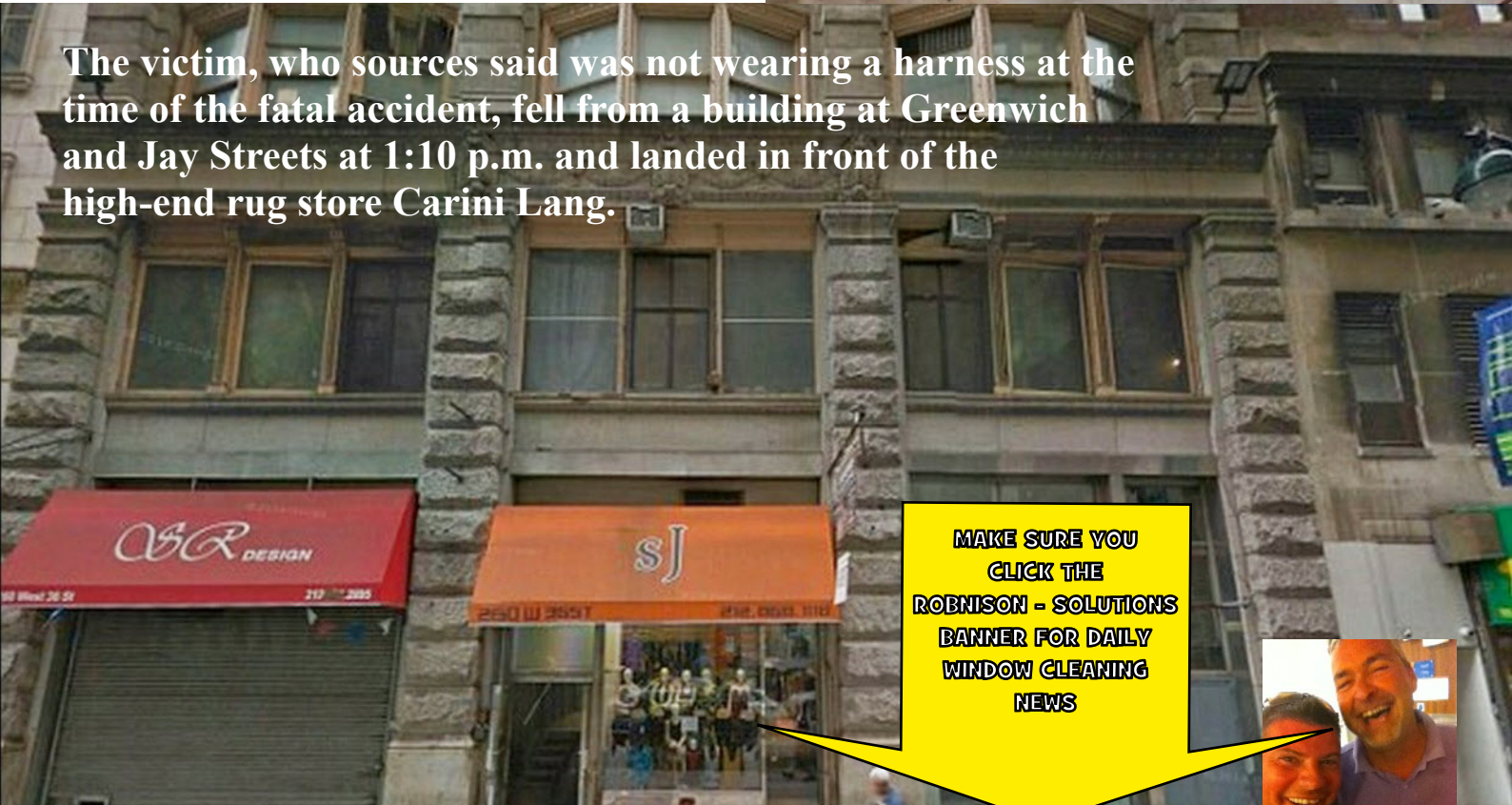
Witness Orie Cipollaro described the 38-year-old worker hanging out of the window backwards in the minutes before the deadly fall, while another bystander claimed he saw the man hold onto the window with one hand while washing it with the other, reported the New York Daily News.

In an interview with the News, witness John Cataneo described a grisly scene on Greenwich Street this afternoon. 'His legs were twisted his arms were bent and he was bleeding from his hands, it was very gruesome,' Cataneo recalled.

The name of the victim has not been released as of 5pm, but he was said to be a 38-year-old man employed by Aerial Window Cleaning.



The victim, who sources said was not wearing a harness at the time of the fatal accident, fell from a building at Greenwich and Jay Streets at 1:10 p.m. and landed in front of the high-end rug store Carini Lang.



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WINDOW CLEANING & WATER FED POLE INFORMATION FROM AROUND THE WORLD. YOUR WINDOW CLEANER IN MALLORCA.

# The Liquidator Channel By Moerman

08

## Burbidge reviews the channel

**LIQUIDATOR**  
patent pending

*I have had the privilege to use the Liquidator squeegee through the developmental stages from first drafts to final stage production. The Liquidator first and foremost looks slightly different to a normal squeegee, I have been used to using for the last 15+ years and so I was intrigued to find out how and what makes this squeegee unique from other channels other than how it looks.*

This is Moerman's first real innovative product since they have come into the professional window cleaning market in 2012. They are very excited about their new product, which was initially thought up by a UK window cleaner better known as Polzn Bladz -Bob Hatt who has a YouTube channel dedicated to window cleaning. His inspiration for marketing this usually DIY'ed type of channel and bringing it to a professional window cleaner with tweaks and improvements, ready to go, was inspired by watching such YouTube video blogger's as WCM's very own Chris 'Wagga' Dawber and the like.

I first came into contact with Bob when he contacted me and asked me to test the channel out to give feedback on this new squeegee. We first met on Christmas Eve 2014. He came to visit me at my house in order to show me what the squeegee does and how it works.

Bob gave a quick demonstration and left within 5 minutes. He wanted me to figure out for myself how the tool works and how you can quickly become accustomed to it.

As I still work as a window cleaner 2 or 3 days a week ( some will laugh and think all I do is sit in my ivory executive chair lol) I took it along with me on my jobs to see how it would affect my work and if it could improve on it. What Bob did mention to me was that this tool is like a surgical instrument. Instead of normal squeegees that take off the majority of the suds from the glass, leaving a rim behind on the edges and corners that later requires the window cleaner to use a detail cloth, this new tool has precision like effects.

I must admit it did feel rather easy to work with, the glide of the rubber makes it effortless to use and the hugging effect of the channel ends on the frames worked very well but as I was not used to it I knew it would take a good number of hours or days to get the desired results.

When you are used to using a basic squeegee (and I have to admit I am old skool. Yup, that's 'skool' with a 'k' - my usual hand tool is the classic brass Ettore squeegee) and I have been using a certain technique for years it is very hard to redevelop your technique

## “.. A MONTH LATER, I WAS HANDED A NEW PROTOTYPE”

# 09

with a completely new type of tool that no other tool can do. Remember when the Wagtail tools came out? Technique appears to be always the key when it comes to new tool design that is made to make the window cleaners life that much easier.

Breaking the habit of reaching for your cloth to detail the edges when there is nothing to detail is kind of strange and hard to stop doing (boy, did I feel stupid doing this for the 20th time lol). I can say though that after 3 days of using it my addiction for getting my cloth out to dry already dried edges started to fade. When you start to understand your tools you can put your trust in them and after a while instinct follows and you know how the tool likes to move around the glass.

The rubber is cut a different way to regular rubber and I was told that Moerman branded rubber performs better in the Liquidator than other brands which has something to do with the correct width measurement but it does take other brands, however, you will have to cut it to the desired shape and length which is something to consider.

There are countless ways to use a squeegee on glass and I eventually found a system that worked for me. Gentle fanning movements work best with this tool, which most window cleaners tend to use. Using sharp up, down movements then, sometimes the rubber can jump off the glass or leave residue behind in the centre of the glass.

I tested the tool using the Moerman bi-component

handle which has a very nice grip and feel to it. What I was finding however was that on some occasions the handle was not closing out as fine as I wanted it to, usually on wider frames or tight situations. I then put the Liquidator channel into my usual handle and I felt much more at ease with the tool.

When you have been using your own handle for a long time it is sometimes hard to adjust to a different brand or shaped handle. The Moerman handle was fine but I preferred my own handle to use and I was getting better results with it. The designers of the Liquidator wanted to make the tool universal so it can fit your existing handle if preferred.

A month later I was handed a new prototype to use with a new type of Moerman handle, after my visit to Moerman headquarters in Belgium. The handle has a different angle of attack to it, which I personally liked very much. Also the new channel had been changed so I was finding the performance better, less restrictive and easier to use. The combination of the different handle/stance and the upgraded channel felt very nice on the glass.

I was using a 14" and 18" channel in these new handles and I felt much more at ease using them. The glide was still with the tool but also when cutting into and closing out of the window I was getting better results from it. I found I was using the 14" squeegee more often as it is a size I prefer using on regular jobs so it was getting a lot more use compared to the 18".

Then in February, I was given a newer updated



model, which I noticed, looked slightly different from the first two prototypes, but what I did notice was that the effects of the tool had been bumped up again. Cutting into the start of the movement seemed to work better, the glide was slightly more enhanced and the close out worked extremely well with the latest and final test channel.

Speaking with Bob over the phone he has stated several times that his performance has increased easily by 25%. So either he is finishing work an hour or so earlier each day or he is making 25% more money per hour by fitting in more jobs per day without working any harder for it. For me personally I have noticed a change in my work, I am working quicker overall as I have less cloth work.

The difference between me and Bob is that he has 5 different sized channels that he works with whereas I am currently using 2, so I am not getting the same results as he is getting but I have to admit the time is being cut down and using this squeegee is more fun to work with as it is cleaning and drying 100% of the glass, practically all of the time.

Bob plays a game with himself when he is working and it is called "no detailing allowed".

The game goes like this: where if he has to use his rag to dry an edge the Liquidator has left behind he feels he has failed for the day. I fortunately am not that determined to be 100% detail free but having less detailing work to do is very desirable for me and I would bet my bottom dollar it would appeal to others too.

It has taken 80 or so years of the humble squeegee channel to be improved/enhanced on 90° channel ends and every window worked on, finished off with a scrim.

Moerman believe they can change this with their new tool, working faster without working any harder or any faster for it. I can see their point, why work harder and longer if you can work quicker without the mistakes?

Is this the fork in the road for the humble squeegee? Will this new concept take hold? Only time will tell but I can definitely say that using this tool really saves my time on the job.

## spring pro Water fed pole pump controller



A tried and tested design from pole-fed specialists, the eco flow has been developed by window cleaners in the field who know what they want from a window-cleaning product.

The use of a pump controller significantly reduces wear on the pump, especially when compared to a flow restrictor. Reducing pump speed reduces power used and mechanical wear.

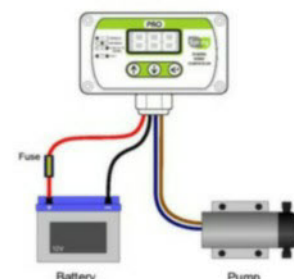
Dead end detection detects when water flow is restricted (i.e. when the pole has been disconnected from the hose) and safely shuts down the pump, further reducing power and wear. Simply reconnect the pole and the pump will start up again.

Fine control of the flow rates means water use is kept to a minimum, allowing you to complete more jobs on the same tank, as well as being eco friendly. Less water uses less resin, which extends the life of your resin cartridges.

The three button interface is simple and intuitive to use.

The battery voltage is available at the touch of a button. Advanced features will shut down the unit when the battery is too low, preventing irreversible battery damage.

- Copes easily with demanding daily use
- 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	±1% 200mV



**Do you want to build a residential window cleaning business quickly using a canvassing company?**

**We manage your expectations and tell you how it works.**

***“If opportunity does not knock, then build a door”,  
I love that saying, it is so true!***

***So, you want to build a window cleaning business or add more work, but you do not have the time?  
You want to build a window cleaning business or add more work but not confident at residential door knocking?  
You want to build a window cleaning business over night?***

These are some of the reasons as to why you would choose a canvassing company to create more work for your window cleaning business.

So what is a canvassing company? A canvassing company will charge you a fee to knock doors on your behalf. They are usually seasoned doorknocker's with experience in people skills and sales techniques. Their job is to get you more business.

It is important to note that canvassing is not for everyone and it is important to note that canvassing is not the magic bullet for an instant off the shelf business. In some cases and in some areas this can prove not as straightforward as both parties would like.

To avoid misunderstanding follow these simple rules:

### **Choosing the right canvassing company**

Avoiding a bad canvassing company or worse a scam, is really important. Actually, most window cleaners that have had a disagreement with a canvassing company would probably start by using the words 'bad company' and 'scam', however, 99% of the time its simply a disagreement or misunderstanding or an unmanaged expectation. You can reach the right company by following a few simple rules:

- 1) Listen to other window cleaners and look out for the companies getting great reviews.**
- 2) Read trade magazines like the Window Cleaning Magazine for feedback and articles on good canvassing companies.**
- 3) Is the canvassing company accountable? Company address, business cards and stationary, online presence, telephone numbers, are they on any social media, can they prove success, can they provide references you can follow up, is it all cash or do you get a proper printed invoice and are you**

## “..AGREE A TERM FOR LOSS..”

able to pay to a business bank account?

### Getting started - Meet the canvasser

Meet the canvassing company that you have chosen and tell them exactly what you want. Such as the area, type of target customer and price guide including how much work you are looking for. Spend an hour or so, if you can, driving around the area you want to start your campaign in with the canvasser and show different examples of properties and prices that you would go for and estimate. This stage is very important as both you and the canvasser are getting time to discuss your needs in a one to one format. A good canvasser will begin to sync better in line with your needs here.

Discuss in detail what exactly your service entails. Does it include cleaning the entire PVC doors for example - be specific. Being vague at any time in this process leaves you open to misunderstandings later.

To get the best out of the canvassing company you must be honest with them at all times. You should never ask for more work than you can manage. One window cleaner can earn between £150 and £250 per day depending on how many hours they class as a 'working day'.

As an example; if you usually earn £200 per day but then you are asking your canvasser to get you £200 pounds worth of work for the agreed clean date, then this is just asking for trouble. It always takes longer to clean in an new area you are not familiar with and finding new properties not familiar to you on the Sat Nav is slower than knowing your own round like the back of your hand.

Make sure that you are in sync with the actual canvass day. Leave dates aside to clean the new jobs that come in and leave enough time to firm up the jobs in-between.

If you average £200 per day, ask the canvasser to get you £100 per day. This will help with any learning curves and directional and technical issues and allow you to take care and time over your spanking brand new customers, in order to ensure they invite you back and that you make a great impression.



### Prices

Agree a price on cleans that you would like to achieve and for which type of property. To work well there must be a degree of flexibility so build that in as you give your canvasser instructions.

Agree a term for loss. This could be a refund or a replacement customer for cancellations. Agree in what circumstances this will apply before you start a service agreement with your chosen canvassing company.

If a customer is passed on, you clean it and then the customer cancels, again you will have to negotiate the loss if any loss is due to you at all. You must accept that some customers might just do this. It's not your fault or the canvassers most of the time. Loss has to be factored in by you and some loss may have to be accepted by you.

If it is the canvasser's pitch that failed to manage the expectations of the customer or your service was below what the customer might have expected then again this eventuality needs to be discussed before the campaign is started. Discussing and understanding these points before hand will mean both parties know where they stand.

### Cancellations

Customers can change their mind. A booking at the door could turn into a non-booking at the

## “...A TEXT FROM A WINDOW CLEANER IS EASY TO CANCEL”

# 13

‘confirmation’ call stage. If a customer cancels always ask ‘Why?’

Most window cleaners don’t ask WHY. To get the most out of this process you need to feed back the WHY answers to the canvassing company. This will help them refine their pitch at the door or better still give the canvassing company the opportunity to contact that customer further to settle any concerns.

A good canvasser will find out why they have changed their mind.

The main customer excuses for cancellation are, ‘Price’ – some people just do not like to say ‘NO’ and ‘The husband does not want it anymore’.

Also, the day you have chosen to clean, is just inconvenient that day to the customer.

A good canvassing company is always testing the service they provide and the service that you provide.

The canvassing company has to be sure you can deliver the service just as much as they are under pressure to supply you with customers. It is normal for a canvassing company to periodically test the level of service by calling random customers after work has been placed.

Make sure the marketing you give matches the pitch you agree with the canvass company.

You must understand that the canvassing company has done his part in getting the leads; you must complete the process by confirming the booking in the right way.

You are paying a lot of money for this service and so you must treat the campaign as a high priority! Simply dragging your heels and not following the tips here is not good enough and the canvasser cannot be blamed.

**WARNING:** If you lack the basic skills to close the booking, then do not take on a canvassing company. A canvassing company does not provide the magic formula on its own. You will have to do some work in the campaign too!

### **You have bookings to confirm! What do you do now?**

Your canvassing company has supplied you with confirmed leads from the field for the agreed cleaning dates you specified. This is provided to you via a spread sheet, normally via email. A good canvasser will be able to give you lots of detail from previous concerns about the previous window cleaners work to specific key points in the conversation between the customer and the canvasser.

NEVER, NEVER confirm the booking by texting the customer. A text from the window cleaner is easy to cancel.

Always phone the customer! NEVER, NEVER open the call with “ You wanted a window cleaner?” or “Did you want a window cleaner?” always tell them that you are their new monthly window cleaner!

The preferred method is to phone the customer, always to confirm your booking! Do not get lazy in this area.

You should open the call with:

“Hello it’s (your name from ..... ) You spoke to ..... I was just ringing to check the address. That’s great and we are coming to do the front windows?”

Then confirm the price and any other service level.

“Fantastic, see you on the agreed day”.

You may have to call the customer a few times before you get hold of them.

Be persistent, generally you can call between 10am – 7pm Monday to Friday, Weekends between 10am -2pm.

Once you have confirmed the date is ok and that the address, price, regularity and any other detail are correct. Close the booking. BANG, one in the bag!

## “..SO YOU WANT TO KNOCK DOORS YOURSELF? HERE IS OUR TOP TEN TIPS ”

Text messaging is another method; you must agree a text message with the canvasser and work to that. You are prone to more cancellations using a text message generally, these are due to it being a faceless experience. But other reasons do include customers can change their mind.

A booking at the door could turn into a non-booking at the ‘confirmation’ text stage.

If a customer cancels by text it is a soft cancellation so keep in contact with the canvasser so it can be rectified with a follow up call. Be focused, reel them in with your great service and business professionalism and customer focus. Being customer focused will make the difference in your area.

There are some plus benefits to filtering, using a text message, it can be linked to your website which will increase your presence to prospective clients, perhaps they will book you for an additional service they didn’t know prior to the link on the text, you can also link it to your Facebook page, that may gain you more presence in the area or a few additional likes.

The text message also protects the cleaner, a canvasser can be convinced you have said something incorrect to the customer, just show them the text, stating NO THANKS.

Never text more than you can clean in a day, text a comfortable amount in the morning, and text any additional ones later that day.

The text message should be clear that it is window cleaning and state the name of the company, the date your due, pets inside and gates open.

The biggest benefit to the text message is you can contact multiple contacts very quickly.

Feed back to the canvassing company how many leads are confirmed, how many leads have changed their minds and how many have you not able to reach on the phone.

Meet and discuss with the canvassers during your campaign regularly/ daily whilst the campaign is running. You are the ‘Conductor’ and the canvass team is the ‘Orchestra’, so to get the most out of the process you have to be in tune with the campaign. You see what I did there?

ALL WAYS BE CLEAR WITH INSTRUCTIONS TO THE CANVASS COMPANY..... No ‘about’ or ‘approximately’ or ‘roughly’ words, these could leave to disappointment and confusion later.

### What does it cost?

Canvass companies vary in cost and all will ask for a deposit of some sort. There are many payment options such as x 2 the normal job value amount for canvassed work, just go with what you feel comfortable with money wise. Always ask for references that you can verify by calling.

Some will charge for the first clean price only plus an extra couple of pounds on top of that. In most cases you can book and pay as you go (which is an excellent way to grow your business) others will charge way more.

Some will have expenses that need meeting. If they have to travel with a team outside your area and stop in a hotel, then this cost will be added to your campaign cost.

### So, you want to door knock yourself?

#### Top ten tips

**1)** Be clear on the service you provide and have marketing to hand at the door including your contact details.

**2)** Consider the way your company looks. Is your van clean, does it have your logo, numbers and website on it? Does it have trade logos? Make sure you look the part too. Wear a clean uniform and your ID badge (if you have one, or Guild or FWC badge with photo)

**3)** Work out your USP (Unique selling point) and make sure people know it. What makes you different and stand out from the last window cleaner.

As long as you are offer something different from the window cleaner they are used to in that area. The more creative you are with USP the better your results.

“..THE CUSTOMER WILL OFTEN FIB OR FORGET..”

# 15

4) Check that the door knocking is not in an anti-door knocking zone.

5) Do not wear sunglasses. The customer wants to see your eyes at the same time as your lips move. And do not knock doors too late or too early.

6) Knock the door politely, and then step away from the door in SUBMISSIVE mode. The customer will want to know who you are?

7) Explain your reasons for being at the door. Use humour. Over time you will develop a different approach to different customer types and receptions.

8) Make sure you use STIMULATION QUESTIONS. This will get the customer interested in what you have to say. This will gain trust. You need their trust. You must continually stimulate the customer and so ask questions to keep the flow going such as; “ Do you have the doors and frames cleaned as well as your windows?”

9) Tell the customer the service that you offer (which will be bigger and better and more value for your money than your competitors) before you give them your price.

10) And remember, the customer will often fib or forget. They fib about how much they have paid in the past, about the work carried out and about any add on's.



# Pure2o launch new systems

# 16



***Pure2o have landed brand new machines that were launched at this years Cleaning Show, London. It would appear that Pure2o have gone back to the drawing board and revised the entire range managing to strip back an impressive further 10% of weight allowing the system to offer a lower centre of gravity for an improved vehicle handling.***

Pure2o is essentially the value range and sister company of Ionic Systems. And they have loaded the new released range with lots of new tech for the candy heads out there.

With periodic auto-flush, ROMSTM and PDITM. What the hell are these? I hear you ask... well Pure2o claim that the water quality of this range moves into the sub zero PPM slot!

There are, apparently, benefits of cleaning windows with ultra pure water measured in meg  $\Omega$ . This is a small unit of measure, but pure water measured in the meg  $\Omega$  range is claimed to deliver faster, better spot free results.

Essentially you are getting better than PPM water

but not quite PPB. So what is the meg tech that champions these new systems? Well, let us take a

**PFS™** – Periodic Flush System. On start up this feature automatically flushes the Reverse Osmosis Membrane for a period of 2 minutes. Thereafter the RO is flushed for 2 minutes every hour during the filling process.

**ROM™** – Reverse Osmosis Maintenance System. At the end of each tank fill, pure water is diverted to the RO membrane housing. Leaving the RO membrane bathing in pure water between fills ensures that dissolved solids (found in tap water) do not foul the membrane. Further, dissolved solids that are not removed from the membrane surface during Periodic Auto Flush cycles are absorbed by the pure water during the 'rest period' to be flushed away during the first flush on startup.

**PDI™** – Perpetual De-ionisation. This feature considerably extends DI resin contact time. Ultra purification is achieved by repeated exposure of purified water to the final DI polishing stage.



## Exclusive interview with Craig Mawlam of Pure2o

The new range comes in differing configurations with Greek God names for each, probably to symbolize the power of the systems delivery and results no less.

***Compared to years gone by, this years Cleaning Show at the Excel London featured significantly less water fed pole system suppliers than before. Pure2o Ltd was one of the few, but a visit to the Pure2o™ stand to learn about all the new tech features of their revised range was a worthwhile experience. In this issue we catch up with Craig Mawlam for a rare interview and we chat about the range and the thinking around it.***

**WCM:** Its no secret that Pure2o Ltd is one of your companies, but what is the ethos of the Pure2o™ brand compared to Ionic?

**Craig:** Since the launch of the Reach & Wash® System in 1997, Ionic Systems has been the clear market leader with a steady stream of innovative products. Window cleaners who buy from Ionic stay ahead of the curve, for example when Ionic launched its revolutionary Thermo-pure™ System back in 2001 the competition poo-poo'd it as a gimmick. Interestingly back in 1997 many in window cleaning said the same about Reach & Wash™! However, smart Window Cleaners who invested in Reach & Wash™ and later in a Thermo-pure™ System maintained their advantage over their local window cleaning rivals and grew their businesses as a result. Lately the unique selling feature for Ionic customers is the Zero™, offering a window cleaning service using Ultra pure water that is 1,000 times purer keeps Ionic customers in the lead winning contracts from window cleaners who leave spotty windows. Staying at the forefront requires a deep understanding of window cleaning,

*the market, timing and business acumen. It also requires a commitment of time, energy and of course money.*

*Ionic is the premium brand, but the real value of owning and operating Ionic Reach & Wash® Systems is more than the sum of the machine's component parts. For those who can't see that, there is Pure2o™.*

*Those who compare on price alone can be forgiven for thinking that Ionic products are expensive, but Pure2o™ disproves this. Pure2o™ uses the same standard, off the shelf filters that are fitted by practically every other supplier in the market but its systems cost less. The fact that Ionic appears to be expensive allows other suppliers to hike their prices.*

*Pure2o™ systems allow window cleaners to make a like for like comparison to see for themselves that quality doesn't always come at a premium price.*

**WCM:** That's quite an insight, so what you are saying is that Pure2o™ is the value brand of Ionic?

**Craig:** You could see it that way, but please remember Pure2o Ltd is a separate legal entity to Ionic. However Pure2o™ products are made in the same facility by the same skilled technicians.

**WCM:** It is easy to see the added value in the Ionic brand, but other than price, where's the added value in choosing Pure2o™ over any other supplier. After all Pure2o™ machines have the same filters as any other machine except Ionic's?

**Craig:** Firstly Pure2o systems are professionally fitted and come with a Thatcham Crash Test Certificate, because unlike others, Pure2o™ systems have been subjected to an actual crash test to an internationally recognised standard FMVSS-208.



**WCM:** Other suppliers make safety claims for their systems too, so that's 1 all isn't it?

**Craig:** *It may appear that way but it's worth taking a closer look. Though I have to say, compared to systems or should I say 'death traps' that were available in the late 90's and early 00's, I am pleased to see that some suppliers have made an effort to improve safety for their customers. However, actual, physical product testing is the final step at the end of a product design and development process. Crash testing is the final proof that all of your theories, computer aided design, finite element modelling, development testing, crash simulations etc, actually work in practice in the real world. Remember that safety claims are made for one reason, to sell products! However product testing to recognized standards, in this case Crash Test Standard FMVSS-208 is undertaken for product liability reasons. If I had not done everything in my power to ensure the safety of our systems, the question I would most dread in a court of law would be "Mr Mawlam, what more could you have done to prevent this fatal accident". For anyone in business, defending yourself at an inquest has got to be the one thing you fear most. Customers of both Ionic and Pure2o™ enjoy the same peace of mind that the Thatcham FMVSS-208 certificate gives me.*

**WCM:** That's heavy stuff and food for thought, please tell the readers about other features and benefits of Pure2o™ systems?

**Craig:** *Sure, as time goes by Pure2o™ gets to benefit from innovations that have long since become standard features of Ionic's range. For 2015 Pure2o™ gets some of the automation and tech features from Ionic's flagship Zero™. Things like PFS™, ROMS™ & PDI™ are now available as standard or optional extra's.*

*So you see for 2015 Pure2o™ is raising its game not only in terms of best price but also in terms of added value, with Pure2o™ you get more for your money.*

**WCM:** Craig, you have a long history in window cleaning, did you see anything at the cleaning show that caught your eye?

**Craig:** *Yes, I was really pleased to see real innovation in the squeegee market. It's been a long time since I've seen such a focused step forward in squeegee design as the new Liquidator from Moerman. Though long established Moerman is not the first name you think of in the squeegee market yet they are doing remarkable things and window cleaners who pride themselves on their essential squeegee skills should take a closer look. I still get a kick out of using a squeegee and those who use them well can cut an edge so cleanly that they have eliminated the third step (detailing the edge of every window with a clean scrim or micro-fibre cloth). What the Liquidator does so well is that it cuts a clean edge every time even in the hands of a novice or intermediate window cleaner. The Liquidator is going to be a big hit, giving better results and saving up to 30% of time on the job. The biggest surprise for me though was that this innovation didn't come from one of the big names. A lesson for us all, always try to be an expert in your area of specialisation.*

*If you're a window cleaner be the best window cleaner you can be and don't take your eye off the ball, if you're a squeegee manufacturer.....*

**WCM:** At the show there was a lot of talk about UPW and megohms, what is UPW and what are megohms, is this a cap M at the beginning and why should window cleaners be interested in them?

**Craig:** *Before 1997 the terms TDS or PPM were not part of a window cleaner's vocabulary. Since the introduction of the Reach & Wash® System, Parts Per Million as a measure of the Total Dissolved Solids value of the pure water for window cleaning is everyday speak. For the most part when windows are cleaned using the correct technique with pure water at 0ppm (tested on a simple handheld TDS meter) acceptable results can be achieved. The reading on inexpensive handheld TDS meters changes at 0.5 TDS intervals so when you see a reading of 000 the true reading could be as high as 0.49 PPM and that's certainly the case when using DI alone. Below 0.5 PPM, the resolution of ultra pure can be defined in megohms. Ultra pure water, also known as "UPW" or "high-purity water", is water that has been purified*



to uncommonly stringent specifications. Ultra pure water is a commonly used term in the semiconductor industry to emphasis the fact that the water is treated to the highest levels of purity for all contaminant types, including: organic and inorganic compounds; dissolved and particulate matter; volatile and non-volatile, reactive and inert; hydrophilic and hydrophobic; and dissolved gases. In ultrapure water systems, electrolytic conductivity or resistivity measurement is the most common indicator of ionic contamination. The same basic measurement is read out in either conductivity units of microsiemens per centimeter ( $\mu\text{S}/\text{cm}$ ), or in resistivity units of megohm-centimeters (Megohm•cm). These units are reciprocals of each other. Absolutely pure water has a conductivity of  $0.05501 \mu\text{S}/\text{cm}$  and a resistivity of 18.2 Megohm. So you see in terms of pure water for window cleaning 18 meg UPW is the prize. In the same time saving way that the new Liquidator squeegee takes the skill out of cutting a perfect edge, both P2o's & Ionic's Megohm range take the guesswork out of spot-free water fed pole cleaning.

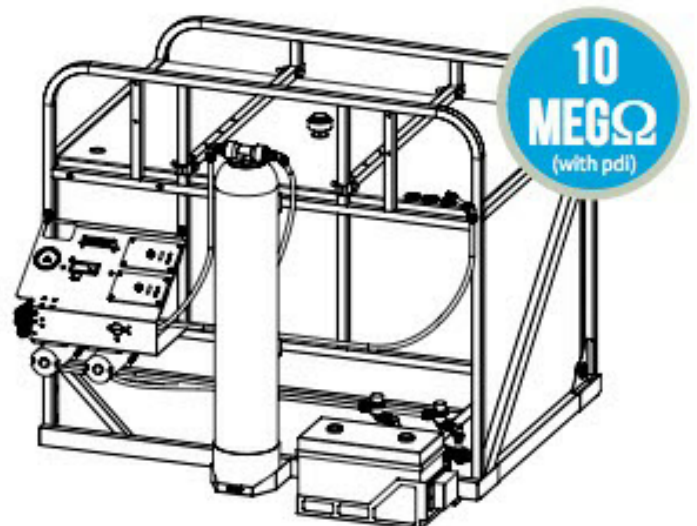
**WCM:** There are window cleaner's who would say that they're perfectly happy with the results they get with 0ppm, so why have you gone to the effort of improving the water quality of your machines?

**Craig:** Of course it's possible to get perfect results with 0.5 ppm water, however there are many window cleaners who leave spots on windows too. Its an insult to the professional who maintains his system properly and works hard to achieve a perfect finish when customers ask "can you quote to use ladders because the last wfp window cleaner left spots". Let's be honest there are plenty of guy's who don't maintain their systems and even those who use untreated tap water. Having the latest tech gives professional window cleaners an advantage to combat the cowboys and win new business. For commercial window cleaners who have faced cuts in the cleaning frequency, the new

Megohm UPW range gives them a fighting chance to maintain customer satisfaction on reduced frequency cleans as well as initial cleans as well as those heavily salted seaside contracts.

**WCM:** How about service and back up from Pure2o™, does P2o™ offer an on-site fitting service?

**Craig:** For many years as a window cleaner I worked outdoors all year round. So I understand the challenges that the elements can through at you. Combine that with sloping driveways, uneven ground, busy roads, puddles, wet clothing; inadequate lighting and cold hands and I can see the potential for short cuts and poor service. It is for these reasons that we do not offer driveway fitting. Meeting safety standards doesn't end once you've crash tested, every machine has to be installed in accordance with the design criteria governed by the testing carried out. When a vehicle lift/ramp is used for the install within a warm and well lit building, not only can the installers access all areas to ensure that the equipment is installed correctly, so can those responsible for supervision and final inspection. Customers of Pure2o™ have the peace of mind of knowing that proper installation to the FMVSS-208 standard as well as after sales support, is offered locally by P2o's nationwide network of fitting and service centres.





## Wagga takes a look at Gardiner's SLX 35

# 20

"JOB DONE!"

*Gardiner's poles are renowned worldwide for quality and innovation and when I got to have a go with the latest version of the SLX 35, I have to say that I was impressed.*

Alex Gardiner has put a lot of thought into his range of poles as many window cleaners will happily testify. This latest pole has got what are called "Adaptive Smart Clamps". These have a self lubricating insert between the lever and the clamp itself. This insert it is said, will provide some passive lubrication between the surfaces which get the most friction. The principle reminds me of the bearings deep inside the engine of a car which are designed to be softer than the surrounding parts and thus take most of the wear after which they can be replaced. This principle has been used in the Gardiner pole. How effective this will be has yet to be established but it is highly likely to be beneficial.

Also these clamps are designed to adapt to the wear that any pole will be subject to and still provide a firm grip and prevent the dreaded swivel that we have all experienced.

The Gardiner SLX 35 is certainly a lightweight pole and at first I thought that it must be a 25 because that's what it felt like and yes that is me holding the pole up with one finger, brush



included. This is quite significant and very impressive for the size of the pole.

I have used this pole at full extension and I always felt fully in control at all times because of its lightweight properties.



Each section of the pole is capable of being removed or "split". As I like to work with split poles these days, it does mean that the hose has to stay on the outside but it is something that you get used to and does have its advantages. I normally do a lot of modern domestic work – houses, most of which are just one storey but with the occasional second storey. For this work I have the pole split at the third section which gives me plenty of pole length for virtually all my work. Because I know my round so well, I know exactly when I need the rest of the pole so I don't need to carry it round with me all the time. What this means is that I can do most of my work with an ultra-light pole. This makes a difference over a day to alleviating fatigue – no doubt about it.

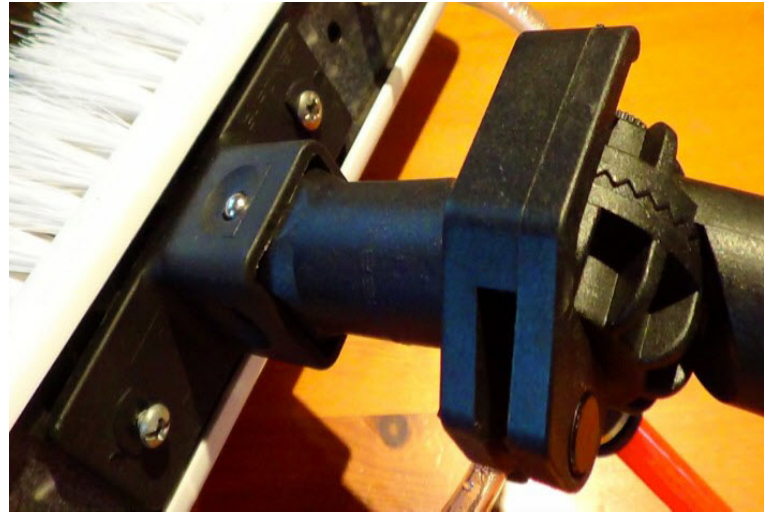


## “..IS THERE ANYTHING I DON'T LIKE ABOUT THIS POLE?..”

The actual weight of the bare pole for the SLX35 comes in at an impressive 1200 gram. It just gets better and better. Remember though, if you are going to use a split pole for any length of time, you will need to take care of the unprotected end of the pole which will make contact with the ground frequently. You could find a smaller end cap or devise some other method of protecting it.

Combine this ultra lightweight pole with an ultra lightweight brush, quick lock connection system and you are on to a winning combination. I have often seen a lightweight pole spoilt by putting a heavyweight brush on the end. Anything put on the end of a pole will increase its leverage and also effect the poles rigidity which in Gardiner's case is exceptional.

Even at full extension, the SLX35 retained its rigidity (using the Gardiner's single trim brush) and it was easy to manoeuvre up and down a two storey set of windows even with the carbon fibre gooseneck fitted. All the time the rigidity remained excellent and at no time did it feel that any of the clamps were ever going to let me down and begin to allow the pole to rotate. Of course only time will tell as to just how long the pole and clamps will *actually* last especially in the harsh environment of a British climate and heavy use in a domestic setting. In the USA, it is apparent that poles get an easier life than in the UK. Of course with the pole split to just three or four sections, then the rigidity is going to seem even more impressive.

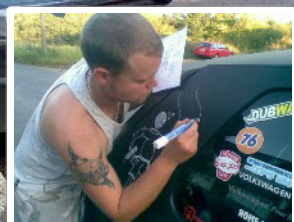


Is there anything I don't like about this Gardiner's pole? Well yes but it's just a preference. The manufacture of the carbon fibre makes the surface of the pole rough to the touch and increases the friction on the clamps when extending or retracting the pole so reducing the efficiency of the process. It makes it slightly slower.

Have the poles been made this way to improve clamp grip? I don't know but this is not really much of an issue. It's just one of those things that you get used to. I still prefer a smooth surfaced pole.

So, would I recommend this pole? Well the answer is a resounding yes. It's not a cheap pole but in this case if you are serious about your work and you need a pole of this length - it's worth paying out for.





## This issue we feature Marc Stow of Stows. UK

### Why have bigger when what we have is enough...

My name is Marc Stow of Stows Window Cleaning. After Lee asked me to feature Marmite (my work car) and a short article in WC Trucks, I wasn't sure what I was going to write about ...being this is my third time in the magazine. The story of how and why I started has been told and so too has, what add-on jobs I do alongside window cleaning. So let me talk about progression in the slow lane. "Baby steps stay out of depth", in this fast moving world we live in today its very easy to become an ugly consumer, we want more, we want bigger, we want what we haven't got and we want it now. I decided from the beginning I wasn't in a hurry. You hear a lot of people talk about exit plans or strategies...not for me I'm here for the long haul. I knew what I wanted and I knew that if I kept going I would end up where I wanted to be.

Patients and faith in my own ability has been the backbone of my story and 2/3rd's of that story I have been using "Marmite" my long running reliable

workhorse, a 1995 VW Golf GTI. There are clues in the name some guys love it, others just want to see it gone. I often get asked sometimes not as pleasant as others but as to why I work from a car, "just buy a van," they say. Having Marmite adds to the overall passion to the window cleaning game. I enjoy getting into my car every morning and driving to our first destination. With having such a small amount of vehicle space to play with its taken a few attempts to get the WFP set up just right! I have gone from a small tank with the usual garden hose, before recycling it into a trolley system, to then and now in its current and best setup, I have interchangeable barrels, with 100m of hose and a choice between a small ali Renegade pole or a 44ft Carbon Simpole. So what's next for me and my matt black sidekick...more of the same! A steady pace to success... This window cleaning game isn't just about a pay cheque for me, its a lifestyle, its a journey, I love the fact that I can incorporate many pleasures in life into one simple trade. Without sounding like a control freak I just love doing things my way and on my terms. Until next time...



## The Cleaning Show 2015 London

***The Cleaning Show, London has to be one of the biggest events in any cleaning companies dairy. For the window cleaning sector there were several companies that were window cleaning related ranging from distributors to manufacturers.***

The companies attended were the likes of Lehmann/Lewi, Unger, Moerman, SkyVac (which is window cleaning related in any window cleaners book) Ionic Systems and Pure20, Cleaning Spot and the Window Cleaning Warehouse - not forgetting the window cleaning category of innovation and Terry Turbo Burrows who put his title on the line in the Window Cleaning Competition.

There were some very interesting new things that have not been seen before such as the Rota Qleen System by Lehmann from their Qleen tool range. A great piece of kit with rotor bristles and water coming out like a modified water fed pole. Perfect for cleaning solar panels claims the company. People were able to try and test it. It looked much easier to use than a regular brush head and it was great to clean awkward and hard to reach solar panels.

The booths that were really popular were Ionic Systems, Unger & Window Cleaning Warehouse. Every time you hovered around these areas there were a good number of people standing around and

and trying out equipment. Also strategically placed were the window cleaning competition, where people all day could practice on their techniques and time for the Wednesdays comp.

The innovation award was held on the Tuesday and the category for window cleaning had 4 entries. Unger had 2 entries, Moerman and Facelift. There were 3 judges that were involved in the innovation award and one of the judges was a member of the Federation of Window Cleaners. Unger had their NLITE Hydro Power entered, Moerman had their new squeegee, soon to be released, The Liquidator and Facelift had a water fed pole entry.

The venue was held in the Excel Centre and it was so huge that it rarely looked overly busy. Lots of people were there and it was nice not having to fight yourself through crowds of people. When you visited the Unger booth they practically had their entire Unger window cleaning gear on show. No wonder this company is the No1 window cleaning company in the world in terms of its range of products. From leather holsters to their window cleaning poles, they had a huge amount of stock on show which dwarfed any other company that had window cleaning displays.

On the opposite side of the venue hall was Ionic Systems, they had their huge flag that could be



The judge of the innovation award seemed very hooked on the squeegee. He was heard saying that this could change his abseiling window cleaning business if his workers used this squeegee. As a government backed organisation he mentioned he could not promote it but he could recommend it in terms of the safety aspect when working up high. No stretching to reach the frame with the cloth he was stressing.

All in all the show seemed to be a success. Some talk from attendees quietly complained that the show should have been held in Birmingham as it was easier to get to and we all know how London is during the week. But all in all a successful day.

seen from the opposite corner of the hall where Unger and WCW was placed. Make no mistake about it an Ionic System definitely looks the part. In terms of water systems I think everybody can agree that Ionic are one of the top of their game.

A little further away from the Ionic booth was Pure2o, although a sister company of Ionic with new machines released to the market, Pure2o caters for the lower end market of pure water systems. They also had some nice systems on show but definitely these are value for money models.

Cleaning Spot was bang in the middle between these two companies and they had their catalogues and equipment on show for the public also.

Terry 'Turbo' Burrows, World Guinness Book holder for the fastest window cleaner on the planet was there as usual - he was a busy man, lots of people wanted to talk to him and Terry is a very friendly person and can talk for hours about the competition and technique. On the Wednesday of the Competition, Terry kept his title and the person who came 2<sup>n</sup> was one of the team members of Unger.

Moerman was centred away from the main window cleaning corners but they still had a very busy time due to their new squeegee, The Liquidator. They had a window set up and there were queues of people waiting to try and test it out.





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## **Wagtail Swayless: We speak to Willie Erken of Wagtail**

**Willie Erken of Wagtail spoke to WCM recently about his latest invention.**

**WCM: Willie you are a serial inventor!! Why so many products?**

**WE:** *Guilty as charged.*

**WCM: The latest product you have is called the Wagtail Swayless water fed pole? What does that even mean?**

**WE:** *The Swayless means that it is a more rigid pole than any of its predecessors. The individual poles are very sturdy and lightweight.*

**WCM: It is 'stackable'?**

**WE:** *'Stackable' means that each pole is measured to one's height and each component matches the corresponding poles' depth. Each pole is of specific height and double ended (except the 4")*

**WCM: What are the benefits of using this system?**

**WE:** *The benefits are that this system is designed from the ground up, in other words 2ft to 42 ft. We also have a very small pole to a 15FT pole, all on the one system!*

**WCM: This is a complete system with a caddy too, right?**

**WE:** *Yes, it is a controllable system that is driven using the leverage of the pole that is anchored at the base. It also includes a bucket (bag) for traditional work i.e. fatty stains on low windows.*

**WCM: Does it come with the Jetstream?**

**WE:** *Yes, at the present it is with the Jetstream but the Wagtail Zap Jet is only a week away. This tool is amazing, half the weight of the Jetstream!*

**WCM: Tell us about the years of research on water fed poles that lead to this new variety?**

**WE:** *For years I have studied the reactions from astute guys about the failings of their poles. We decided not to imitate but innovate and start with a completely different pole structure.*

**WCM: Is the caddy stable in transit from property to property?**

**WE:** *The Caddy collapses completely if it does not carry the water purifier but it will still collapse downward. All the Wagtail tools and water holders are away from the collapsible parts of the caddy.*

**WCM: Explain how the poles fit together. Do they connect like modular's?**

**WE:** *Each pole is extendable from the base. Each pole has its own corresponding matched coupler and end depth measuring device.*

**WCM: Can you quickly interchange with other wagtail tools? Does this make you faster?**

**WE:** *Yes. We did a video, racing a friend and the difference is incredible. My guy took two seconds whilst our mate was twenty seconds.*

**WCM: What is a Zap Jet?**

**WE:** *The Zap Jet was shown in England at a trade show but it is now a leap year ahead of what we showed back then. The video is up on You Tube but it is for private viewing only at this stage.*



# Why Hating Your Competition Is Self Defeating

*By Tony Evans*

**Imagine the scene - you arrive at your first job only to see a new cleaner next door. As that tight feeling starts in the pit of your stomach you mumble those same old words - "There he is again. Doesn't he know this is my area?"**

If you've been in business long enough you've had that conversation with yourself many times as new guys tried their hand at starting a window cleaning round. Maybe you've even contemplated running them off or at least given them a dirty look as they hesitantly waved to you. But is that the best way to deal with competitors or is there a better way?

## But It's My Area

That mindset may betray a lack of confidence in ourselves. If we do good work and build relationships with our clients then new cleaners aren't a problem. In fact if we think rationally we realize that cleaning all the glass in our area isn't realistic. Also we don't really want to clean for just anyone or anywhere. For instance we all know those people we wished we had never worked for or maybe we don't want to use ladders and some properties require ladders. So what we consider our area may contain multiple locations that don't fit our business model. Despite those realizations we still fear seeing other cleaners in our area. Why?

## The Fear Factor

While there can be individual reasons for our reactions to competitors there are some general factors that come into play. What are they?

**1)Peer pressure** - you have been told by other "successful" business owners that crushing the competition is the only choice.

**2)Fear of the unknown** - maybe the new guy is friendlier or offers services you don't that might be important in your area.

**3)Unsure of your own worth** - most of the time we are projecting our own insecurities onto an imagined threat.

While there are the occasional mean spirited competitors in general other cleaners only want what we do - to support our families. What are the consequences of unchecked competition?



## The Wal-Mart Equation

Everyone loves a deal right?! In fact it's almost an obsession with many people. It's likely one reason for the success of the big box stores like Wal-Mart. But that has led to its own problems. The main problem with a lowest price philosophy is the destruction of quality. As the prices race to the bottom so does the quality of the product or service. In order to reduce costs there has to be sacrifices. The first causality of that is usually quality.

Applying this to our area means that if we begin to engage in unchecked competition it usually means a price war. While some might think this is



Tony Evans working on a commercial account

good for the client in reality it is not.

As was stated the Wal-Mart equation comes into play and the quality suffers. This means the client gets an inferior job or the cleaner can't continue to work at those low prices and goes out of business or both. Either way the market and our reputation as an industry suffers. Is there an alternative?

### **The Alternative**

While it may seem crazy why not embrace your competition. Developing a cooperative relationship will be mutually beneficial.

How so? As was stated earlier we don't all want to work for the same people nor do we work in the same ways.

By networking with fellow cleaners (especially those who offer services we don't) we can make sure both businesses are profitable. No more undercutting each other in a mad race to the lowest price.

Add to that the quality enhancement factor.

What is that you ask?

Simply put, we have to keep our quality up as do the others in our area because we have conditioned our market to expect quality not lowest price.

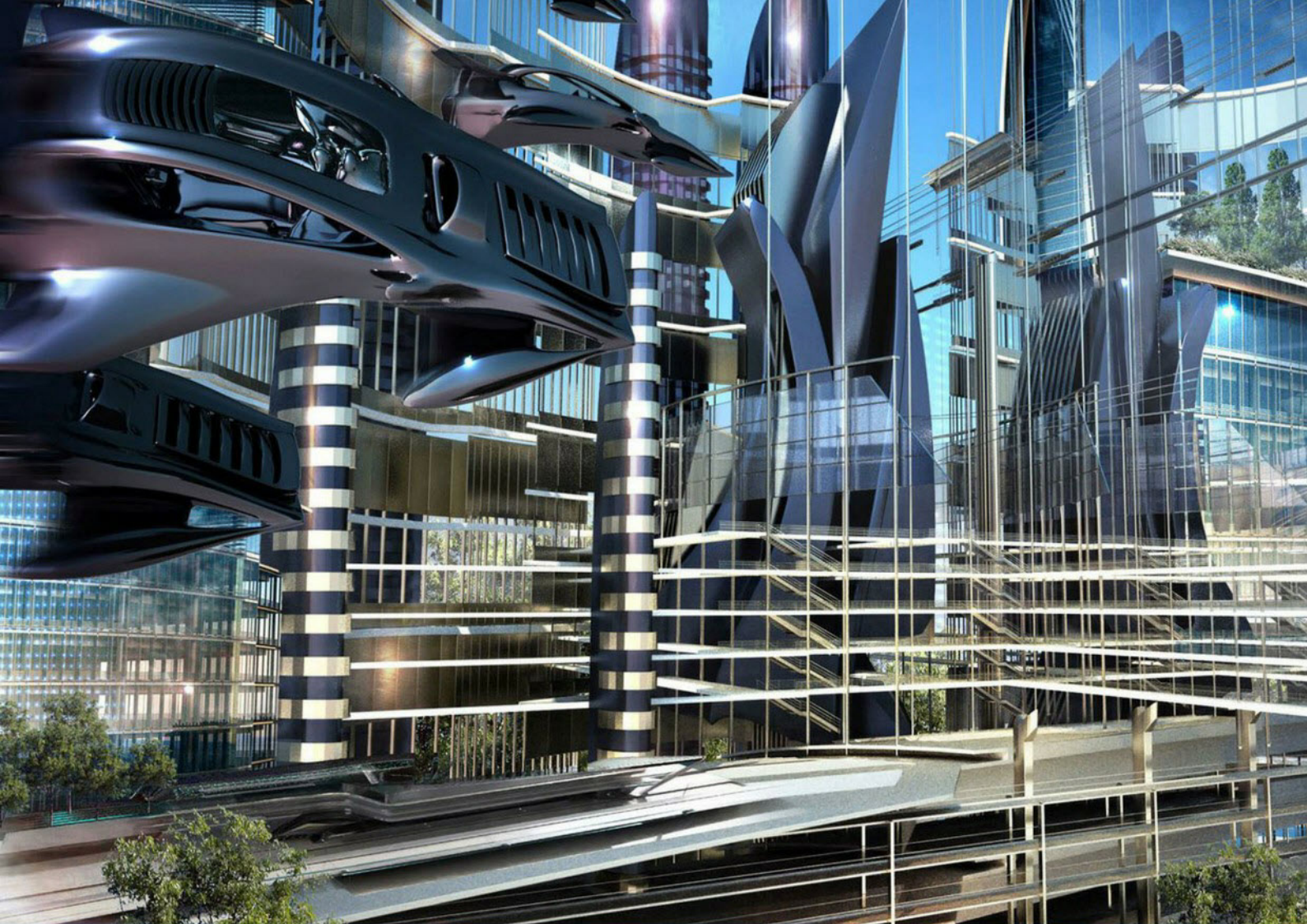
It's a win/win for cleaner and client.

### **Are You Sure?**

I know this seems like crazy talk but I've found first hand how networking with fellow contractors in my area has benefited my business immensely.

I've even been able to team up with a window cleaner or two and carry out window cleaning on larger accounts that neither of us could have done alone.

In the end you have to choose your course. But wouldn't you like to replace that tight feeling in your gut for a firm handshake?



# The Future of Window Cleaning

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**JOIN TODAY**



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