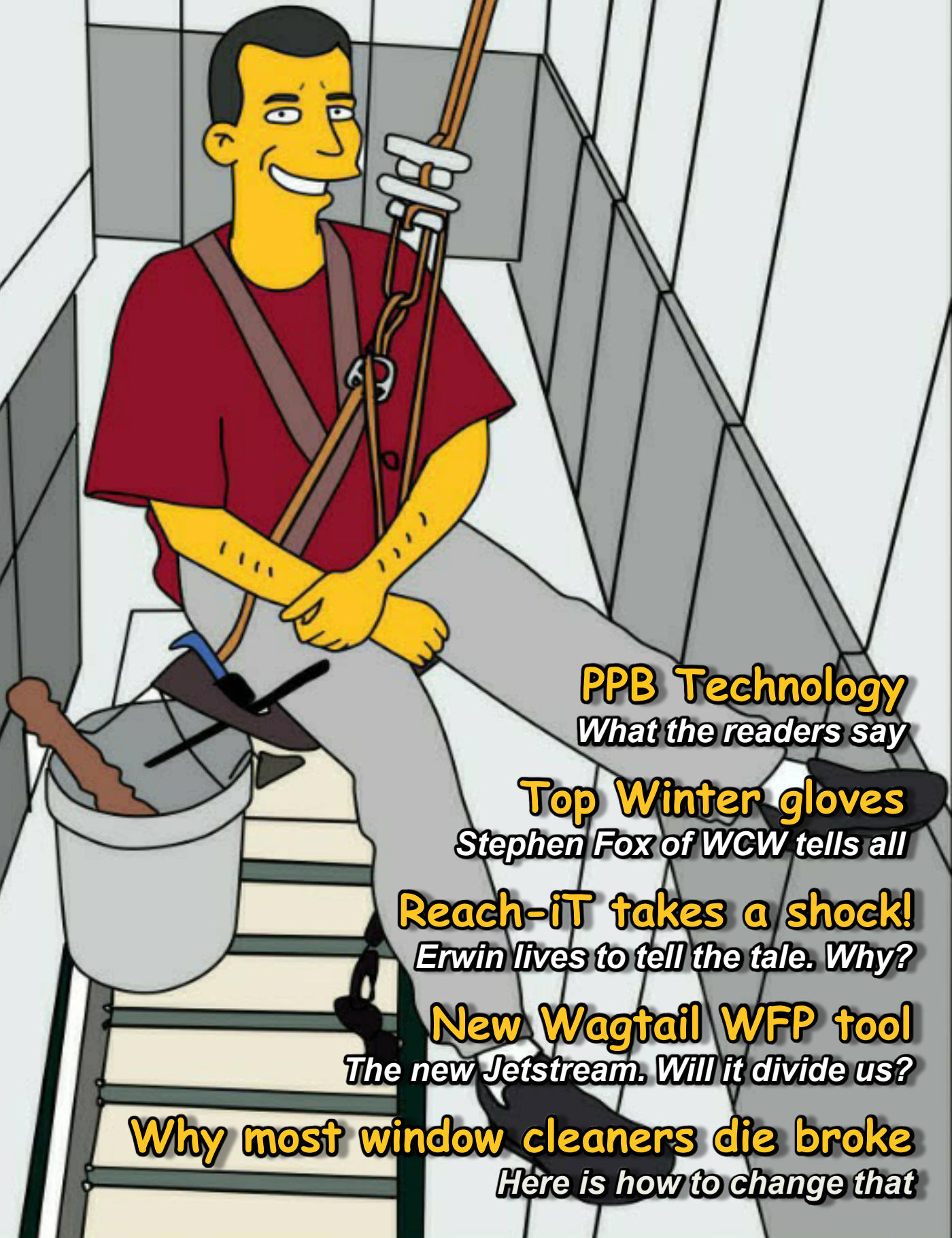


Window Cleaning

magazine

January 2014



PPB Technology
What the readers say

Top Winter gloves
Stephen Fox of WCW tells all

Reach-iT takes a shock!
Erwin lives to tell the tale. Why?

New Wagtail WFP tool
The new Jetstream. Will it divide us?

Why most window cleaners die broke
Here is how to change that

Window Cleaning magazine

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Issue 10

03

Window Cleaning Magazine



Editorial

Welcome to another edition of WCM. We hope you like the Simpson's style accent through out; we thought it would be fun. Do we have a fully packed issue for you! Christmas is over and the New Year is here, so let us get straight into business.

Matt Perry is back with us in this issue discussing the fundamental change he made to his business in order to prosper further. This first person insight on this particular topic is invaluable for company owners wanting to take it to the next level.

We have our usual suspects such as Ian Sheppard, Wagga and Perry Tait's MythBuster and your favourite features such as WC Trucks. Not forgetting some great work from Deputy Editor, Stuart Webster.

A word, if I may on 'not judging'. I found this on FB and I thought I would share it here:

A young couple moves into a new neighbourhood. The next morning while they are eating breakfast, the young woman sees her neighbour hanging the wash outside.

"That laundry is not very clean; she doesn't know how to wash correctly. Perhaps she needs better laundry soap." Her husband looks on, remaining silent.

Every time her neighbour hangs out her wash to dry, the young woman makes the same comments.

A month later, the woman is surprised to see a nice clean wash on the line and says to her husband: "Look, she's finally learned how to wash correctly. I wonder who taught her this?" The husband replies, "I got up early this morning and cleaned our windows." And so it is with life... What we see when watching others depends on the clarity of the window through which we look.

New innovations and ideas in our industry, whether it be the new Wagtail Jetstream or Parts Per Billion technology or the Mole & Jersey Show should all be viewed with open minds. That is what I love about this magazine; we open everything up to the masses keeping that open mind.

I find that this keeps us level and neutral. *Is your mind open?*

Lee Burbidge

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New Window Cleaning Trade Show revealed for 17th May 2014

Window Cleaning Facebook Group Owner, Mark Munro, 45 has decided to organise a window cleaners gathering promising something for everyone.

The event is aimed at gathering like-minded window cleaners to get together at the holiday destination of Freshwater Beach Holiday Park, Burton Bradstock, Bridgeport in Dorset.

WCM caught up with Mark to see what all the fuss is about.

WCM: Why organise a trade show like this?

MM: *There is no event like this in the south of England for people like myself.*

WCM: What support from window cleaners have you received so far?

MM: *I have been fortunate to receive excellent support. I understand that there are people as far as Manchester sharing transport to arrive at the show as well as Wales and the south of England.*

WCM: Is there any suppliers/manufactures attending?

MM: *Some of the top names that will be attending include Facelift, X-line, Gardiner, Unger, Gutter Vac Systems, Pro Gutter Tools, Craftex and other suppliers such as Window Cleaning Warehouse, Tip Top Supplies and Bladeright. Canvasser companies such as Wizzbizz will also attend plus a lot more.*

WCM: Can you take your family?

MM: *The whole family is welcome. There is plenty to do at the holiday park (swimming pools, ten pin bowling etc.)*

WCM: What can attendees expect? Will there be competitions to win stuff?

There will be at least two or three competitions. More details will follow nearer the time of the event.

MM: *As the event is being held at a holiday park, there will be static caravans available. There is also the facility to camp (tent or caravan) and being on the coast, there are plenty of B & B and hotel options.*

WCM: WCM will be there. Will you be getting the drinks in lol?

MM: *I'll buy the first round for you Lee lol.*



Parsippany Window Cleaners Rescued After Getting Stuck 5 Storeys Up

Window cleaners were stranded 60 feet in the air Monday while working on a building in Paramus, NJ, US.

Paramus police, fire and rescue responded to and successfully rescued a pair of window cleaners who were stuck on their scaffolding more than 60 feet above the parking lot of the Mack Cali III building on East Ridgewood Avenue Monday.

The scaffolding began to tilt, broke a fifth story window and locked in place. The window cleaner's rig has a safety mechanism that automatically locks when the scaffolding begins to tilt.

The two window cleaners, a 45-year-old Parsippany man and a 36-year-old Union City man, were trapped five stories up.

"Fire Department Chief Craig Hopkins established command and sent fire fighters to the fifth floor where the scaffolding had broken a window in an office and Paramus Rescue Chief Joseph Hamlin established Operations on the roof level," explained Paramus Rescue Squad Captain John Pecoraro.

Paramus Rescue members immediately set up an anchor on the roof and secured the two workers with safety lines in the event the scaffolding was compromised.

A tower ladder from Oradell FD was raised and the bucket placed next to the scaffolding.

The two workers were successfully rescued and no one was hurt.





Window Cleaning Facebook Groups – A new commodity?

Ok, so first hand WCM knows how much of a great place a Facebook Group can be for window cleaners. It can offer a different platform and alternative to other classic online forums. Curt Kempton of ResponsiBid made history recently when he purchased the Group 'Window Cleaners' from Rob Lamb which has since been purchased by WCR (WindowCleaningResource.com).

WCM decided to ask WCR about this type of transactions and discover if this might just be a new future trend for Facebook Groups.

WCM: How did WCR come to buy the FB Group 'Window Cleaners'?

WCR: Rob Lamb started it, got sick of it and sold it to Curt. Curt got sick of it and sold it to me.

WCM: How does a FB Group fit into your business plans?

WCR: It is as close as it gets to the centre of the window cleaning universe. We own the largest and most active window cleaning forum and Facebook group in the world. The addition of the "window cleaners group" (the 2nd largest FB group for window cleaners) is a natural extension of this.

WCM: What value do you see in Facebook Groups?

WCR: I think they are pretty powerful; it makes it nice and easy for window cleaners to connect with each other. Share photos, and stories from the job etc.

WCM: Will the transactions of Facebook groups catch on?

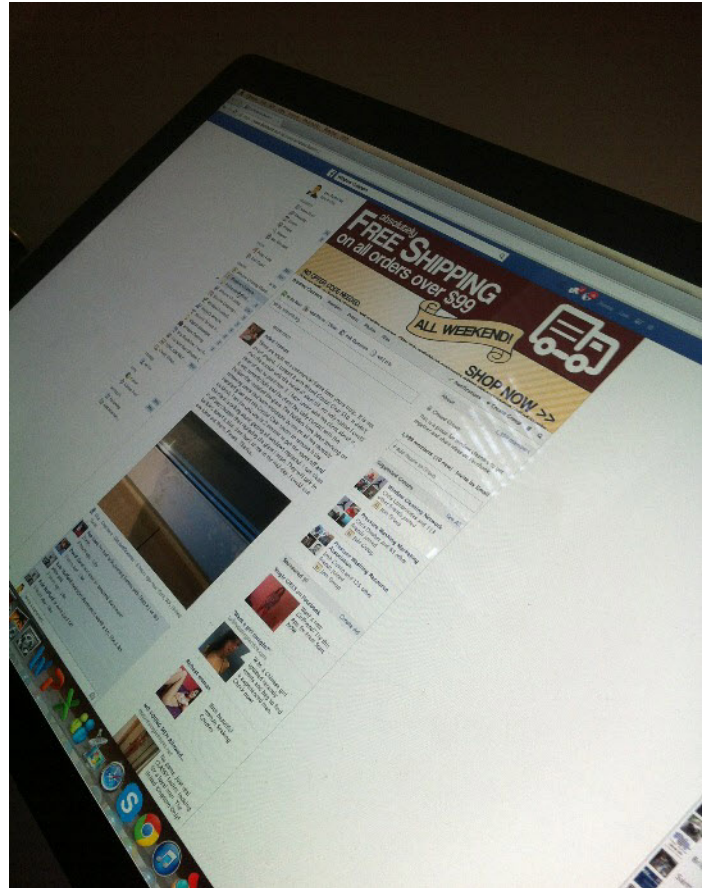
WCR: They already have!

WCM: What is the difference between forum use and FB Group use?

WCR: I like to view it as the FB groups are for quick exchanges on the go, and the forum is for more serious in depth talk. You can pretty quickly observe that by looking at the posts here <http://windowcleaningresource.com> compared to the FB group posts.

WCM: Does this mean you own the Facebook Group out right?

WCR: Yes.



WCM: Have moderators passed on with the group? Are there any changes in staff connected to the previous group?

WCR: Nope, we have no moderators... I like it that way. Over moderation is the death of most groups and forums.

WCM: What plans do you have for the Facebook Group?

WCR: No real plans... just keep it rolling like it has been for years.

WCM: Will you be adopting a hard line on potential troublemakers with in the group?

WCR: Nope.

WCM: How do you view the Facebook Group with in your business portfolio?

WCR: Its now just another one of our web properties...



08

The route to prosperity

By Stuart Webster

When you first set up your business what was your objective?

To provide some extra cash to compliment your main job?

To provide a living wage for your family or a stepping stone to something better?

Or did you set up with the sole intention of creating a business that would expand and develop to the point where you could "get off the tools"?

For some, the route into window cleaning is almost accidental. David Salkeld from Louth told WCM of his route to a business he and his family are very content with.

David went from pigs to rabbits to window cleaning and the then the Fire Brigade.

"I started window cleaning nearly 27 years ago. I had previously worked in farming and ended up working on an intensive piggery. People used to ask me what I did on the Piggery? Well basically, I fed a pig one end and cleaned up after it when it came out the other end!"

Fairly interesting job really. Eventually I fell out with the manager big time and told him to shove the job.

I was living at home and my parents supported my resignation but weren't about to let me doss around.

"Why don't you try window cleaning?" Dad suggested.

So I went around my village, even to the piggery manager's house...and got that job! With customers I borrowed a ladder off a local semi-retired builder, a couple of cloths and bucket. I already had a car all I needed to do was add a roof rack and away I went.

Whilst at the piggery, I had gone into a pocket money partnership keeping rabbits for meat with a colleague. When I left the piggery my rabbit partner pulled out so my intention was to build up the rabbit breeding and while I was doing so have window cleaning to support me. Well, as you all know, window cleaning takes time to build up so I did all sorts.

I came across some chimney sweeping gear and started chimney sweeping....now that was fun. And, yes..I've knocked a pot off and, yes..I've got the brush stuck and had to climb up the roof and get it out and, Yes I've had fine black soot all over a red Axminster carpet!

I would set out in the morningfeed the rabbits, sweep a couple of chimneys, clean up and go window cleaning.

*I became: **D.J.Salkeld***

Window Cleaner, Chimney Sweep and Small Job Specialist.

About a year later I met my wife and got married.

At first we looked into building up the rabbit business but decided we didn't want the 7 day a week animal commitment so I sold up the rabbits.

"BEFORE LONG I WAS OFFERING THE USUAL ADD ON JOBS"

We went out canvassing and built up the window cleaning. Eventually I did only window cleaning.

This was OK for many years. We had a daughter, moved into the small town of Louth and soon I had a compact round.

Around the Millennium, my 40th, I became quite depressed and frankly, bored of window cleaning. Whilst about to climb my 35ft triple ladder, an old guy told me I was not going up The ladders properly. He said he was taught the right way by the Fire Brigade as a retainer fire-fighter. He asked if I have ever thought of joining the retainers?

So I did.....

Now that was fun and the extra money came in handy. I would be out window cleaning when out of the

blue.....BLEEP, BLEEP, BLEEP,BLEEP.....down the ladder, jump in the car (or on my bike!), fly down to the station...it could be anything and it certainly broke up the boredom!

Soon, I took a young man on and decided to let him go out with his car and work on houses whilst I did town work and the fire job. I also took on a care taking job at a church just up the road from the station.

Just the job...I could do a few town windows, clean and sort the church rooms and have the excitement of the Fire and Rescue job.....but...this didn't last...

First, the young man decided to leave, which meant I had to do his work. I packed in the care taking job. Then Health and Safety hit the Fire and Rescue big time....train, train, train. I couldn't put the commitment into the Fire and Rescue it demanded so in 2007 I quit.

About that time I learned about Water Fed Pole so I went Over to that from trad and never looked back really.

Yes, I still get bored of window cleaning and now, at 52-53, I am looking to my retirement. I have working for me a good young man who has been with me now over a year. He is young and enthusiastic as I was. He has a van and a round to do and he is paid a percentage so that he has a chance to earn both himself and me more money.

Besides the business plans for me, over the next ten years or so, is to slow down.

My family life couldn't be better. Just recently our daughter graduated with honours. Proud or what!! And, after a bout of "I'm sick and tired of this s****". My wife looked me straight in the eyes and said, with all her passion....

"David John Salkeld!! I am absolutely over the moon to have YOU, yes YOU as my husband".. Need I say more?"

Thank you David Salkeld

Taking on staff as David has started to do can be a lucrative ticket to additional income, but what do you



do as a start-up when you still have spaces in your working week?

Marc Stow told WCM his path so far:

"...After a poor start to my working life with jobs in factory lines, labouring, cleaning cars at showrooms and starting my own mobile car wash, it came to a point where I had to make something out of nothing. At 22 spending my last few quid on a roof rack, ladder, bucket, applicator, squeegee and 'a' scrim, the journey had begun.

The next day I parked up outside my in-laws and managed to pick up a handful of customers. "this is it" thinking I was onto an instant winner. Dusting off my best and only suit, armed with a pen and paper I hit the streets door knocking. With no new customers to add to my round, which wasn't big enough to pay my bills, I was deflated.

Spending the next 2 years working for other people I spent every hour available building my round up. During this period with the addition of some odd Birthday presents, my inventory of equipment had improved. I had just, and I mean just, enough customers to keep my household above water. So it was time again to go solo. But this time I was armed with more confidence, patients, maturity and experience. It wasn't long before I was ticking over nicely.

Before long I was offering the usual add on jobs, pressure cleaning, gutter clearing and gardening, with some unusual ones like pet sitting, decorating, airport runs and helping with Christmas decorations. For me it was less about a 'second income', even tho my round was small, I wanted it to be as strong as an ark.

This trade sees many people come and go. There are good guys and there are bad, I wanted to be someone my customers could turn to for help, someone to trust with their most valuable investment, their home"

Thank you Marc Stow

**"I ADDED UP HOW MUCH INCOME I'D LOST DUE
"TO THE BIG FREEZE" AND I WAS SHOCKED."**

Maximizing the range of tasks you will carry out can as Marc points out make you the customers first port of call for any job that they are willing to pay for.

It does however have its limitation in that a single operator can only carry out paid work for a limited amount of time.

Additionally, many of the obvious additional incomes are still weather dependent. Pressure washing and gutter cleaning are almost impossible in sub-zero condition.



Nathanael Jones uses the skills he has to maximize his income when working outside is just not possible.

WCM: What is your work history Nathanael?

NJ: I'm a jack of all trades – when I left school I trained in upholstery and antique restoration, worked in a pottery, and even in construction. Both my father and my father in law had window cleaning businesses, and since I was 15 I'd been helping my dad in the summer holidays, so when the construction boom was over and jobs became scarce, setting up my own round seemed a natural move.

WCM: Did you add on window cleaning to another job?

NJ: When I first went self-employed I decided to go for general cleaning at first, with office cleaning, pressure washing and commercial cleaning all involved too. Most of that worked well, with the exception of carpet cleaning, which I just didn't like.

WCM: Was window cleaning your second income that became your main income?

NJ: Not personally, but I can understand the appeal for those who are stuck in a dead end job – there's nothing quite like being your own boss!

WCM: So how has an additional income helped?

NJ: It hasn't made me a wealthy man by any means, but it

NJ: It hasn't made me a wealthy man by any means, but it has added stability to my income and helped to overcome seasonal slumps and harsh winters. A few years back during our first severe winter I missed a lot of work.. Now I am prepared for the weather with a hot WFP system and heaters keeping my static system and van frost free, but it was simply too dangerous to drive to most of my work which was on little country roads. At the end of the winter I added up how much income I'd lost due to the "big freeze" and was shocked. I decided straight away that I wasn't going to let that happen again.

WCM: What is it about your additional income that makes it a good fit for window cleaning?

NJ: Web design for me is the perfect fit – its flexible hours make it easy to work around existing contracts. Its indoors out of the worst weather and it generally seems to be busier in January and February when I found my cleaning business was at its quietest - - I guess a lot of people use their quiet months to work on their business Marketing!

WCM: Would you recommend your second income to others?

NJ: It's a tough one to answer because while it's a great fit for me, I had already been doing web design for 4 or 5 years previously as a bit of a hobby. I'd already made the contacts and built a reputation, which meant turning it into a job was easier. I think I would recommend it – with the warning that it takes just as much work to build a customer base in this business as it does to build a window cleaning round.

WCM: Is it better to have a totally opposite type of income or something along the same line?

NJ: Opposite definitely! Diversification in my mind offers better protection against the uncertain economic climate we live in – if for some strange reason one business were to fail, the chances are better that the other would be unaffected once it's a totally unrelated sector.

WCM: How do you feel about people who have window cleaning as a second income? (For example FIREMEN?)

NJ: I honestly don't see why people have a problem with this. Once they're working within the law, paying their taxes and not dragging down the reputation of the industry or the prices in an area (Many full time window cleaners do this worse than the part timers!) then fair play – I'm happy to see people eager to work.

WCM: Has your second income become your main income?

NJ: It has recently. I'm planning to move house and the new place is too far to travel back every day for work. I'm in the process of selling my round, and web design will be my main source of income until we're settled.

"I WOULD RATHER HAVE 1 PERCENT EFFORT FROM 100 PEOPLE THAN 100 PERCENT EFFORT FROM MYSELF"

Nathanael has produced websites for many industries and as he knows the window cleaning business is ideally placed to help with your window cleaning website needs.

Please contact Nathanael via his website should you be interested:

<http://www.avondhu-internet.com>

In all three of these personal examples much of the work is done by the principle owner of the business.

The route to financial success or even financial freedom rarely comes down to an individual person actually doing all the work.

As one millionaire once said, "I would rather have 1% effort from 100 people than 100% effort from myself"

It is clear to see from many successful business owners that money is made not from their own efforts but from the efforts of a number of individuals, each putting something in the pot.

Next issue .. In part 2 we will look at the two obvious and one not so obvious income streams available to every window cleaner.



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DO YOU OWN A BUSINESS OR DO YOU OWN A JOB?

12

By Matt Perry



What made me decide to put down my squeegee and go to the market and management side of my business?

For over 10 years, I have been working, cleaning windows, marketing for new business and managing everything.

As the business grew I did get some help by my side to clean windows, but I have always been the one doing the collections, bookings, estimates, oversee advertising, ordering supplies, and any others details needed to be prepared for the next day of work.

The past 3 to 4 years with me and my son in law, Dewey who was full time and one of my daughters part time, we have found our 8 month seasons to be booked solid for two to four weeks out.

The past two years, I have been told by experienced window cleaners that as busy as my business has become, that I should put down my squeegee and manage the business. They said I should hire someone for my part of cleaning the windows.

I have to admit when I looked at my typical day, that I was my own worse employee!

What do I mean worse employee?

I was getting phone calls for jobs, at the top of a ladder or just after soaping up three storefront windows. I would then drop my tools to go back to the van for making notes or booking the job, or starting info on an estimate sheet. Many times it would be a job hunter, or an accounts payable returning my call to tell me my invoice was found. Many times my crew would finish a job and tell me they are

walking to the next one and that all I had left to do was collect my money. If my employees had this many distractions, I would of have to ban their cell phones!

So, now I had come to realise that a newbie, who could only clean at half my skill & speed, would still be getting more windows clean than I was doing.

I also realised that being booked out 3 to 4 weeks was losing me jobs. People called and wanted the work done by the next weekend but I had to turn them down.

March 2013, just near the start of our busy season here in Ohio, I decided to make the move to managing.

How did I start, to make this big adjustment?

Starting the process, the 1st priority, I knew to avoid being over booked, that we needed to hire more help.

I've had almost all my family up to this point over the last 10 years. Now I began the process of hiring, and training non-family helpers. Wow! this could be a whole article itself! So, to make the story shorter, after much trial and error, I currently have my son in law Dewey full time as crew leader with a pay raise and my daughter full time until school starts for her kids. We have one, three days a week part time woman and two full time if they can get enough work. A young man and Dewey's sister who just moved in from out of state.

Now I have enough help ready for more hours than I can supply so far. Now, I see my next task is to keep everyone busy, by booking up each day as full as possible.

"I WAS MY OWN WORSE EMPLOYEE!"

What now has changed for me? How is my day different?

Well, I still get up at the same 5am time; I still put on my Perry Window Cleaning shirt. Now though, instead of my work boots, I put on house slippers or comfortable shoes. I feel more like a dispatcher, as I have the daily job list printed out and ready for the crew to arrive. Then at the end of their day I am there to check them in and I fill the pure water tank and soap buckets up as needed, and perhaps run the van(s) out for fuel.

You may wonder what the day is now like while the crew is working!

My day starts, with no out going calls until 9am, for fear of waking up a customer. Therefore the early mornings are used for sending thank you cards to our recently completed residential customers, paying bills, for both personal and business (this clears my head), and sending emails reminders to those who have shared their email with me and have an upcoming cleaning scheduled.

This time also is used for calculating yesterday's estimates and emailing them out.

I line up names of previous customers who are past due for service, for calling later as time permits.

Many of these above items were ignored or put off until the end of the workday before and made my day longer and less productive. Some things were too late to do before as places closed after 5pm.

How has it changed on the incoming calls?

Before as you remember my calls would stop the window cleaning and I would usually have to promise a call back for the estimate or scheduling of jobs. This made it a two-call process, maybe three if I got no answer or a voice mailbox.



Now, most jobs can be scheduled on that 1st call, as well as estimates on the same day many times and fewer people get stuck in voicemail.

I have been able to fill in the schedule a bit tighter as I have it fresh in mind and on the computer right in front of me. Emails get answered quickly, and I have had customers impressed with the quick response.

Mid mornings are phone calls, for reminders of service the next day to residential jobs. Also if there are any late Invoices, I can reach accounts payable during the business day.

How is the afternoon different?

After lunch I make the bank deposit from the day before, and then I go to do the estimates, that need to be done in person. If I have no estimates, then I use the afternoon to solicit more business. I also use my personal vehicle for this, as it saves fuel, not to mention I am not paying employees to watch me count windows!

Since three of my five helpers are less than three months new, I will on a light day send out three to work, and take the other two newer ones for a ½ day of paid training, to help them improve their skills.

Has this freed up my time?

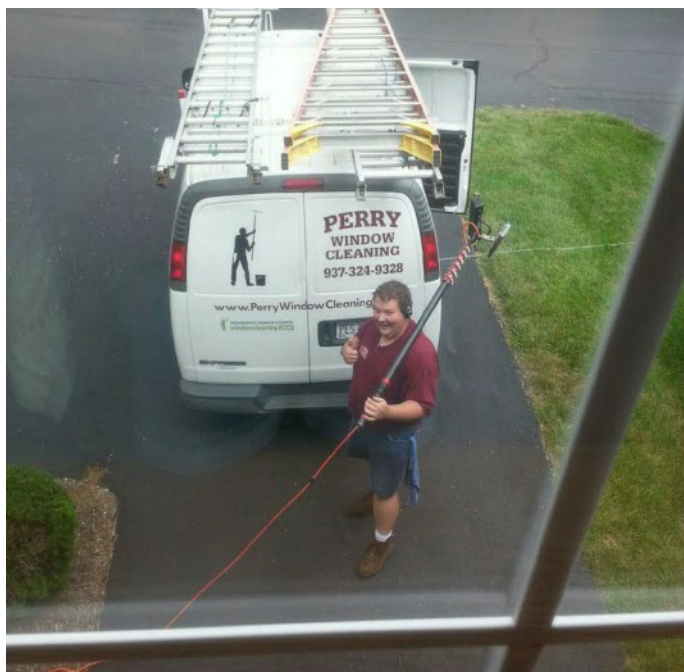
Yes, I have found more end of the day family time for my wife and the grand kids! I still may do some planning or pet idea projects, but I have a better balance overall.

Okay, what about the Money, how is that working out?

Yes, the money, the gross sales, the finances. Well, the dollar amounts are not public information, but I will let you



"...I PROJECT A 10 TO 20 PERCENT SALES INCREASE.."



know the growth % and you can plug in the dollars. Ten years of figures, but the first two were easy to beat, so I will average the last eight of my established business.

I always compare gross sales, collected in, put in the bank dollars. Each year I look at how the sales compare to the previous year and for the last eight years the business has had an average growth of 17.9% over each previous year, always a plus so far, never a negative year. This has not slacked off as the numbers increase, for example last year 2012 was 21.23% higher than 2011!

Now the current year, as I write this it is Sunday July 21st with a week and a half to get a July final figure.

So let me share the first 6 months. I made my move to manage only at the beginning of April, so the new plan has been in effect April, May, June & 2/3rds of July.

Last year Ohio had spring weather in early March and business took off!

This year winter hung on and we even had snow on the ground in the last few days of March, and the phone was quiet.

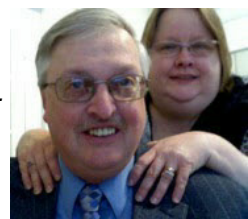
Therefore we found the first three months of this year with a minus 26% gross sales!

April through June even with early employee turnover and then three newbies, the sales were consistent and we picked up the slack bringing us up to a minus 12% YTD. In fact April hit a new all time high April by more than \$500 over!

So far with 8 business days still to go, this July has already become a new all time high July! Encouraging figures and I think this will prove to be a smart move for my business and me.

If this trend continues to the end of this year, I project a 10 to 20% sales increase, even with the big changes and the late season start. It was and is a bit scary, but the wisdom shared from others who have been there have helped me. Thank you all for your guidance!

Matt Perry of Perry Window Cleaning
Angie's List Super Service Award Winner.
www.perrywindowcleaning.com



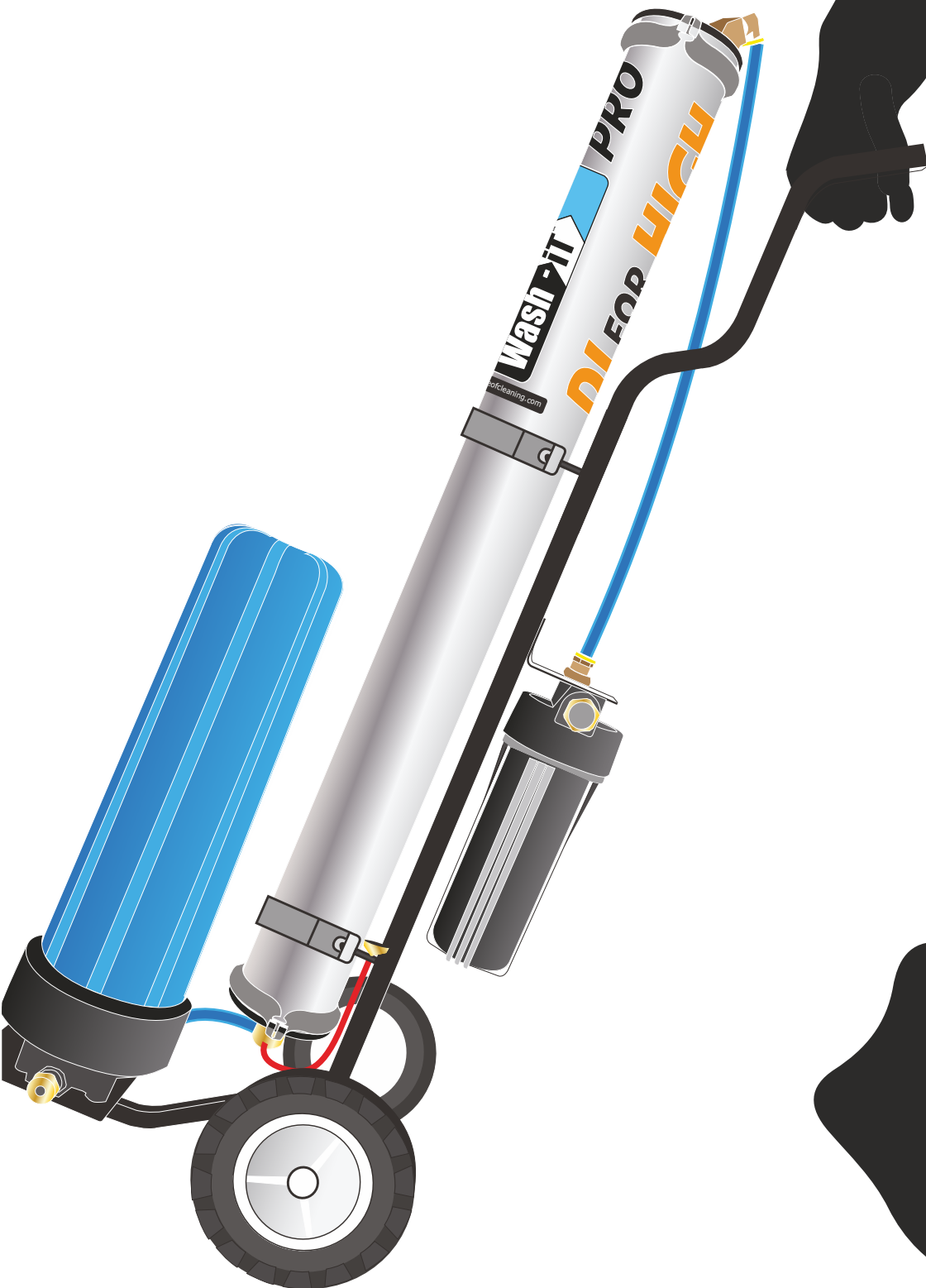


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Whatever -iT is,





16 AQUA WERX

In this months issue we are interviewing Brien Irvine the manufacturer of AQUA WERX PURE WATER.

AQUA WERX PURE WATER manufactures a line of 3 stage & 4 stage RO / DI rack systems for the window cleaning industry.

WCM: So, how long have you been in the window cleaning industry?

AQUAWERX: *I have been in the industry going on 22 years.*

WCM: How did you get involved in this industry ?

AQUAWERX: *To be honest it was by accident. I was working as a bar-back (bartenders grunt) in a casino in Reno Nevada back in 1990 and a friend of mine came in and we started talking and he asked me if I wanted to make some extra money and I said sure... I asked him doing what? He said he needed help cleaning windows and I thought how hard could that be. I picked him up in my truck and he throws all of this stuff in the back and tells me where to go. He goes up and talks to the customer and comes back and starts getting these tools out and hands them to me. I asked him what am I suppose to do with these things? He told me this is what I am going to clean windows with! I looked at him and thought he was crazy and asked him where is the Windex and paper towels !*

So, he showed me how to use the squeegee and strip washer and I picked it up pretty quick Its not like it was rocket science. So I started working with him after my shift, since I had a graveyard shift. We would work from 9:00 am

till 5:00 pm on 2-4 houses a day. I thought this was too easy to do. I had no bartender telling me to go do this or do that and not having to hear some drunk telling me about his wife divorcing him nor having to smell like a cigarette as smoking was allowed in casinos. So while working with my friend I noticed a pattern that was not good ... he would bend screen frames, break things and not tell the customer's. I did bend a frames and I did tell the customer of which he did not like and we would show up to a customers house late or a day late or a day early. I just thought this guy needs to get his act together or there will be no extra money.

WCM: How much were you making while helping him?

AQUAWERX: *Back then he was charging between \$ 35.00 & 75.00 a house int / ext (single level or double) and we would split it. I didn't think anything of it as it was easy cash.*

WCM: How long did you work with him ?

AQUAWERX: *I worked with him for about a month and after thinking about how I was the one doing all of the driving and getting 50% I felt I should be entitled to more. So I mentioned it to him and that's the day I started my own window cleaning business.*

WCM: I take it that it didn't go over well with him?

AQUAWERX: *You're right ... it didn't so I told him that he could find another taxi to take him to his jobs for 50 %.*

"I WAS ABLE TO CLOSE 50 PERCENT TO 75 PERCENT.."

WCM: So when that happened what did you do?

AQUA WERX: When I got home I talked to my girlfriend and told her that I am going to quit my job and start my own business! At the time she was pregnant and she thought I was absolutely nuts. I told her that not to worry and everything would be ok.

The following day, I went down to the city of Reno and filed for a business license, then headed to the taxation department and I was in business.

WCM : So how did that go now that you had guaranteed income and now you have to provide income on your own ?

AQUAWERX: I found a printing place and had business cards and flyers made up and put the soles to the pavement and knocked on many doors. I felt knocking on doors and actually talking to people face to face was better compared to just leaving a flyer on the door that people throw away.

WCM: How was your ROI ?

AQUAWERX: A little discouraging but I found a time when it was best to get in front of people and that was at around 5:30 pm Monday through Friday and on the weekends I would start at 11:00 am.

WCM: How did that turn out ?

AQUAWERX: I was able to close 50 to 75 %

WCM: WOW! ... That is awesome How were you able to close at that rate ?

AQUAWERX: I would knock on the door and talk to them, telling them who I was and what I was doing and go into my little sales pitch and if I saw that I was losing them then I would hand them the flyer which had different packages with different prices and if they booked then I would offer a 5% discount.

WCM: So you went from 50 % split to being your own boss which sounds like you done very well.

AQUAWERX: Yeah .. I think I did ok as my daughter was born 6 weeks later and I was the luckiest guy in the world. My closing rate went through the roof ... I had this confidence that was unstoppable.

WCM: What do you think that reason was ?

AQUAWERX: I think for seeing and being there for my

daughters birth was the most amazing thing in life that any new father can be a part of. After she was born I felt like a new man and no one could knock me off my mountain. To wake up every morning and hearing her was exciting and it was the COO COO HOUSE..lol

WCM: So, how did you get into the manufacturing of the pure water units?

AQUAWERX: I was about to purchase a 4 stage RO / DI unit a few years ago but I was quite skeptical on it because it was a new thing and I didn't know much about them as much hype was being talked about.

WCM: Well that was a long time ago and now this is now!

AQUAWERX: When the systems came out I started to take notes down and really looking into them. Then another different manufacture came out with one and I looked at that system and then another system came out and I did the same.

About 2 ½ years ago I was getting ready to take the plunge to buy one then I got the idea of making one for myself. I figured I could build one for myself and save a few thousand dollars.

WCM: Did you build one for yourself?

AQUAWERX: I did, but I got on the Internet and searched for different water companies that I could buy the product from and found out how expensive it would really cost.

WCM: What did you come up with?

AQUAWERX: I found that I could probably save \$300.00 – 400.00 but I had no clue how to go about making it all go together and for it to work and produce perfect results.

WCM: Sounds like it would have been easier to just buy a complete unit ready to go !

AQUAWERX: To be honest I was on the phone with a vendor to purchase one and then something hit me and I changed my mind.

WCM: So now your back to square one ... What changed your mind while you were on the phone?

AQUAWERX: Something just told me not to do this and to figure it out as I am the type to figure it out and see how I can simplify it at all costs.

WCM: From the looks of it, it took time for you to get from where you were to where you are now, right?

"WE ARE WAITING FOR SOME MEMBRANE HOUSINGS TO GET PAINTED DODGE VIPER BLUE"

AQUAWERX: Absolutely.. from just wanting to build one for myself to save money, to now manufacturing them.

WCM: That is quite a big leap.

AQUAWERX: After I put as much time in it and was able to figure out what I needed to do and how I needed to go about it, that's when I got the idea of getting into the manufacturing aspect.

WCM: Did your first system come out and work like you expected?

AQUAWERX: Oh! god no LOL

I ordered all of these membrane housings-ro membranes-DI filters – carbon filters – tubing – fittings and paying this metal fabricator to build carts only to find out it didn't work..

WCM: So you have all of this money tied up in equipment and your system is not working right. What were you thinking?

AQUAWERX: *Going on a long vacation and having someone throw all of this crap away by the time I get back so I wouldn't have to think of what stupid thought I had to get into this.*

WCM: It looks like it has paid off for you.

AQUAWERX: *It has but it was for sure one of the most frustrating things I have gone through.*

WCM: How have the sales gone now that you have passed the growing pains to manufacturing these units?

AQUAWERX: *We have done pretty well for getting them out late in the season as our site is doing great selling other items for WFP cleaning. It has slowed down due to the winter as many US regions weather drops down to nearly 0 but we are for sure looking forward after the 1st of the year and after the 2014 IWCA convention.*

WCM: What do you think that sets you apart from the rest of the manufactures?

AQUAWERX: *As many great systems that are already out there on the market, I feel what sets us apart is that we can customise a system to the end user.*

WCM: There are quite a few manufactures that could customise to the end user. Explain to us what you offer that the others do not.

AQUAWERX: *Your right ... There are many others out there that can customise to the end users needs and we all know that there are several different RO / DI units out there. Since we are the only manufacture that uses the FRP (fibreglass) membrane housings on our systems,*

we can have the membranes custom painted to match to a company's colours since we use PPG automobile paint, so if you like that orange colour that is on a Lamborghini, we can have it painted to that colour. Also we can have our racks that hold the membranes powder coated to many different colours.

I think it just gets old looking at a mill run of RO/DI units that all look the same.

WCM: Is that an added cost to have them painted to match a company's colour?

AQUAWERX: *For a basic paint job on all of the housings will run about \$275.00 and can go on up if they want to really make them trick by using candy colours & three stage paint application. But to have all membrane housings painted to look like a brand new black Porsche it will cost \$275.00.*

WCM: That seems like a lot of money?

AQUAWERX: *The amount of time that is put in to getting them ready for paint and then the cost of the paint is pretty intense. I would do it myself but I do not want to get into having a bunch of paint laying around and I do not know much about painting. I do not make any money on the custom painting but when they get painted they look 'bitchin!!'*

*We are waiting for some membrane housings to get painted **DODGE VIPER BLUE**. The new racks are round mild steel and will come powder coated white unlike the others we started with a square mild steel and powder coated bright yellow. I think the blue housings on the round rack will look 'bitchin', too. We will have it displayed at the 2014 IWCA convention along with some other Systems, so if someone wants to purchase it they can.*

WCM: So, your future plans with AQUAWERX?

AQUAWERX: *We are going to keep going as we are and change as the industry changes and maybe we can come up with a game changer in the WFP cleaning industry.*

The window cleaning industry has changed pretty rapid in a short amount of time and there is not a day that I am learning new things about it. I beat kidney cancer and had my kidney removed 3 years ago and was back working 3 weeks later so I figure if I can endure that I can endure anything. Failing is not an option nor is that a word in my dictionary.

WCM: So I take it that you have a window cleaning business as well as AQUAWERX? How do you do both as both seem very time consuming ?

AQUAWERX: *Yeah I have a window cleaning business that I still operate which keeps me very busy till JUNE through mid September due to the Monsoon summer*

“... YOUR SYSTEMS ARE LOOKING ‘SMOKING’!! ”

storms here in Arizona. Running both businesses can be challenging at times but technology these days makes it very simple to a point. When I get done with cleaning windows I get home and start getting systems and other items ordered ready to be shipped the following morning as I am able to drop them off at UPS & FED-EX since they are very close to me, then I head out to clean windows.

WCM : WOW! Brien it sounds like you never have time to really take a break.

AQUAWERX: *Being single has its perks and If I was married I would probably be going through a divorce due to not giving any attention to a wife. Girlfriends don't last long around this house due to not spending enough time with them.*

WCM: I guess we can assume you have never been married !

AQUAWERX: *MARRIED ? What's that ? Is that a trick question? At the age of 44... if I haven't been married by now I probably wont get married. LOL*

WCM: Maybe one of these days?

AQUAWERX: Well anything is possible, but I won't be looking for it !

WCM: The Window Cleaning Magazine would like to thank you for the time you have spent answering these questions for us. Good luck, and your systems are looking 'smoking'!!

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.

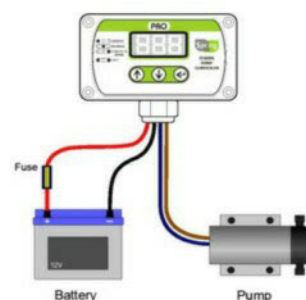
Fine control of the flow rates means water use is kept to a minimum, allowing you to complete more jobs on the same tank, as well as being eco friendly. Less water uses less resin, which extends the life of your resin cartridges.

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	+/- 200mV

Meets Danny McMorrow of DMC Window Cleaners Ltd, UK



I was living the dream working as the Parts Manager for Ferrari GB Motorsport division, travelling around all the tracks in Europe, being treated like kings. End of season 2008 came and we were told we spent too much money that season and that the team was being disbanded! That was it for me and the rest of the lads at Ferrari GB, we all went our separate ways and started new things.

However, having the freedom of being my own manager at Ferrari meant that I was finding the prospect of working for someone else rather daunting. I didn't want anyone telling me what, who where or when!

So, with very little help from anyone around me and the Jobcentre not wanting to know, in February 2009, I decided I would have to go it alone. No money, no equipment, and now with no desire, I went and cleaned the windows to relieve the boredom. My neighbour asked if I would do their

windows as well, "I'll chuck you a tenner" he said. So I did. Before I knew it, I'd made £50 from neighbours. As quickly my previous life ended, my new life and business was born. I was going to be a Window Cleaner! How glamorous! Grabbing a ladder from the garage and a sponge and a bottle of Fairy (although, now we know Fairy is far too bubbly) from the kitchen, I was on my way to my first million!

However, never settling for the easy route, within days I decided that I didn't just want to clean windows I wanted to clean patios, conservatories and gutters too. So, within a matter of weeks I had been out and spent the last of my savings. I bought a van, after realising that working out of a Land Rover was just too expensive. I'd already bought all the scrims, squeegees and buckets I needed and a decent ladder too.

With my PhD in Google, I learnt all I needed to get going with

“..TAKING ON OUR FIRST EMPLOYEE WAS A BIG STEP..”



the basics. I'm a hands on person and sitting in a classroom or reading a book just doesn't interest me. That's what the office staff is there for!

I soon learnt that I needed a big pole! So by putting all of my earnings back into the business, in September 2009, I bought my next Van, our trusty little Combi. I next purchased my very first 45 footer! I wasn't used to erecting anything that big, but I soon got to grips with it. It was not long before realising that this method was not only easier and quicker, but safer too.

Along with this we got our first 250 litre set up. Gone were our thoughts of a window cleaner just having a bucket belt and a ladder, this was serious business, with serious money to be earned.

Taking on our first employee was a big step, not only did I now have someone that I was responsible for, but the extra expense was a big worry to start with. We bought another new van, now affectionately known as Big Blue Bessy and a much bigger set up, with bigger and better poles for us to play with. Within a few weeks the worry dispersed and I began to quote for jobs that previously I hadn't even imagined we could tender. And our first big quote, we won! An MOD contract. We began the saga of employment again, with the bigger contracts we needed more staff, so we employed a third team member.

We completed the MOD contract ahead of time, and from there on the Company grew and grew. With solid foundations and a strong local residential and retail customer following, the commercial work was a struggle to begin with, but determination, will power and of course a thorough knowledge of the industry we succeeded.

However, along with the bigger contracts came the bigger fuel bills and I soon realised I was spending too much money driving Bessy to quotes, I needed something more economical.

What did everyone else drive? A nice Mercedes, a practical Astra. As normal, I wanted to be different and stand out from the crowd, so off I went and bought our little Smart Car. A few comments were passed and other local Window Cleaners laughed at our little car, joking that you'd only just fit a bucket in it let alone a pole. Now the challenge had been set! Originally bought just for quoting, our little Smart car was now going to go out to work! And she was nippy, parking was easier, no hassle trying to get parked on the high street for retails either! We fitted her out with a 50 litre Brodex unit, plus an additional 25 litres for top ups. Poles, cones and



anything else we may need is tactfully laid out, with no room for mess.

Being able to run for 2 – 3 hours on commercial buildings, she significantly increases our workflow and boosts our earnings. Top up from our static system takes a matter of seconds, not even allowing enough time to boil the kettle for a cuppa! Not only is she an eco friendly little car, but also very cheap to run as well. Always a bonus to me. She keeps our costs down, meaning that we too can pass on these savings to our customers.



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Coming Soon
to the Window Cleaning Supply Store

Why most window cleaners will die broke

Part I

By Carl Phillips

Ok, It's now 3 am, but I'm already sitting here in my office with a freshly pressed shirt, my favourite suit and a nice hot cup of Kenco coffee. Less than an hour ago, I was in bed, but was awoken by my own frustrations about the window cleaning industry. It says something that 21 years in to window cleaning, it can still keep you up nights huh?....

I also know myself well enough to realise that when I get something stuck in my head and it won't let me sleep, the best thing I can do is to get up and sort it out. This time that meant a hot shower, coming into the office and sitting here with my laptop writing these thoughts to you.

Firstly, a brief warning. It's early, I've been contemplating these thoughts now for months in some form of other and now they've filled so much of my brain, they are overflowing, which means the following may be direct. I'm tempted to apologise in advance but I won't, sometimes the best thing a friend can do is to tell you straight.

These thoughts started as little niggles when I first brought the Concept2o machine to market in 2005. The whole thing seemed to me well timed, well thought out and rather well executed for me and my young team, but Concept2o was never received with the warm welcome I expected. There was a huge focus on the price of the machine and for most window cleaners; the price stopped any further consideration. Of course I knew this would be the case for some.

Price as the reason for not purchasing was, and still is, staggering.

Then there were the forums, where you had window cleaners stating with authority that you don't need to spend 'that kind of money' for professional systems. But that wasn't the surprising thing for me. The surprising thing was that window cleaners with many years of experience would say the same thing to the new starts. "No you don't need to spend that kind of money on a system, just do-it-yourself or buy this really cheap kit from x or y supplier that'll do the job"

At first, this may seem like good advice. But only at first. This kind of thinking will keep you poor. It's the reason for the headline. I honestly believe that if you think like this, you will go through your whole window cleaning career and end up dying broke. How do I know your poor if you think like this? Because I was, when I thought like that. Let me tell you about my story.

The very first time I saw a pure water system in operation was in 2003 in Cardiff city centre. I loved the idea and got a quote from one of the only suppliers around at the time, Ionic. My wife thought there was something wrong with me because there I was, doubled up on the floor in paroxysms of laughter. It was sometime before I was able to breathe again properly but when I showed her the quote, the hilarity started all over again... Umm. No. 12k on a machine that may or may not work for my business?

"IN FACT, MY FIRST SYSTEM WAS A DIY"

I think not. I was lucky at the time to spend a couple of hundred quid on rubbers, squeegees and cloths in an entire year and to jump to that outlay; plus having to buy a van and running costs... seriously, mate...

In fact, my first system was a DIY. I remember clearly driving to work passing the only professionally purchased machine operator in the town at the time, belly laughing at his stupidity and smirking at my own genius and wily cunning that I had got pure water for a fraction of what he spent! What a chimp!...

Obviously, something changed. I now manufacture the Concept20 systems; some of the most expensive kit money can buy. So what the hell happened? How can you go from laughing at the idea, to totally investing in it, then trying to get others to do the same? Well the short answer is - necessity.

I have never told anyone this before. Very few of even my closest friends know, because truth be told; I'm embarrassed and don't like talking about it. But, like it or not, this is what changed my mind about window cleaning and in all probability, if this had not happened to me I would still be going out to work every day with my little system, having rainy days off, moaning about the weather and laughing at other window cleaners...

My wife and I had purchased a little terraced house in the south Wales valleys in a little backwater town of Sengenydd. The house was recently renovated and was very nice inside but the village was dead. Full of drunks and young thugs who tore empty houses apart to sell the copper pipes, lead flashing and roof tiles then burned the rest down. Our next door neighbour used to sell alcohol and drugs to kids that he smuggled in from France and there were always police in the street for one reason or another. We hated the area, but loved the house. We decided to move and only 2 years after starting our married lives there we put the house up for sale.

For a year nothing happened. We still went to work on the windows, changed over to pure water, earned just enough to pay the bills, go on a holiday once or twice a year, had a little in savings, less than a grand but hey. Life was Ok. Then someone made an offer, which we accepted immediately.

Then two things happened. Firstly, we sold our house but did not realise the cost of selling. We didn't know about property tax, or mortgage 'early repayment fees' and the solicitors fees were also far more than expected. In all we came out of the sale, 5k in debt to the mortgage company. Not to worry, we moved in with my in-laws until we could pay off the debt and save for another deposit.

Then house prices started to shoot up and we were caught without a home. That 30k house we sold was worth 3 times that just a little more than a year later meaning we could no longer afford a mortgage. After all, my accounting was poor

back in the day. Then things turned bad at the in laws, we had to move out and for the first time in my life, I was homeless. We did not know where we were going to spend that night.

Being homeless is hard, being homeless because you didn't do the math properly is worse, it was my own entire fault and I was very guilty and rather depressed about the whole thing. It was only because of the kindness of my brother-in-laws, girlfriend's family that kept us from sleeping rough. They gave us the sofa in the spare room and so, while we got back on our feet, we slept on a sofa in a strangers home for nearly 6 months.



When that happened, it was clear to me that something needed to change. I had to be a lot more serious about work. Times can change very, very fast. One minute we were doing all right, the next we were homeless! That forced me to look very seriously at window cleaning, could it really support me long term? If it could, was I doing something wrong? Could I actually make it a real business to be proud of, something that I did because I enjoyed it, and not just to pay the bills and work half day? The answers to those questions changed my life.

“..THERE ARE ONLY TWO TYPES OF WINDOW CLEANERS IN THE UK. WHICH ONE ARE YOU?”

This is what I discovered. No one leaves school wanting to be a window cleaner. None of the window cleaners I have ever spoken to have told me that when they were taking their options, they thought window cleaning was going to be the one career path they yearned for. No, just like me, almost everyone falls into it for whatever reason. Mine was through my brother in law. He moved from London to marry my sister. He lived in Cardiff, but travelled to work in London 3 days per week to clean windows. When I left school, I wanted to join the fire service and until the next round of recruitment, which was a good few months away, I helped him out. We would leave at 5 am start work at 9am, finish at 6pm and be back in Cardiff at 9 or 10pm depending on traffic. Everyone I've spoken to has a similar story, helping a friend, or a short-term solution while looking for a 'proper job'...

But there are two things that keep window cleaners, window cleaners. Which means there are only two types of window cleaners in the UK. *Which one are you?*...

Two types of window cleaner

Window cleaning is great money. I was once dropped by a customer because he had a doctorate and lectured on biosciences in Cardiff University. He actually cancelled his service because he thought me charging him £20 for his 3 story 5 bedroom detached home meant I was earning more money than him because I could clean it in half of an hour. As it turns out he was only on £30 per hour and so technically he was right! I was on £10 more per hour than a doctor of bioscience (Whatever that means..)

I don't know of another trade where you can earn so much money, with so little training/education and have the clients expect you to return every month, month after month, year after year. On some days, when my wife and I wanted to go away and quite often during our homeless time when we were really down on funds, we could go out early, work like dogs all day but come home with hundreds and hundreds of pounds.

Our highest earning day ever on ladders was £600 and £870 using water fed pole, yep you read right. Shame we didn't have enough work to do that every day huh? Now, I must admit, they were extreme days, and everything has to go right for that kind of money. We chose only our easiest to do, highest value jobs, that was far from the norm unfortunately, but it is possible.

And that's the first reason why people stay window cleaners, they can see that there is great earning potential, even if those numbers mentioned above are very rare, earnings of two or three hundred are common and that's a good days pay in anyone's books.

So it's quite possible that's the reason why you're a window cleaner too, full time money for part time wages. When you think that a good days wage, if you were a factory worker, would be £60 or £70 per day, suddenly window cleaning looks very appealing indeed. So there we have it, group 1 are window cleaning because of the money, what about group 2?

Group 2, window cleaners stay window cleaners because of the lifestyle. Window cleaning is very flexible. I cleaned windows in a number of ways over the years. I have tried working very hard for two long, full days then having 5 days off! Then I went through a phase of working 5 days but only 2-3 hours a day flat out then going home and playing drums in a rock band, which was quite a cool way to live. Then working easy days for 3 weeks and then taking a week off per month, which was also nice. Of course, if I had bills to pay or wanted a new car or to go on holiday, I could just knock a couple of houses in the streets where we already worked to get a couple of extra customers per day which soon made the piggy bank jingle.



"...THE TRUTH IS, THERE IS A SERIOUS DOWN SIDE TO WINDOW CLEANING"

So, you maybe a group 2 window cleaner, you stay window cleaning because it pays some of the bills, but more importantly, gives you time to do what you enjoy doing. Don't wanna work today? No problem, catch up tomorrow, raining is it? Stay in the warm and dry and catch up Tomorrow. Kids got something on in school, friend needs a hand, house needs a paint? the possibilities are endless.

The best bit? All that without a boss breathing down your neck telling you when to be in and what days you can or can't take off.

I said earlier there are two kinds, you will know which group you belong too and what resembles your reasons best, but more often than not, as in my case, you like both the flexibility and the money.

Now if you're like this and I guess most of you are, then why rock the boat?

The ugly truth

The truth is, there is a serious down side to window cleaning; you are self-employed. Most of us know how precarious self-employment is. You don't have to be a genius to work it out and many of us have already had first hand experience of it, but what makes it so precarious? What is this Achilles heel? It's simple; Self-employment relies solely on you.

That's why you will always remain poor if you continue the way you are.


Next issue: Carl looks deeper into the Ugly Truth of window cleaning and then moves to the secret of success. Be a winner!!

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ErgoTec®

Special 50th Anniversary

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Classic squeegee and accessories celebrate Unger milestone

In 2014 Unger is celebrating an amazing **50 years** of supplying quality equipment to cleaning professionals, and it is marking it in style by launching some limited editions of the products that have made Unger a trusted name in the cleaning industry.

When it was first introduced, the ErgoTec® Squeegee was a welcome breakthrough in ergonomic design, offering increased comfort, balance and greater control to window cleaners. Its moulded handle ensures a secure grip when wet and is warm to the touch in winter. The special edition '50 years' squeegee features:

- **ErgoTec™ Soft Rubber Green – Sharp edges enable thorough wiping for superior finish**
- **Ergonomic two-component handle in exclusive grey colour with silver metallic effect**
- **Laser engraved 50th Anniversary logo**

A **50 years** washer with Ninja sleeve is also available, featuring an ergonomic two-component handle with water wells, in exclusive grey colour with silver metallic effect. The washer sleeve is highly absorbent with two abrasive side pads featuring built-in rows of scrubbing fibres, complete with a 50th Anniversary logo on the Velcro fastening.

Both products are available individually, but also feature in a **50 years Anniversary set**, together with Unger's 'bucket on a belt'. This convenient holdall for important tools has a clip lock for quick fastening, and is ideal for use when working on ladders, indoors, or in narrow, confined spaces.

The set, which features the special **50th Anniversary logo** on each product includes a Certificate of Authenticity and is packed in a unique box set. All products will be available throughout the anniversary year, while stocks last.

Jochen Wagener, Unger's Senior Marketing Manager for Europe, said: "This launch will be the first of many special anniversary activities throughout the year – so watch this space!

Each **50th Anniversary** product will celebrate an established Unger cleaning tool that has stood the test of time, helping professionals to clean faster and smarter, increasing safety, comfort and return on investment. We are producing these products as a thank you to our customers, enabling them to join us in commemorating our half century, as their loyalty and feedback has helped us to reach this incredible milestone."

www.ungerglobal.com





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LET IT SNOW, LET IT SNOW, LET IT SNOW... By Lee Burbidge

In places like North America and Canada it snows for like half the year or something, so in these places window cleaners need to adapt or they become starving window cleaners trapped in their house surrounded by snow!

Enter: Snow Ploughing Services. That is right, folks!!! Window cleaners switch to snow ploughing during the winter period and offer this as part of their business tariff.

Snow clearing is not limited to the driveway. Removal of snow from rooftops and the removal of large icicles that can be a falling danger hits top of the list.

Now, some of you guys in the UK are thinking, that's cute, a window cleaner on a snow plough but have you ever thought of having as a service to your business in the UK.

Snow ploughing for the week or two or three in the Winter is something I have considered for my business. Here is your initial UK reactions on snow ploughing:

Would you clear snow from driveways instead of window cleaning or just sit the snow out?

"I would do almost anything for a wage.."

"It's a dangerous one. I wouldn't mind the job but if someone slips they could try to claim. ..."

"In 2010, I was asked to clear a small car park of snow but when I asked about liability they wouldn't answer. ..."

"2010 -11 was the shocking one. Snow stopped me working. I actually, didn't work for about 10 weeks.. took me ages to recover after that one.."

"No money in snow clearing"

"No money in it? You're having a laugh. In 09/10, I remember clearing my drive about 10 times."

"Money is money and when it snows everybody needs their driveways cleared."

"Make them sign a waiver that you won't be liable for slips and falls resulting from ice. Snow removal is just to get your vehicle in and out of the driveway."

"2009 bad, bad, bad, year. It nearly put me on the dole."

"I was working in 6 inches of snow last year in minus 10. Nothing stops me, but yeah rather than sitting doing nothing, I would clear driveways just to stay busy."

It is clear by the UK reactions that we are divided. Some prefer to sit it out, others like to be busy and others see as a genuine money opportunity that they are prepared for should they need to earn money during a heavy prolonged snow season.

WCM talks to one forward thinking window cleaner who has done just that and bought an all terrain sit on snow plough. Kevin James and his window cleaning company



in Bath, Life On A Ledge now offer a snow ploughing service.

WCM: Why did you decide to add snowploughing to your business?

KJ: *With the quad, we could get to folk's houses to clean the windows but always felt a bit of tension, like "is it worth cleaning them?" As we value good customer relations it got us thinking of alternatives. The quad is a Can Am 800 & snowplough are an accessory.*

WCM: How long have you had the service?

KJ: *Since 2011.*

WCM: How do you work out the quote for the customer?

KJ: *We're mostly aimed at housing estates and so we price it to earn our normal daily rate at windows (£32/hr)*

WCM: How much money can you potentially earn?

KJ: *If you target the super stores then go in high. I believe our local ASDA turns over £100k a day. So if no one can get in to the car parks then £500 a day should be feasible.*

WCM: How did you first market this?

KJ: *Big mistake. Leafleted where we clean windows, offering £5 per house in an estate, to clean to the main road. Except most employed peeps don't want to go to work when it snows!*

WCM: Which marketing works best for this service, now that you are passed the learning curve?

KJ: *Target employers. Offer to get key personnel to work, either by clearing their roads or offering a snow taxi service.*

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KJ: *Target employers. Offer to get key personnel to work, either by clearing their roads or offering a snow taxi service.*

WCM: Do you get customers to sign a waiver?

KJ: *I haven't in the past as it's been a small venture with people I trust. But I think it is a good idea and I will in the future.*

WCM: Tell us about your snow plough.

KJ: *Its made by Can Am (Bombardier). Its 5ft wide and lifts on the Quad Winch. Its also quick detach so we can get back to windows easily.*

WCM: Do you think other window cleaners could benefit from adding this service?

KJ: *Sure do. There's a firm who recently sent me details on Ploughs for 4 x 4's. There are WFP boys who have vehicles that could mount one. I'd also recommend targeting Tesco as they bought 500 quads nationally a few years back but have hardly used them so they would probably like to get rid of the headache of doing it!*

WCM: Do you think the UK weather is severe enough to require a snow ploughing services?

KJ: *From 2008/2009 we had 3 tough winters! But you can never tell. If you've excess cash that you don't want HMRC to have then to my mind it's a sound investment, if u have the resources to store when not in use. Then it should last years.*

WCM: I would of thought people would clear their own drive. Are people lazy enough to order in your snow ploughing service?

KJ: *Not so much about lazy but having the time. Plus, councils in this area only look after main bus routes, so we offer to clear to the main road.*

WCM: Your window cleaning is packed out every month. So keeping busy when you cannot window clean must work for you, right?

KJ: *We have significant overheads, with running a unit on a farm, so we have to work. On the quad we have the facility to heat the water so we can and have cleaned windows in -6! So, we clean windows but offer snow clearing as an extra service. Its something we think will grow!*

A peak at the new Jetstream from Wagtail



Willie Erken

WCM is proud to announce the latest offering from the Wagtail camp, it has arrived! The new Jetstream for pure water window cleaning has just been released. It would appear that this tool would reduce down time on the job and offer yet another tool solution to differing job sites. Personally, tools have always divided window cleaners. Those that like a lot and cannot live without and those happy doing what they are doing.

I see great potential in this tool and understand the ideas behind developing it, however, at the time of writing this we had not received a Jetstream. As soon as we have it in our hands (which is very, very soon), we will 'kick the tyres' on it for you and put out a Users Review.

So, in the mean time, WCM interviewed Willie Erken of Wagtail to learn more about this new innovation.

WCM: When did you first get the idea for the Jetstream?

WE: The idea of the Jetstream came about a year ago but I was inspired by an idea a good friend of mine had but would not divulge. This was the teaser I needed.

WCM: What exactly does it do?

WE: The Jetstream washes and rinses simultaneously thus eliminating the rinsing cycle. Together with the pivot it allows the user to move both laterally and vertically.

WCM: Is it compatible with most poles?

WE: All the poles I have used it with, work's well. It is very simple to add to a pole just like for a normal squeegee. I think one day we will all revert back to this method.

WCM: Is it lighter than a brush?

WE: It is way lighter than the brush and much more maneuverable.

WCM: Would you say it cleans as well as a brush?

WE: I think it cleans far better than a brush; just look at our video where I decided to experiment with a sign caked in algae.

WCM: Why did you not produce your own WFP brush?

WE: Not my expertise and too expensive to produce here in Australia.

WCM: Can you clean window frames adequately with this tool?

WE: The jury is out on this one but from my experience it does a great job of frames because it can ride up the frame vertically.

WCM: What gave you the idea for this concept?

WE: Necessity gave me the idea, everyone is now using water feeding and I like to be ahead of the curve not behind.

WCM: What would you say is the main advantage for this type of tool?

WE: The speed of this tool is amazing but the ability to clean hydrophobic glass and leave it in a hydrophilic state is the compelling factor.

WCM: Do you believe that a micro fibre cloth would do a better job than a brush when it comes to debris and bird poo on glass?



Willie Erkin

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WE: Time will tell and I have nothing to gain here but I think the micro fibre pad cuts through debris and bird poo far better than the brush but the Jetstream also has the function of exchanging pads to a plastic scouring pad.

WCM: Explain the idea of this tool being a 'rinse as you go'.

WE: To rinse as you are cleaning by providing the jets on top of the brush, pad or mop is obvious. Without a pivoting tool it would make very little difference so really it is only useful for a Wagtail Pivot action.

WCM: Why so many jets? And are the jets positioning critical in this tool?

WE: The more jets we provide the better the rinse and they are positioned not to hit the top window frame but to aim in line with the centre flange on the scrubber.



WCM: Is there any benefits to WFP workers at extreme heights such as 65ft and 80ft?

WE: Absolutely there is such a weight advantage and not having to lift off to rinse is the key.

WCM: How does the Jetstream lock into place for great heights? You don't want to hit a ledge and knock it off the angle arm or something do you?

WE: In all the years of producing Wagtail's, I have never heard of a tool coming loose especially from one of our own Angle Arms. The obvious measure to take is to firmly secure the tool first. You can even invest into a plastic plug until we produce this fitting. This would suffice.

WCM: How did you work out that the Jetstream is 5 times faster than a conventional brush head?



WE: This is my estimate after my fieldwork. I do find it agonising watching window cleaners take so long over rinsing.

WCM: How does the wagtail pivot benefit WFP users?

WE: Think about the really big jobs such as airports and very large factories. These buildings are always wide rectangular windows, surely you are better off going from side to side rather than up and down and then sideways to rinse.

WCM: How does it work on French doors or windows that have multiple small square panes?

WE: Not sure about these windows yet because we are so busy keeping up with demand for the larger sizes.

WCM: Explain about 'getting behind the dirt'. Spotting on the glass can appear mainly at the top of the window if not rinsed correctly, right?

WE: When you angle the Jetstream the micro fibre first scrubs the dirt and is then immediately followed by several jets of water in front of the dirt that gets washed away.

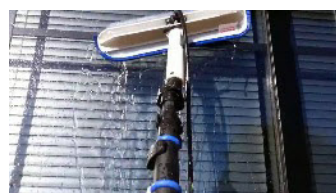
WCM: So, what's the problem with a WFP brush?

WE: Try cleaning your kitchen bench after cooking with a brush. Grease, food, and all sorts of residue are left behind if you use any sort of brush. I don't see any difference with a high lustre window.

WCM: Why would the Jetstream save half your water usage?

WE: Anecdotally, we have received this message that it is a water miser. I guess because the pressure of the pump is divided and restricted by so many jets.

WCM: Thanks Willie. If you want to watch the video on this tool, click the play button on this page.



[CLICK TO WATCH](#)

Top Gloves

By Stephen Fox

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If you are a window cleaner, you make money with your hands and you've got to protect those hands if you are going to continue to work!

There are literally hundreds of options out there when it comes to choosing a suitable glove for window cleaning. The aim of this article is to provide a quick overview of what is available and what other window cleaners are using for hand protection when on the job.

Why Gloves?

The most obvious reason for wearing gloves is the weather, in particular the COLD weather. Being an outside worker, especially in the UK, you are subject to the elements and it gets very cold for a sizable part of the year. No one likes numb freezing cold hands; ever done scrim work on leaded glass when you realise your knuckles are doing the cleaning and not the scrim? Ouch.

Of course there are a whole host of other reasons to wear gloves - a medical condition such as Eczema, Dermatitis, etc maybe even a couple of LOVE/HATE tattoos on the knuckles that does not seem like such a good idea as it did all those years ago.....

Lets look at how we work and what is needed.

Work Styles

There are two main areas of window cleaning, both require very different types of gloves to do the job effectively. They are traditional and water fed pole based window cleaning - both have very different requirements when it comes to gloves. Lets start with trad....

Traditional squeegee work

Dipping a bare hand in a bucket of cleaning solution everyday can play havoc with your skin. Remember the advert for fairy? ' hands that do dishes feel as soft as your face with mild green, fairy.....' well that maybe the case if your face is a cracked, flaked, wrinkled mess!

Contact Dermatitis is a very common condition with traditional window cleaners who regularly use detergent in their bucket.

Skin cracking, chapping, etc can be extremely unpleasant and annoying. Protection is a good idea to help prevent Contact Dermatitis which is caused by letting things dry out on the skin, like the stuff you put in your water to clean the windows, namely chemicals.

Traditional window cleaners generally need a glove that is less bulky so they can use a squeegee with the same amount of skill and dexterity as the bare hand. How about the water fed pole users....

Water Fed Pole Work

When using water fed poles, gloves are highly desirable for a number of reasons. For a start the material of the pole can be an issue.



Alloy

Alloy poles can prove very cold in the winter, and I mean very cold! So cold in fact some users have had their hands stick to the pole itself, not nice. A warm glove is a must when using metal based poles in the winter.



Joka Hold gloves



Joka Hold 35 gloves

Glass fibre

Glassfibre sections on a pole can cause splinters which will itch the hands and can be quite unpleasant. This is not so much with the base section of the pole, but more with the extending sections that, over time, will wear. The users hands on the section when extending are vulnerable to splinters as a pole gets older, gloves are a must.

Carbon Fibre

Carbon fibre wears a little different to other materials, with certain clamps on the market the wear can be quite excessive due to the clamp being fixed and constantly rubbing away. The result of this wear is carbon dust and 'black hands'. This black dust can prove very stubborn to get off so some users prefer to use and wear gloves to save on hand scrubbing later on.

Clamps

Clamps and gloves don't mix, the thinner the glove the more likely there are to get caught and trapped in the clamping mechanism causing them to rip and tear. For the majority of pole work you want a heavier thicker glove; something which won't rip and tear easily.

Some of the options

With so many gloves available we have to pick a selection of gloves which have been made for window cleaning or adopted by window cleaners. This is far from an extensive list but covers the main types we've come across.

Unger

Neoprene

Neoprene has been a very popular choice for a number of years. The wetsuit type glove keeps a layer of moisture between the inside layer of the glove and the skin. This acts as an insulation layer which keeps the hand warm. The advantage with this method is the glove doesn't need to be very thick to be effective, which is great for traditional work. The downsides are the hands prune up and can get pretty smelly. Neoprene is not the strongest of materials and can snag and tear pretty easily therefore not really recommended for pole work.

Ergotec

The Unger Ergotec glove is an upgraded neoprene glove with padding for extra grip. These are great for trad but the padding can be an issue with clamps and water fed poles...

"CONTRARY TO POPULAR BELIEF SEALSKINZ ARE NOT MADE FROM BABY SEALS."

Hiflo pole glove

Ungers latest gloves are designed for water fed pole work and not so much cold weather. They are great for protection from previously mentioned issues that water fed pole workers encounter. They feature a lot of extra padding around the fingers to prevent clamp pinch and tear. They also look the business and put a bit of style into window cleaning fashion!

Joka

JokaSafe state that the main purpose for making their gloves was to provide protection from hazardous chemicals and mechanical abrasion. Real industry stuff. JokaSafe started making gloves back in the 60's and have become a leading global brand. With the company being founded in Finland (where it gets COLD) lead to these beasts being born.

Polar

The JokaPolar range are T O U G H! These weapons will protect your mitts like no other. There is a removable Teddy Liner for super warmth and wash ability. Very thick and chunky, not really suitable for the trad fraternity but great for WFP work.

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The 35 version comes with a 35cm sleeve for complete forearm protection.

Sealskinz

Contrary to popular belief Sealskinz are not made from baby seals. Phew. They are made from a range of different, more politically correct material. There are two main versions which have proved very popular with shiners over the years.

Ultra Grip

The Ultra Grip has proven to be the most popular glove of the Sealskinz range. The manufacturer states they are breathable and waterproof, we are not to sure on the latter. We had a number of window cleaners say they get wet hands after using them, which is exact opposite of what is stated on the packet. Whether they get wet hands from the water running down the pole or/and down the arm when squeegeeing, we are not sure. They are pretty flexible and good to use with squeegees and poles alike but get caught in clamps as previously mentioned.

Ultra tough

The Ultra tough glove is very similar to the Ultra grip but made with a stronger rugged Kevlar outer to help with

street durability and strength. They don't come cheap though, expect to pay top dollar for these babies.

Can-Do

The can-do glove is not so much a glove, more of a concept that can be applied to a number of different glove styles. The idea behind it is an easy to remove, easy to put back on method that all window cleaners need at one time or another. For example, a customer comes out to pay you, you spend 5 minutes attempting to take off your gloves while you fish out some change. Or maybe your mobile rings, we all know gloves and touch screen phones don't mix. By the time you've got your gloves off you've missed the call.

There just isn't a glove as easy to take on and off as the Can-do. You simply lay the glove on top of each other and the Velcro fixes it so the hand can be pulled out in a split second.

Just Google Can do gloves for a couple of nice videos showing the glove in action.

A cheaper alternative....

A super cheap and surprisingly warm glove combo is taking a Thinsulate glove (or similar) which can be found in any big clothing department type store with a simple household rubber glove over the top. Waterproof and warm all in one for an amazing price. (less than £3.00 in most places) the downsides are they can prove a bit chunky for trad work but still workable. Now you can use any rubber gloves but pink just doesn't do it for the cutting edge windie. Black is more pro, don't you think?

So there we have it, a quick run down on a couple of glove options which have proved popular with fellow window cleaners. Pretty much all these gloves are available from windowcleaningwarehouse.co.uk give the site a visit if you want more info.



Ultratough gloves

A photograph of actor Adam Bossons on a film set. He is wearing a plaid shirt and a grey jacket, with fake blood smeared on his face. He is smiling at the camera. In the background, there is a red postbox, a camera on a dolly, and other people on the set.

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The Amazing Double Life of Adam

Coronation Street, for those that do not know is a long running UK soap opera that was first broadcast back in the 1960's.

It was created by Tony Warren, pitched as a kitchen sink drama serial about the domestic lives of the working class in the north of England, specifically the residents of Coronation Street in the fictional town of Weatherfield in Greater Manchester.

Since 1960, Granada Television has produced it and for most of that time it has been one of the UK's highest rated shows.

Now, I am not a man that sits down to watch such soap but I do so, reluctantly since the better half watches just about every bit of soap going.

Coronation Street has had many actors that have taken on the roll of the street 'window cleaner' starting with great characters like Stanley Ogden who was followed by Eddie Yeats and then of course the king of the window cleaning character, Jack Duckworth, who saw a lot through those bedroom windows he cleaned.

The last window cleaner on 'the Street' was the character, Graham and since then the windows have been untouched and probably in much need of a deep clean!

Last month see's the return of the streets window cleaner as the not so attentive boyfriend of Sally Webster, Tim Metcalfe

reveals his new business venture with a clapped out van.

When Tim announced to Sally that he was intending to get himself a career that would take him to some dizzy heights, it was clear that there was only one way he could go. Sally was not impressed that he used up the last of his money to buy the rust bucket of a van and start his new business. For me, I loved the idea he took that chance.

So that is a good example of actors taking on the role of a window cleaner. But what about the other way around? What about window cleaners that take on the role of an actor?

We found just the man, Adam Bossons from Manchester, UK. WCM was so excited by Adam's double life we just had to interview him!

WCM: Thanks for talking to us Adam. Speaking of Coronation Street you have actually appeared in the show haven't you? Sadly, not as one of the main characters as described earlier? What was your roll in Coronation Street?

Adam: I have appeared in 'Corrie' (affectionate term for Coronation Street) recently as the Rovers Window Cleaner in a scene with Stella, the Rovers Manager, just

“..THE TWO JOBS WORK TOGETHER NICELY..”

before the major fire. But I have worked on Corrie over the last 18 years as a supporting artist drinking in the Rovers and appearing in Roy's Rolls, the Cafe. I have also appeared in a live episode, which was amazing and nerve-wracking at the same time.

WCM: A window cleaner playing the roll of a window cleaner lol... awesome! How many times have you appeared?

Adam: *I have played a window cleaner on numerous occasions, once in Corrie as described above; in Hollyoaks I had a part playing Tommy the window cleaner when one of the cast was starting a window cleaning business and he was poaching my work in the scene. I had to warn him off!*
On another occasion, I played a window cleaner in Kavanagh QC with the late great John Thaw, which was great meeting such a legend.

WCM: What is it like being on a film set?

Adam: *Being on set is seen by others as really glamorous. But it is totally the opposite (early starts, long days and out in all weathers, just like being a window cleaner). It can be very interesting working with TV and film stars and working in different locations at home and abroad.*

WCM: Are the buildings real on set? Do you actually clean the windows on set?

get to clean one window normally, to get the shot and complete the scene.

WCM: What other acting do you do?

Adam: *I have been acting for over 18 years playing many roles and have featured in many adverts. I have appeared in Cracker, Prime Suspect, Cold Feet, and Emmerdale. Adverts include HSBC Bank, We Buy Any Car, Safestyle Windows, Morrisons, Jet2 (that was filmed in Tenerife) and being a body double on the SpecSavers advert, for the old guy on the roller coaster. Plus many more.... I am also a character photographic model and appeared in corporate videos for companies.*

WCM: How do you fit it in with your window cleaning work?

Adam: *Most of my window cleaning contracts and work are on monthly basis so moving them around by one or two days isn't a problem at all, so the two jobs work together nicely.*

WCM: Actor/extra or window cleaning work, which do you prefer?

Adam: *To be honest, when I am on set for 9 hours waiting to film a scene, I prefer to be a window cleaner as I would have been finished hours ago. Some jobs I prefer acting as I have worked with some amazing people in amazing locations.*



Adam: *The Corrie buildings are real as are the buildings in the Emmerdale Village. But they are used for storage or office space. The entrance halls of the buildings are decorated so it looks like a real house when the cast enters. All inside shots are done in the studio in purpose made sets. When I have been booked as a window cleaner you only*

WCM: Do you consider yourself an extra or an actor, darling? Lol

Adam: *Lol, on Corrie I am mainly booked as an Extra, but I am now booked as a featured artist that can be given scripted dialogue for programs and adverts that I have to*



audition for. Over the years I have completed my 'apprenticeship' and can turn my hand to any job that is offered to me.

WCM: You should totally be in something for WCM TV...

Adam: For sure and I won't charge you for my services, LOL!

WCM: So, your window cleaning business... where do you mainly clean windows in the UK and how long you been operating for?

Adam: I am based just in Manchester and I have been a window cleaning contractor for nearly 26 years and still love being my own boss working my own hours.

WCM: Trad or wfp?

Adam: Trad is how I started and is used every day. But since 2005, I had to use WFP to adhere to new working at height regulations.



WFP is a very important tool and can give excellent results. Using both methods means I can work safely as and when needed.

WCM: What WFP set up do you have?

Adam: I started with a Pure Freedom trolley but found lugging the 25 litre barrels of pure water gave me back problems, so I stripped down the trolley and made a van mount purchasing a water tank and I have now no back problems and it is a lot easier to use.

WCM: Hot pure water or cold pure water, which do you prefer?

Adam: I have never used hot pure water before. I find cold pure water cleaning gives me great results but I am always open to change.

WCM: What do you think of PPB graded pure water?

Adam: Never really looked into it, Parts per million/ Parts per billion.... I have a DI system only as I live in a soft water area.

My water is 000 out of my DI vessel and that is all I am interested in. If it gives a spot free clean then I have done my job and if my customers are happy then that's all that matters.



WCM: What's the worse thing that ever happened to you whilst window cleaning?

Adam: In the early days before WFP, I had a ladder slip but I managed to stay on the ladder hitting a bay on the way down and then onto the floor. I got away with a sprained ankle so I considered myself very lucky indeed. This was totally my fault, not placing the ladder correctly in winter conditions. I now use ladder spikes and check ground conditions when using the ladder.

End.



Soapbox

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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

Hi, great magazine chaps. I love the fact that there is so much to read, thank you. I want to have a program of self and business development in 2014. What other reading material would you recommend?

From Vincent Blake

Thank you for the compliment Vincent. We aim to have something for everyone in the magazine. From the technical to the 'almost-not-related-to-window-cleaning-at-all'. Self and business development is an important aspect that needs to be considered. Abraham Lincoln said "Give me six hours to chop down a tree and I will spend the first four sharpening the axe."

Reading anything will help as long as it is positive material and not the 'We Will All Die in Our Beds' that the 'Newspapers' promulgate. They only sap you of energy and positivity. It's good to know what is going on but is a waste of valuable time in reality.

You could start with any of the great businessmen and women and read their life story. Depending of course on who you admire. You would need to be able to 'read between the lines' somewhat and apply the business lessons to your own business. They can be great for inspiration nonetheless.

A book recommended to me is *Personal Best* by Barry Duddy and I have now just downloaded it from Amazon for my Kindle for £1.99. I may well review it at some point.

My current read is *The Slight Edge* by Jeff Olson which I am devouring. The philosophy is similar to the one Team Sky and David Brailsford use, that of making small changes to our actions and being consistent in what we do. I would highly recommend it.

You could try any of the following as well:

Rich Dad, Poor Dad

by Robert Kiyosaki (Or any other book by him)

The Six Fundamentals of Success

by Stuart Levine

7 Habits of Highly Successful People

by Stephen R Covey

If you want a classic and a staple for the successful try:

The Richest Man in Babylon

by George Clason

Think and Grow Rich

by Napoleon Hill

The Way to Wealth

by Benjamin Franklin (Yes the ex-President 1706-1790)

My all-time favourite motivational book is: *Feet In The Clouds* by Richard Askwith. It is the best sports book you will ever read and if it doesn't inspire you, nothing will! In short just read 10 pages of any business or self-development book and in the year you will have read 10-15 books and improve your brain and therefore your thinking ability greatly. This will have a massive effect on your business outlook and therefore your business itself. Just leave the gossip magazines alone!

Stuart Webster

What are the pros and cons of using a car for window cleaning rather than a van?

From Dan Sherwood

That is an excellent question Dan and one that many window cleaners have had to consider at one time or another. It deserves a full article to be written with opinions from both users of cars and vans giving their thoughts. The discussion can get quite heated at times as there is some snobbery from van owners looking down at car owners. We will do a full investigation into this topic but for now here are some thoughts off the top.

Using a van can give a better impression, getting it sign-written will act as your advertising board wherever you go. It is also great to have all the tools you need safely stored away unseen from prying eyes. This can however be an issue in itself. No-one really believes the sign, 'No tools stored in the van overnight'. For that reason it is an easy target for thieves.

A car is generally cheap to insure and run, they are ten a penny if you want to spend less than £1k and not as likely to be thrashed as a van of the same age. It can also be used as family transport. Many have a dedicated work car which they allow to be 'abused' and simply replace every year or so. There are many examples of WFP'ers having a car for work. We will bring you pictures and a full report in a future issue of WCM
Stuart.



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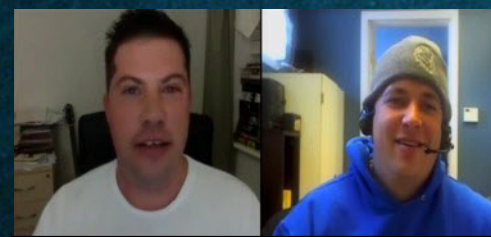
If you have missed any of the Mole and Jersey shows you can view them here



Episode 1 <http://youtu.be/jSmr46CJyyg>
includes interview with marketing Guru Kevin

Episode 2 <http://youtu.be/4KhpE7Wn9b0>
includes interview with Curt Kempton

Episode 3 <http://youtu.be/alYOXmk-hJY>
includes interview with Perry Tait



Episode 4 <http://youtu.be/yQpAyr1iDNY>
includes interview with Tim Fields

Episode 5 <http://youtu.be/Eaouk6hrOSY>
includes interview with Lee Burbidge

Episode 6 <http://youtu.be/g6yHpNEoOfo>
featuring Alex Lambrinides.



Episode 7 <http://youtu.be/ubQLZItYUc4>
Includes interview with Dave Carroll



The Reach-iT UK Tour trailer
<http://youtu.be/2HQqds6b5IY>



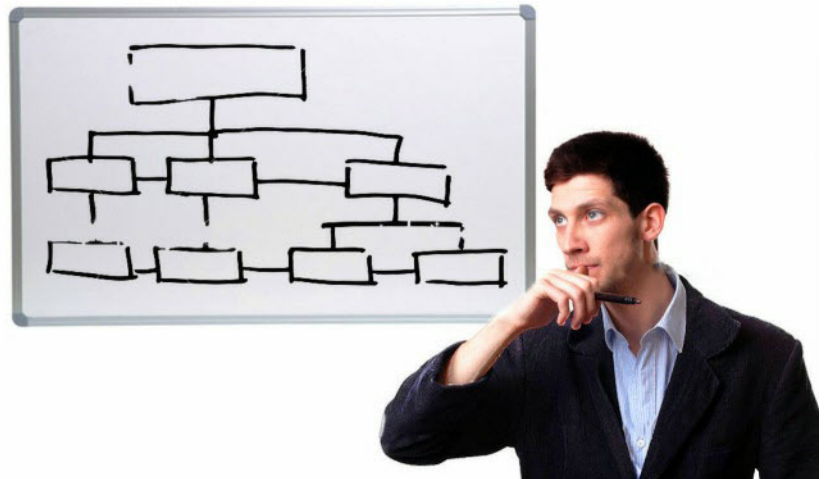
Working with Wagga trailer
<http://youtu.be/9c0bCD10hZc>



Working with Wagga (shorter trailer)
<http://youtu.be/1Blus3bUd8c>

These 3 videos are the latest trailers from up and coming WCM TV projects

Applying the 80/20 Rule



Looking at our Business from a Different Angle

'Customers' means :

The property owners that we serve.

'Worksites' means :

The properties we service.

'Glass Area' means :

The area of glass on any or all worksite.

'Prospective' means

Prospective Customers / Worksites /
Glass Area =

Property Owners and their worksites
that you want the opportunity to clean.

We often make decisions about our window cleaning business by looking at our number of customers, rather than the area of glass that we clean.

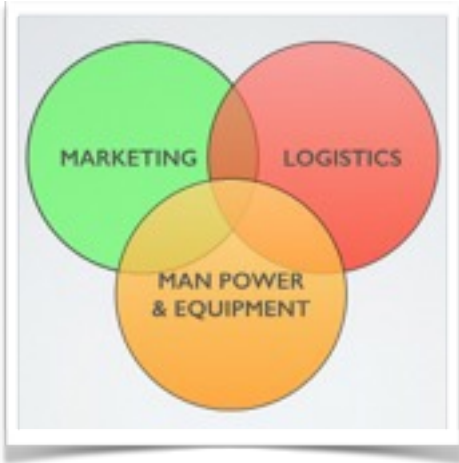
By looking at our business in terms of glass, rather than customers, we uncover a whole new application of the 80/20 Rule ... we see things differently, and maybe it will change the way we operate our business.

This MythBuster is an alternative way of thinking about your customer base. It is a little mathematical, so it may not suit everyone but there are case study examples to make it easier to follow. If you want any help, call out at the Window Cleaning Magazine Face Book Group.

We can start the evaluation with the 3 definitions you will find in the left column on the following page:

- 1) Total number of 'Customers',
- 2) Total number of 'Worksites' and
- 3) Total 'Glass Area'





Now ...

As you are reading and thinking about your business, we suggest you use 'estimates' for each calculation - later, after reading the Case Studies, you may want to do an in depth study to validate how this applies to your business.

For the application of the 80/20 rule, we now want to get more detail on these 3 calculations as follows :

1) How many of your Worksites and Glass Area are:

- a) 1-2 storey
- b) 3-4 storey
- c) 5-6 storey
- d) Over 6 storeys



2) We suggest that you get a feeling for, and make a mental note of the percentage of your Glass Area that is Commercial vs Residential. This will make it easier for you.

The following Case Studies are examples of two typical business models - a Residential and a Commercial.

CASE STUDY A : Let's call him John ...

John is a regional town Window Cleaner, mostly residential, but he has the contract for all the (3 Storey) schools in his town, which accounts for 20% of his Glass Area. He cleans now to 3 storeys and the tallest buildings in his town are 4 storeys.

Worksites :

- 1 Storey : 30%**
- 2 Storey : 50%**
- 3 Storey : 20%**



Total # Customers

Thinking about your 'Total Number of Customers' will most likely lead you to think about MARKETING.

Total # Worksites

Thinking about your 'Total Number of Worksites' will most likely lead you to thinking about LOGISTICS - Time and Motion studies - GPS Tracking your vehicles, and Route Management etc.

Total Glass Area

Thinking about 'Total Glass Area' will most likely lead you to think about MAN POWER, Health and Safety, Risk Assessment, and EQUIPMENT.

Worker Efficiency

Thinking about your 'worker efficiency' on the worksite is really rewarding.

There is often resistance from trades people, whether owners or employees to challenge their current work practices.

New tools are being released regularly, and new techniques are being talked about in social media groups like Facebook's Water Fed Pole Talk Group, and Window Cleaning Magazine Group.

Worker Safety

Worker Safety becomes increasingly important with working at heights. Risk Minimisation appears as a 'cost' on a business however the **'possibility of an accident'** is 100% at all times (it could happen to anyone, at any time). With this in mind, evaluate the cost and inconvenience that such an accident could cause, and know that to avoid this cost, one must 'invest' in safety processes.

Equipment

Without equipment, man is bare-handed in any task he pursues.

Choosing the right equipment to match the worksite will deliver the maximum worker safety and the maximum worker efficiency.

Steve is a city Window Cleaner - his business potential is amazing - he already has 30% of his Glass Area in Commercial.

He has one vehicle and he is cleaning to 5 storeys, and aspires to clean to 6 storeys with a Water Fed Pole.

Worksites:

- 1 Storey : 20%
- 2 Storey : 35%
- 3 Storey : 30%
- 4 Storey : 10%
- 5 Storey : 5%



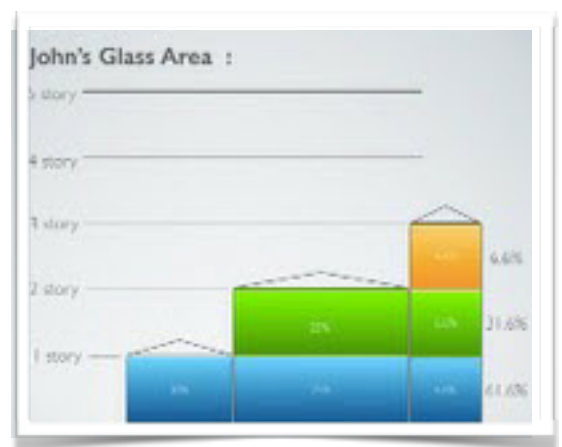
If we take a look at exactly the same businesses of John and Steve, but instead of looking at Worksites, we look at Glass Area, then we get the following graphs :

John's Glass Area graph shows that, even though only 20% of his customers are Single Storey work, 61.6% of his actual work (Glass Area) is Ground Floor work.

Ground 62%

2nd Storey 32%

3rd Storey 6%



More importantly, we are looking for the 80/20 rule, and we can see in John's business that 94% of his Glass Area is 2 storeys or less, so it will pay him dividends to look at his business in terms of the 'Rule' (2nd floor and Ground Floor Work) and the 'Exception' (over 2 storey work).

“STUDYING AND INVESTING IN WORKER EFFICIENCY”

We could also take the time now to challenge John how much he has thought about his efficiency when doing ground floor window cleaning, as it accounts for over 50% of his revenue.

Now you would think that with Steve’s business having a lot of Commercial work cleaning buildings up to 5 stories, that it would be quite a different picture - but have a look at this:

Increase Efficiency

Assuming you are able to secure more customers for at least a part of a year, then you have an instant benefit from increasing your worker efficiency.

They say ‘Time is Money’ but actually, it is only money if you can earn more money with the time spent, or save money with the time spent.

To understand the returns from worker efficiency consider that you, as a business owner can always find additional work for your business. In other words, if you found 30 minutes free time each working day, you could find 30 minutes more of chargeable work with no additional overheads incurred - just straight extra revenue to the bottom line.

In this article, we refer to the revenue from increases in worker efficiency as a percentage of turnover, but in actual fact, if there is no increase in expenses, this revenue is an increase in net profit.

To put this in perspective, if your business has 30% net profit, and you can increase your revenue by 5% with no increase in expenses, you have actually increased your net profit by an amazing 17%.

Ground	51%
2nd Storey	31%
3rd Storey	14%
4th Storey	3%
5th Storey	1%



Even with Steve’s business, over 50% of his Glass Area is Ground Floor Work and, looking for the 80/20 Rule, 82% of his Glass Area is still 2nd storey and under.

What this means to Steve, is that, although he has a substantial customer base, his greatest dividends will come from increasing his efficiency on ground and 2nd storey windows.

Both John and Steve will gain from studying their techniques and strategies for doing ground work, and again for 2nd storey work. By perfecting their technique with training, and using the best suited tools, they will get real dividend - a return on their investment.

Studying and Investing in Worker Efficiency

Worker efficiency pays huge dividends !

Let’s take a typical example - The example is in dollars, but you can substitute your own currency. You will see the calculation, not just the result, so later, you can do the calculation yourself with the numbers from your own business and see what an increase in efficiency could mean to you.

Let’s take a ‘typical’ worker :

Hourly Pay Rate \$50

ROI = Return on Investment

Return on Investment is a way of considering profits in relation to money invested.

'ROI' is used to define the 'rate of return' (how quickly do I get my invested money back).

This calculation will help you make a decision about whether an investment will be profitable.

Calculating ROI

Divide the return (net profit) by the resources committed (usually time and/or money).

$$\text{Return on Investment (\%)} = \frac{(\text{Net Profit})}{(\text{Investment})} \times 100$$

In the equipment purchase scenario in this article, the business needs to buy a 5 storey water fed pole for a particular worksite. The ROI example is not calculated on the total investment in the pole, but rather on the additional \$500 the business could invest to buy a 'quality pole' that would increase the worker efficiency by 5% more than if buying and using a cheaper pole.

In other words, the ROI calculation shows the benefit of spending \$500 more to earn \$3,375 more:

ROI = 7 weeks

ROI = 6.75 multiples in Year 1.

Number of Chargeable Hours per week 30
Number of Working Weeks in a Year 45

Total Chargeable Revenue **\$67,500**

$$(\$50 \times 30 \text{ hours} \times 45 \text{ weeks} = \text{Annual Revenue})$$

If we can increase the efficiency of this worker by just 5%, it is worth \$3,375 more revenue to the Business Owner:

$$(\$67,500 \times 0.05 = \$3,375)$$

Take a second now to read the the notes in the left column about increasing worker efficiency it is all about net profit.

Cost justification of buying Quality Equipment

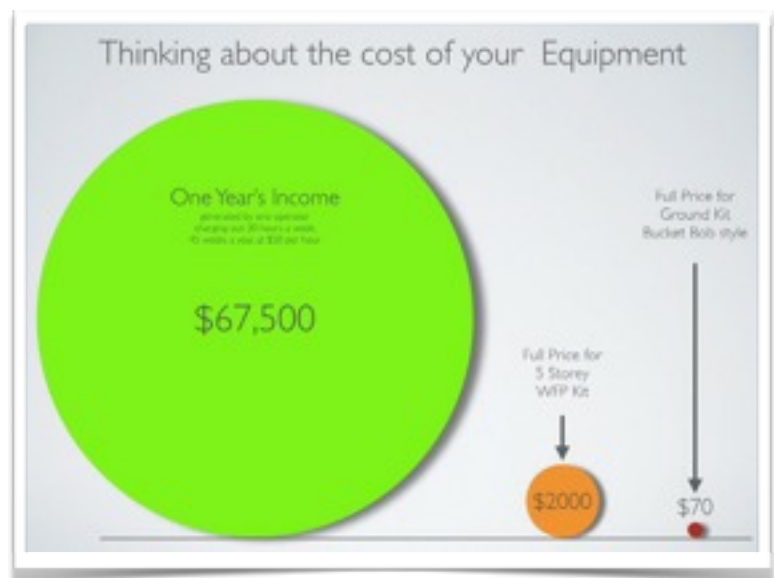
When we are looking at buying new equipment for ourselves, or a worker, there is a natural desire to spend as little as possible - we are trying to 'save money'.

However we often fail to compare it to the revenue that these tools will earn in the hands of our workers? We are more likely thinking about the cost of replacing the tool when the worker 'trashes' them.

And if we fail to compare the revenue the tool earns, we almost certainly fail to take into consideration any increase in efficiency that one tool could bring over another tool.

The illustration below compares a) the annual revenue of a normal operator to b) the cost of a high quality 5 storey water fed pole system, to c) the kit that a worker will normally need to clean ground floor windows.

Now, remembering back to the chart that showed John and Steve's businesses Ground floor windows accounted for



62% of John's Glass Area and 51% of Steve's.

Looking into Steve's 51% a little further, it is almost as if his worker will earn him \$34,425 ($51\% \times \$67,500$) from using a \$70 bucket and squeegee.

Now, we know Steve cannot earn the 5% revenue from the 5 storey buildings if he can't reach the 1% Glass Area on the 5th storey, but, from a distance, it looks like he is earning a whopping \$675 (*1% of his worker revenue*) from his investment of \$2000 on his 5 storey water fed pole.

This is a classic 'exception' to the 80/20 Rule. It is easy to overspend here.

Is it Better to Increase Revenue or to Reduce Expenditure ?

Let's take the value of the **'5% increase in worker efficiency'** and compare it to the **'alleged savings from buying cheaper equipment'** :

Note : Genuine 'savings' are when you get the same product at a lower price, not a cheaper product at a cheaper price, however here, we are using the more colloquial use of the word 'savings'.



Cheaper equipment usually fails earlier as well. The first comparison is therefore to compare in Year One.

This illustration compares:

- A) The increase in revenue, from a one year 5% increase in efficiency, to
- B) The 25% extra investment needed for equipment that gives efficiency.

You can see clearly, in the first year, a quality product will pay for itself over a cheaper product - based on an increase in efficiency.

Note: When a purchase is necessary, the cheaper price becomes the base-line. 'Return on Investment' is now the return for the 'added investment needed to buy quality' compared to 'buying the cheaper option'.

Any increase in business revenue from increasing worker efficiency repeats year after year, for the life of the product. Quality equipment can last up to 5 years use so the final comparison may look like this:

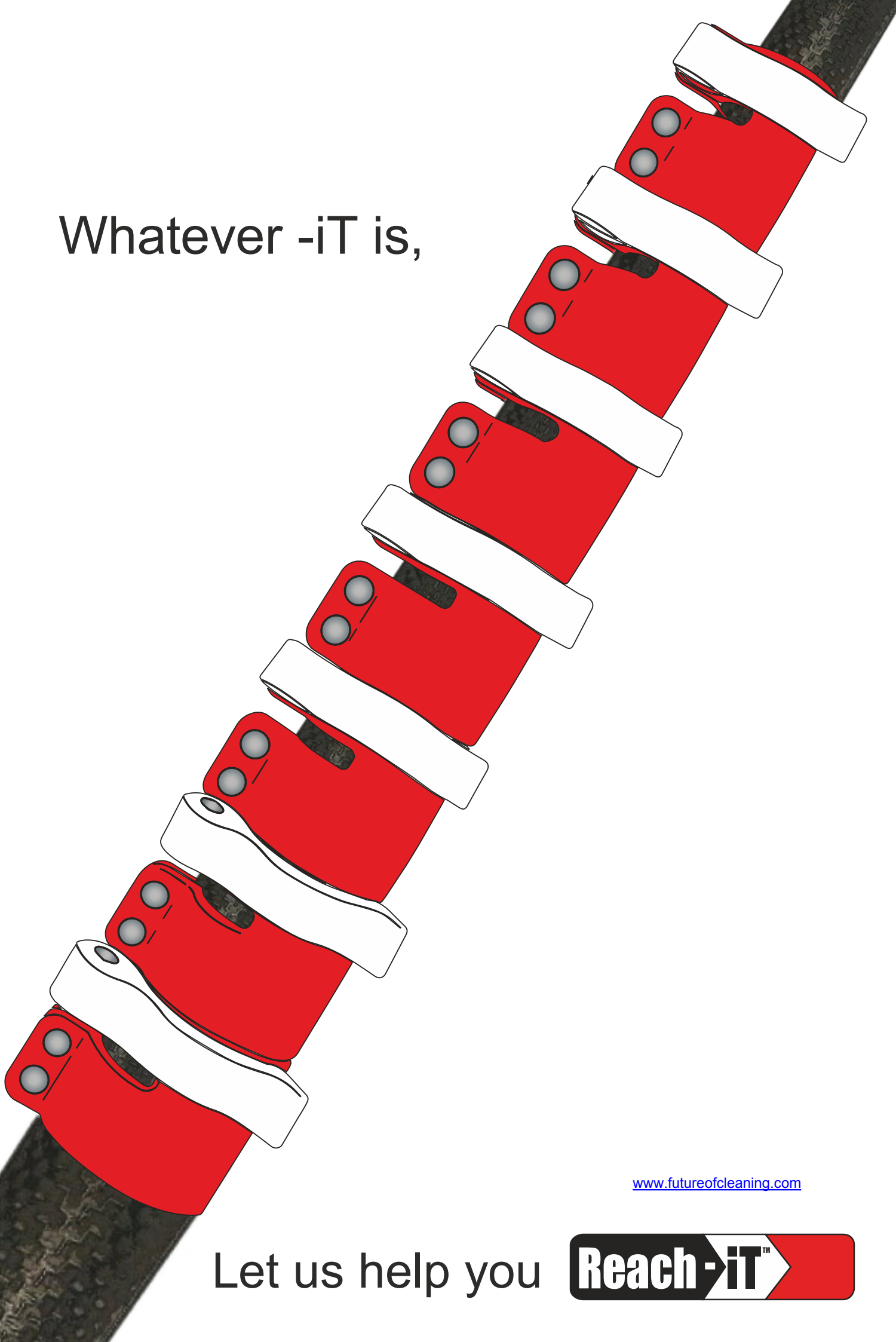
This illustration compares:

- a) the increase in revenue, from a 5% increase in efficiency over 5 years, to
- b) the 25% extra investment in equipment that will last 5 years.



The next myth busters will go into more depth about applying the 80/20 rule to

Whatever -iT is,



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Let us help you





The Genius of Wagtail

By Wagga.

“ ... JOB DONE! ... ”

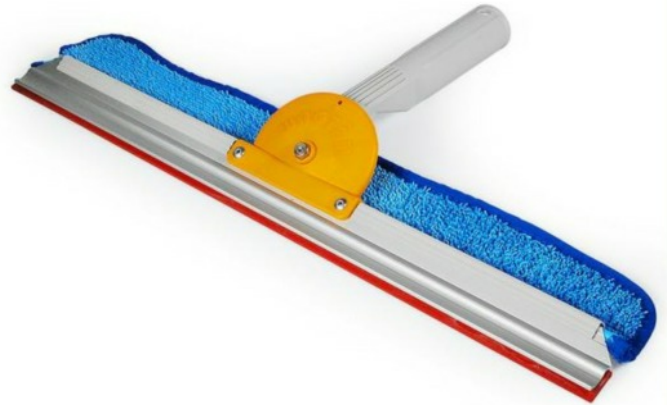
I've been using Wagtail tools now for over 15 years. A friend who just loved to explore gadgets or any number of new cleaning tools first introduced me to them. I'm glad he did, because I was suffering from Tennis Elbow at the time and gradually, when I began to use the Wagtail, it began to disappear.

But there was a lot more to these tools than I at first realised and they were to change the way I worked over the next few years.

I was still using ladders at this time and the thought of a Water Fed Pole system was just out of the question. Although I am one to embrace new ideas, it was inconceivable that I could own a system like this. For one, it was prohibitively expensive at this time and to be honest, I just didn't understand it so I began to experiment with the idea of using a Wagtail on an extension pole.

I had tried the “Visa Versa” style tools and as good as they are I found that I could not use them efficiently enough to make them viable. It was all to do with the angles and if you were not able to stand directly in front of the window to be cleaned, it became a tedious game of guesswork to get the angle right. Often, it was extremely difficult to close out as well without bringing the pole it was attached to, down to change the angle adapter. The whole thing tended to weigh quite a bit when the applicator was full of water.

Then came the advent of the Wagtail. At first, early models of it had incorporated into it a swivelling pad that could be used as a “one pass” tool or a quick press of a lever would see the pad swivel round to make it into a scrubber. A quick flick back saw it back into squeegee mode. I liked this tool but the pads were thin and closing out could be difficult especially when used on a pole. But one thing I had noted and it was a massively important thing; the swivel of the Wagtail was not



just some cheap gimmick and is one of the most overlooked qualities of this tool even today.

Willie Erken, a long time window cleaner and high-rise specialist, invented the Wagtail almost two decades ago to improve speed, ease of use and especially the ergonomics involved in window cleaning. His tools have received awards for their brilliance multiple times and have had international recognition.

The swivel factor of the Wagtail has far more consequences than you would imagine. Not only does it enable users to increase their productivity and experience less stress and strain but also a Wagtail user can reach higher with ease than a user of a standard fixed squeegee. The same principle applies to the bottom of a window; the user does not have to bend down as far.

With the advent of new designs of Wagtail came the Orbital Flipper. This was a revelation, especially to me. The Orbital Flipper to my mind has been the biggest advancement in squeegee design since Steccone's invention. It is where the applicator pad simply flips out of the way after applying the solution to the glass. This occurs in less than a second and swings out of the way allowing the rubber of the squeegee to contact the glass.

But when I decided to use the Wagtail Flipper on a pole, it was here that I realised it's true potential, at least to myself. I had been using ladders for at least twenty years. Never had I fallen off but indeed there had been too many close encounters with gravity. I began using the Wagtail just on windows that were normally inaccessible with ladders. Those above a conservatory or a porch for instance. This worked fine and although I found it difficult to master, the householder would like the fact that I could reach windows that others could not.

Gradually, I became very adept at cleaning like this but the most remarkable thing of all was the speed at which I began to be able to clean almost all windows at height. What makes this possible is the overlooked fact that the Wagtail AUTOMATICALLY adjusts to the correct angle



“..WAGTAIL WILL ALWAYS BE NECESSARY..”



required to clean any particular window. The time saving with not having to bring the pole down all the time to guess and adjust the tool to the correct angle, made cleaning using a pole a very viable proposition. It meant I could begin to lose the ladders and not long after, to ditch them for good. There were few windows I could not reach with a pole now but of course it would restrict me to 1st floor work. This was fine since I had now 2nd floor work anyway.

Of course the great downside to using this tool is the inability to clean the frames. Many have come into the business of window cleaning and straight into using Water Fed Pole. It's easy to clean the frames with this system but when I first started, the cleaning of window frames was a separate job.

Now that standards are changing, I have also embraced cleaning with pure water. It's taken me time to make the adjustment and I can now see many advantages. But sometimes I miss the sheer freedom of just going through my work with a pole and a bottle of solution on my belt. But as I break into new housing estates and commercial work, the cleaning will be carried out completely with Water Fed Pole.

Wagtail will always be necessary in certain situations though, such as inside cleaning where the introduction of an “indoor waterfall” would not be appreciated. Wagtail can still reign supreme in this situation and in the right hands, will still be a mesmerizing sight to watch.

Chris Dawber.

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Window Cleaning magazine

P.S. WCM readers benefit from a discounted joining fee – use referral code

WCM25 when you apply for an account to save £25 ! (Normal price to join Payatrader is £99)

"Discover The Guaranteed 3-Step Secret To Achieve Instant Cleaning Business Growth"

I'm sure you'd agree, creating perpetual business growth is one of the biggest challenges facing any modern business. As the saying goes, *"the minute you stop growing, you're actually going backwards!"* However, in the cleaning industry this daily challenge is **almost impossible** to overcome, as there are so few leaders willing and stand up and say

'Here's how I achieved success.'

Follow these simple steps and watch it work for you too!

My name's Reece Wood and I started my cleaning business with literally a bucket, a few sponges and a strong desire to succeed.

After years of struggle, I learned the hidden secrets of business success from the gurus of other industries - the information I needed just wasn't available within the cleaning industry - and set about applying their **proven** strategies to my cleaning business.

And guess what... They only worked! And, worked so well that now I only accept and work on projects I choose.

Now, I'm no different to you, or anyone else. I've just developed successful strategies most people don't know and **keep repeating them**. That's the secret to my success.

And now... I've decided to share those secrets. The simple, 3 stage step-by-step process to:

- **Attract great clients willing to pay your premium fees**
- **Successfully and easily negotiate premium rate fees**
- **Stop daily fire-fighting and free up valuable time to drive your business forward**
- **Actively and continually grow your business**
- **Instantly attain expert and authority status in the eyes of your clients**



To show you exactly how you can rapidly grow your through cleaning buildings, I've created

"The Building Cleaning Bible" In which you'll discover:

- **Why clients want their buildings cleaned** – and it's not just because they're dirty!
- **The secret strategy to transform your business** into a **Strategic Façade Management Service**, to gain a greater market position and protect your client.
- **29 transformative case studies** to discover how 29 other cleaning businesses used this process and the tremendous results they created, so you can do to
- **3 easy to follow, easy to implement, step-by-step templates** to guide you through the simple, yet accurate way to survey buildings, avoiding damage to the structure, your relationship with the client and **your reputation**.
- **My 5 step Warehouse Protection Formula** - discover the pitfalls in warehouse maintenance your competition **will miss** and how to expertly avoid them.

To get your FREE copy of my Building Cleaning Bible NOW!

Just fill go to:

www.buildingcleaningacademy.co.uk

(For a very short time, I've even included my bonus book, **"Industrial Building Management Made Easy"**, so I can be absolutely sure you're reaping the benefits from my many years of hard-won experience.)



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Parts Per Billion graded pure water

WCM readers and contributors have their say.

PPB – what is it? Everyone has seen *Dragon's Den*, the show where *Entrepreneurs* pitch for investment in the *Den* from five venture capitalists willing to invest their own money in exchange for equity.

How many times have you heard the more famous of the *Dragon's* during the shows lifetime, Duncan Bannatyne, Theo Paphitis, Deborah Meadon, Peter Jones and James Caan all exclaimed how they will never invest if they didn't understand the product? They do not invest in products they do not understand. I think that goes for any one buying into a new technology. If you don't get it, why buy it?

PPB stands for Parts Per Billion and could well be one of them products that would get the *Dragon's* scratching their heads. How does it work? Is it all hype? Does it make a difference?

The pioneer's of this technology introduction into the UK was Ionic Systems. Brodex and now Jet Systems have now followed this. Who will be next?

We asked an Ionic spokesperson for an interview to which they originally agreed. Despite reminders they never actually came up with the goods nor have they contacted us since. So, we have decided to open this topic up to everyone. This article will have opposing views on PPB. This isn't a novel, this is real life. The reader is left to decide if PPB is for them and their business.

First we hear from Perry Tait who looks at PPB through his MYTHBUSTING eyes and delivers it in the same style.

MYTHBUSTER? - ZERO PARTS PER BILLION PURE WATER (for cleaning dirty windows) *by Perry Tait*

Is that an oxymoron? (a figure of speech in which apparently contradictory terms appear beside each other). Did you know that a supplier in the UK has just released the 'latest and greatest' pure water system for window cleaners with TDS 000 parts per billion purity? That sounds REALLY impressive, right?

So the claim is that it is 1000 times more pure than normal a pure water system generating TDS 000 parts per million (ppm). That is because a billion is 1,000 million, right? But if you are getting ZERO and you multiply it by 1000 (to see how amazingly more pure it is) - you get ZERO!

Then there is the argument that having zero parts per billion means the water is able to take more into solution as it is less likely to saturate - like a glass of water with salt in it. Well - Two points on that: 1) We are using running water when we are window cleaning, so there is no possibility of 'Saturation' as you would experience with a vessel, and 2) if there are already zero parts per million (compared to the maximum saturation of 3000 ppm), how many molecules

“...IS IT ALL HYPE? DOES IT MAKE A DIFFERENCE?”

are in solution that the system can pick up, and how quickly is that difference saturated itself?

OK - let's imagine the water is more pure: we know for a fact that 'spot-free' rinsing occurs at TDS 060 ppm (and even higher) in some parts of the world, whereas it appears that the 'mark' to aim for with window cleaning in the UK is TDS 010.

Suppliers all over the world are in agreement that the 'better to be safe than sorry' mark is TDS 010. So ... let's use TDS 010 as the benchmark for spot-free in this discussion. TDS 010 stands for 10 parts per million, or, to put it in context, 10,000 parts per billion (ppb). If you have spot-free water at TDS 10,000 ppb, why are you removing the rest? Is it not already 'MISSION ACCOMPLISHED'?

This is where we need to call on our common sense and remind ourselves that we clean windows for a living. Should you pay more for a system that is better suited for flushing valves during heart surgery, or just pay for what you need to 'get the job done 'to the customers' satisfaction - which is spot-free, clean and shiny windows?

Oh .. and have you thought about what your water TDS reading is after it has been through your DI Resin filter? It is TDS 000ppm. So ... is there any difference at all between TDS 000 ppm and TDS 000 ppb? At what point below zero parts per million can there some parts per billion be measured?

I understand the mathematics of 'don't let the facts ruin a good story' - but this is meant to be for the customer - and, in this case, you are being worked as the customer. My point is that *you*, the Window Cleaner should be well informed in pure water technology and *you* tell of the 'mystery' of pure water in a convincing manner to your customer.

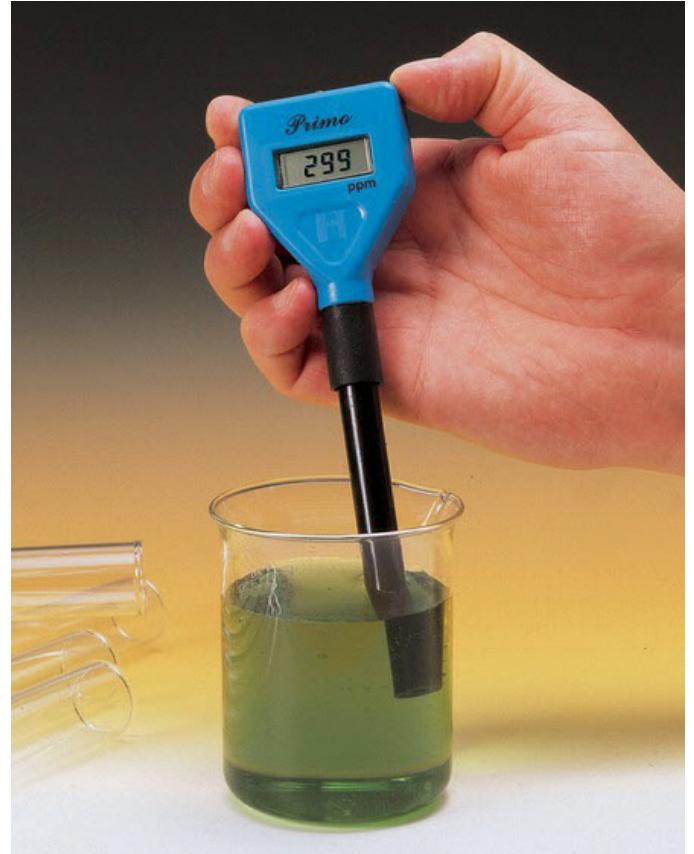
So .. is it another case of 'over-engineering' ? Will you fall for it? Or is it something you can invest in and make more money from it?

HOW TO MYTHBUST ZERO PARTS PER BILLION

EXERCISE 1): Have a look at your buying habits - do you regularly buy 'over engineered' solutions? If you do, go to Exercise 2)

EXERCISE 2): When you have bought 'the best of the best', have you found a way to utilise the additional features profitably. In other words, if you bought a TDS 000 ppb system, could you use that in marketing against other window cleaners who can only purify to TDS 000 ppm? If you do, got to Exercise 3)

EXERCISE 3): Think about what *you*, or other window cleaners you know have used to generate pure water



over the last ten years and has there ever been a complaint from a customer about the quality of your work? - And, to be relevant, it must be a complaint that would not have occurred if the water had been more pure than TDS 000 ppm.

Now, this article turns to Richard Everingham, a pro PPB advocate.

ULTRA PURE WATER by Richard Everingham.

So, you doubt that PPB rated water is not required as PPM is good enough?? Firstly, I do not like to refer to it as PPB because you cannot measure parts per billion rated water with a portable TDS meter. The industry experts have clarified this to me and the official terminology for this graded water is actually Ultra Pure Water. To get zero rated parts per billion water would involve a larger degree of water purification.

WHO ARE YA?? I've been working in the Window Cleaning sector for nearly 5 years in my 26 years of supplying cleaning equipment, services and developing new cleaning techniques.

WHATS YA STREET CRED?? I particular enjoy troubleshooting, helping non-customers and customers

“...THE ENTREPRENEURS WILL ALWAYS BE AT THE HEAD OF THE GAME..”

with overcoming problems out in the field. I strongly believe in sharing information when learning new techniques or of new products. I have also innovated, designed and manufactured products before such as diamond floor resin pads for polishing large expanse stone floor areas, now seen in every supermarket in the UK.

SO, WHATS THE CRACK WITH ULTRA PURE WATER??

There is a huge difference between looking at the “theory” of a solution and the actual use of the solution to find factual conclusions. The “sceptics” are those looking for mathematical conclusions before trying the product. The “entrepreneurs” will always be at the head of the game with a willingness to try new solutions quickly and take full advantage for their business growth before the competition (usually the sceptics) catches on. Water purification can be produced in many different grades of purity dependant on its requirement of use, cleaning, semi-conductor industry, pharmaceutical industry, electronic industry and more....

Don't be fooled to thinking PPM is the only grade of pure water, it most certainly isn't.

THEORY (blah, blah, blah!!!!!!!)

Last year I worked for Ionic Systems and was privileged to see the development of the Zero System, a system that produced PPB (part per billion) pure water.

My first concern with this new technology was “was there any benefit to the user” and I struggled to understand how PPB Pure Water would in-fact produce any better results than PPM Pure Water.

I am not a theorist minded guy but understand the basics, these being if you still have a teaspoon of solids in 1000lt of PPM and the same amount of solids in 100,000x1000lt of PPB Pure Water then this must be accepted as an improvement!!

But still, I couldn't see advantages for the end user knowing some WFP users use PPM pure water with higher TDS readings stretching from 000-020. Obviously 000TDS is better than 020TDS because it reduces “spotting” occurring and I understand very few WFP users have higher TDS readings than 000.

The PPB Pure Water I was told would be only advantageous to Commercial Window Cleaners.

ACTUAL PRACTICAL FACTS (This is where I'm at!!)

I then set about looking for commercial window cleaning customers who would be willing to take the system on trial for the day. I didn't tell the user what they were using but asked that they looked at how the pure water reacted and to take note of the end results. This I did with five separate companies.

The end results from these trials resulted in the same reaction every time “WOW what have you done, the water is working better as far as breaking the dirt down.

This resulted in instant sales as an upgrade to any existing system or part of a new system order.

In all, about six PPB Systems that were sold very quickly and every user was benefiting in the same way of improving end results from previously using PPM Pure Water. The initial upgrade cost was low (£750) and the on-going maintenance on a 1000lt system was very low, about £100 per year additional to the users existing maintenance costs.

UPDATE:

I come across a chap called Jim Brimble on Facebook (many of you will already know him) to whom we got chatting and I was privileged to meet, in person a few weeks later. We talked for a few minutes about business and then stumbled on the PPB Pure Water subject. Jim listened intently and began seeing the advantage of using PPB with a view of solving some of his spotting issues he had on various sites. He realised the cost was very small and worth a “punt” as he said “if that's all it costs and it solves my problems, then I'm going to invest in the upgrade. Nothing ventured, nothing lost”.

A few weeks later Jim had upgraded his Rainwater Harvest System to produce PPB rated pure water. We didn't speak again for a few weeks until I got a Facebook message saying he loved the “Dark Water” (as he called it) and it had indeed solved his spotting issues.

Jonathan Walker of Clearview York upgrades his static to produce PPB rated pure water and he too has seen the advantages of using this incredible solution.

Paul Taylor of KGB Support Services has only ever used PPB rated pure water and hasn't had any issues or complaints.

One OCS depot has been using PPB rated pure water for a couple of months now and love the results. He likes the fact as a manager he is in more control of the end results of his operatives.

Want more information just call Richard Everingham on 07454746956 or email him at richard.everingham@jetsystems.eu



"PPB IS MARKETING BULL - PLAIN & SIMPLE"

Let's hear from Jeff Brimble, a man that likes to pull stuff apart and test vigorously for the industry.

WCM: So, what PPB (Parts per billion) or UPW (Ultra pure water) system do you have?

JB: It was from an idea by Richard Everingham, a simple canister of nuclear resin that recirculates through my current system as a bolt on.

WCM: Why did you go for this technology?

JB: I Have always tried new ideas even ones from the USA and Australia in the past. Richard gave me the same opportunity to try something new.

Years ago I had this guy from "Valley Cleaning" tell me about a bucket on a belt when I was a traditional window cleaner. Now look at the bucket on a belt world wide. Today, I always suck it and see, so I did and always will do.

WCM: How did you test it?

JB: By eyeballing it in many side-by-side comparison tests. It takes many days and applications before trying it live on my actual customers. I can see spots at 20 paces and in the dark with an LED lamp.

WCM: Why did it not WOW you initially?

JB: I am a natural doubting Thomas and need to test things before any recommendation, in which I do not give easily. It now does wow! me, as I have realised that it is the best solution for me after many, many, comparisons and after looking for a spotting solution for over 16 years.

WCM: How long have you used this technology now?

JB: 6 months and 7,000 litres.

WCM: How is the running cost, in your experience, compared to you previously running PPM?

JB: Its looking like working out at peanuts over the years. Maybe up to a £100 per annum.

WCM: How much did it cost you to go from PPM to UPW (Ultra Pure Water)?

JB: Depends if you have your own pumps etc. I estimate £400 for the first year.

WCM: On a scale of 1 to 10, 10 being EXCELLENT. Where do you put UPW or PPB technology?

JB: After testing all the additives out there and found them wanting, it's now without doubt my go to solution for spotting on hydrophobic glass. It's not quite the mainstream

answer for the masses yet, as there is some minor spotting, but my customers do not notice it. All my previous customer complaints with spotting issues have been answered.

Currently I would give this technology 9 out of 10. I await the next revolution in pure water window cleaning in which Karl Robinson believes to be sound ! It is already out there. One system is called the 'Star Stream'.

CHIT CHAT ON PPB technology:

P1: Been using PPB since 2010. Not noticed ANY difference what so ever compared to other Systems (ppm and ppb)

Luckily we have an arrangement and get resin for free and also the fancy DI's.

P2: Ionic didn't have a PPB system in 2010. DIY?

PPB is marketing bull - plain & simple. If you think it works better for you, you're simply walking proof of the placebo effect.

P5: Folks regularly report using water with parts per million reading of more than zero without any ill effect.

Personally I only use 000. It dries clear on glass. What more could you possibly want from water that you are using to clean a window?

I see no benefit in purer water but perhaps a parts per billion system will purify water for longer without having to change filters or resin?

I see the claim that "Water at this level of purity is far more effective at dissolving dirt, resulting in reduced cleaning time". I know from experience that purified water IS more aggressive than tap water especially in the example on the chassis of a Land Rover. Perhaps there may be some truth in the claim, if so what effect will it have on frames, doors and the like? If I were to hazard a guess I'd say the difference is likely to be negligible.

P6: I have an IPC Eagle twin RO pumped and have contacted Gaps Water regarding the nuclear grade resin to see if I was to use it in the final polish if it would produce water at a purer grade.

If this will produce PPB or UPW, I shall purchase the resin and conduct my own experiment.

P1: It's a scientific fact PPB water is more aggressive; PPB water is used in lots of manufacturing processes.

P7: There is a difference between water with a TDS 100, which has been contaminated with dissolved chlorine, and another water with a TDS of 100 with dissolved iron

'WE HAVE JUST INVESTED IN THE NEW PPB SYSTEM..'

or lead oxide, which would present totally different results on glass. Water tables differ from place to place.

Window Cleaning Magazine speaks to Jonathan Walker who bought a PPB system from Brodex.

WCM: Hi Jonathan thank you for contributing to the PPB topic with your experiences. Give us a little background on yourself.

JW: My name is Jonathan Walker. I've been running Cleartech Window Cleaning for about 9 years now. I started off the business with a round of shops so all of my work was done by the traditional method. After a year I managed to invest in a Reach & Wash system and since then the business has increased and we now clean some of Yorkshire and Humberside's bigger office blocks and retail units.

WCM: You have a PPB system now? What do you have?

JW: We have just invested in the new PPB system, which we bought through Richard Everingham formally of Brodex.

WCM: What did you have before?

JW: Before we had the PPB, we were using a pro 5 from Ionic.

WCM: What is your understanding of PPB?

JW: My understanding of PPB is that the system produces the water 1000 times purer than a PPM system. This is down to the use of nuclear resin at the last stage of the water production. The water is then passed through the Nuclear Resin vessel a number of times by a recirculation pump until it is brought up to PPB quality.

WCM: What was the one thing that changed your opinion of PPB?

JW: I have always been quite open to new technology in window cleaning if it improves the services we can offer to our customers. So I didn't really have an opinion on PPB to start with. The jury was out in my opinion until I had tried it. We arranged a demonstration through Richard and he came out and let us trial the system. I was pleased with the results on the windows as I tried it on my own house windows which hadn't been cleaned for 3 months and they were virtually spot free.

WCM: What do you feel is happening on the window when you use PPB?

JW: It's hard to explain exactly what happens when using PPB on the windows. But there is a definite difference between PPB and PPM when it hits the window.

WCM: Do you use PPB differently to normal PPM water?

WCM: What are the running costs?

JW: We have estimated the running costs to be around £100 per year. This is additional to the existing costs for producing PPM water.

WCM: How much did your system cost?

JW: The system in full cost us £2650+VAT

WCM: What maintenance do you have to do?

JW: We found the maintenance on this system to be the same as any PPM system.

WCM: What do you need to watch out for in a PPB system?

JW: You do need to still produce zero PPM water so that you don't over use the nuclear resin resulting in higher running costs as the nuclear resin is more expensive to buy.

WCM: Do you notice a difference on the quality of work or speed of work?

JW: We have noticed that the quality of the clean is higher. There has been a slight difference in speed dependant on the job type, but I would be wary of some company's claims that it is 40-50% quicker. I would be more inclined to say 5-10% quicker at best.

WCM: Is PPB more for infrequent commercial work than regular domestic work? What is your experience?

JW: We have found that PPB is excellent on first cleans when used in conjunction with hot water and on infrequent commercial and domestic work. You also notice a difference on regular cleans where it is noticeably faster.

WCM: Where do you keep your system?

JW: We keep it in a secure lockup.

WCM: If static how do you transfer it to your van? What is your van set up?

JW: We transfer the PPB water into the van system using a transfer pump. The van system we use is an Ionic Thermopure delivery system with a 600 litre tank.

WCM: What WFP do you use with it and why?

JW: We have a wide range of water fed poles but a great all-rounder that we use is the Gardiner Super Lite Extreme. It is lightweight and easy to manoeuvre. And is easy to set up even when using at heights of 60ft upward.

WCM: Some people add detergents such as Ecover to pure water? Have you done this before?

JW: We have never added detergents to our water.

IT ONLY COSTS SLIGHTLY MORE THAN A PPM SYSTEM"

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WCM: Have you used your PPB system as a USP when selling your services to customers?

JW: We always use the PPB system as a selling point to customers as we feel that in an industry where there is so much competition, it is important to have the edge over as many companies as possible so that our brand and the services we offer stand out as unique.

WCM: How do your customers react to all of this new science in window cleaning?

JW: If you are dealing with domestic customers they often aren't interested in the science surrounding the PPB system. But some commercial customers have shown keen interest in finding out what separates us from our competition. And we have had quite a few comments from commercial customers on how we have provided a much better clean than the previous window cleaners who used a similar method but with PPM water.

WCM: How do you persuade a customer who is a die-hard traditional window cleaning type of customer?

JW: We very rarely find people now who are die hard traditional customers and if we do they aren't normally worth the extra time to convince and then transfer to reach

and wash. Anyone with a sizeable domestic or commercial property already has their windows cleaned by reach and wash.

WCM: What are the Pro's to this system?

JW: Pro's to the PPB system? – Better cleaning capabilities, cheap to run, slightly quicker cleans.

WCM: What are the Con's to the system?

JW: Con's – No way of measuring your PPB with a TDS meter yet. If your PPM isn't 000 then you are using your nuclear resin more at a greater cost.

WCM: What do you say to window cleaners that doubt PPB technology?

JW: I can understand to an extent why people are sceptical about PPB, a lot of the marketing information I have read from certain companies is wide off the mark with both statements about the systems and also their projections for speed of work with the system. But I would say to any sceptics that if the technology is there to improve the service we give to customers we should embrace it. It only costs slightly more than a PPM system and at least you know your customers are getting the very best for what they pay.

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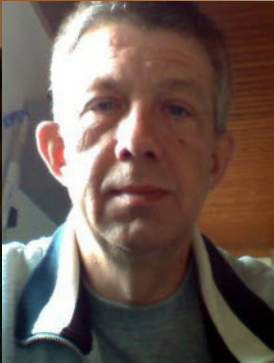
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REACH-IT TAKES A SHOCK



Erwin lives to tell the tale!

Erwin Sørensen just has to be the luckiest or unluckiest window cleaner alive. Working one day, Erwin touched an overhead power line with his water fed pole and lived to tell his story!

Erwin has been cleaning windows for 25 years in his home town of Odense, Denmark. He started window cleaning as a 17 year old for a local company. He then dropped out of window cleaning for a few years where he tried other things.

As a bored factory worker he decided to start up his own window cleaning business and so he carried on with both the factory job and his own business for about a year before he had enough customers to cover his and his family's needs.

Erwin has cleaned windows since and believes that this will be his last job before he pulls his pension. That thought was rocked one day when Erwin took a shock from an overhead power line!

WCM got reports of the incident within half an hour of it happening.

We spoke to Erwin to find out what exactly happened?

WCM: What's the window cleaning scene like in Denmark?

Erwin: I think it's like in the UK with regular customers.

WCM: You had a near escape? What work were you carrying out?

Erwin: It was routine residential work. I was cleaning a balcony with my WFP. I was using a Reach-it mini.

WCM: What exactly happened?

Erwin: Because it was a balcony, I was standing on the pavement and the pole was pretty horizontal, when I pulled the pole back, I got a little too much speed, and ended up in the electrical wires that surround the building.

WCM: What's it feel like to be hit by electricity and how many volts was it?

Erwin: I was told it was between 230 and 400 volt in the wires just outside the house when I was cleaning the windows over the balcony, I lifted the pole back too fast. I didn't feel anything at all, but I got a shock, because of the noise and sparks!

WCM: You survived! How? What are your thoughts?

Erwin: I believe the Pole-Skin that came with my Reach-iT saved me today together with the gloves I was wearing at the time.

WCM: You seem a levelheaded guy. Once you commented on somebody else who hit an overhead line that was reported in Facebook. Your comments were 'how did that happen?' How do you feel now having done that yourself?

Erwin: I feel pretty stupid; this is one of those things that you don't think can happen to you.

WCM: Do you think water fed pole design should be changed?

Erwin: I'm not sure, carbon is the lightest and strongest

"I'M HAPPY THAT I MANAGED TO GET HOME IN ONE PIECE AND ALIVE"

material for a pole today, but I think that manufactures should do like what the Reach-it brand has done and put a Pole-Skin or similar on the bottom section of a pole. I really think this saved me.

WCM: Did you do a risk assessment of your working area?

Erwin: No, I did not. This is residential routine work. and I was aware of the cables.

WCM: Who was the first person you called? Did anyone see the incident happen?

Erwin: I went around the house to my helper. It was a quiet street so there was nobody else around.

WCM: This must have been awful for you? Did you sustain any injuries?

Erwin: I was very lucky, I received no injuries and the pole took all the power. But mentally it really affected me... it makes you think what could have happened.

WCM: Oh, for sure... window cleaners have totally lost limbs and even their lives.

Has this made you think differently about how you carry out your work and what equipment you use?

Erwin: Indeed, I think I'm a little paranoid regarding wires now and I will for sure always use gloves as a minimum.

WCM: You were wearing Sealskinz gloves, I am going to remember that!!

In the US, overheads can be a real problem in built up central areas. Is that the same for where you live? You would of thought with electrical wires they would of put them under ground like in the UK....

Erwin: In the centre of Odense its still overhead cables but in the new areas everything is in the ground. They are putting electrical wires under ground now, but it takes time to do so for all the older areas.

WCM: The pictures of the damage look real bad on the pole you used. How did the current run down the pole?

Erwin: There was nothing to see or feel. I am thankful for that.

WCM: If you could sum up your experience in a word, what would that word be?

Erwin: Scary, I'm happy that I managed to get home in one piece and alive.



WCM: These are the Do's and the Don'ts from the FWC:

- Don't use a defective water fed pole.
- Don't use a water fed pole in high winds.
- Don't use a water fed pole near to overhead power lines.
- Don't use a water fed pole during thunder and lightning.
- Do carry out pre-use checks of equipment.
- Always cordon off and/or display suitable warning signs when working in public areas.

Erwin: I agree to all of that, but you can't avoid working in areas with power lines.

WCM: Do you think there is enough awareness out there?

Erwin: No I don't. I saw that someone didn't think carbon was conductive in a window cleaning forum one time. They will have a 'shock' when they find out. More awareness is needed worldwide.

WCM: What's your plan on work in the future?

Erwin: I will carry on cleaning windows, and use my WFP as much as I can.

WCM: What of your pole? You have now got to buy another one, right?

Erwin: No. Reach-iT has a no blame guarantee, so that covers my pole. I contacted Richard Everingham and the sections were sent today!!

He even rang me here in Denmark to ask how I was. I was stunned again really because I didn't think they would cover this type of thing. But they do!

"YOU MANUFACTURE THE REACH-IT POLE THAT TOOK A SHOCK WITH ERWIN.."

WCM: *We are glad you're safe and thanks for sharing.*

Lee Burbidge's thoughts:

Erwin's story is an eye opener. He had been amazed that it was possible for window cleaners to hit overhead power lines to the extent of making a comment on Facebook, "how can you not see those power lines?" only for it to happen to him. Surely, we can all learn from this.

Erwin believes the Reach-iT Pole-Skins and Sealskinz gloves saved his life. I would be interested in exploring that topic further because if proven true, could this possibly save more lives?

Well, don't ask me, because I am not going to test it out for you...

We talk to the water fed pole manufacturer.

WCM: *Hi, Perry Tait. You manufacture the Reach-iT pole that took a shock with Erwin. Erwin credits his Sealskinz gloves and the Pole-Skin on his Reach-iT - not everyone will know what a Pole-Skin is. Can you explain it?*

PT: *Sure, both the Sealskinz and the POLE-SKIN contributed to saving Erwin yesterday. What is interesting is that materials and fabrics that insulate heat are often good insulators of electricity as well. The Sealskinz are mostly made from Nylon and Lycra, which do not conduct electricity - but they are also breathable, and the body sweats, so they may, or may not conduct electricity at different times.*

The Pole-Skin is made from neoprene, lycra and polyester. It is waterproof and all 3 materials do not conduct electricity. So, a Pole-Skin will always protect you, unless you have a layer of water on it to your hands - because water WILL conduct electricity (for example, in the rain).

WCM: *Pole-Skins seem to be a trademark product for the Reach-iT range - but after today, we can all see that these could save lives ... would you consider making them for all the other pole brands in the market?*

PT: *I was asked that yesterday by an industry leader and I thought about it overnight. I think it is my duty to make them available, regardless of people's loyalty to Reach-iT or any other brand of Water Fed Pole. So, as long as there is interest, we will support our industry.*

WCM: *That sounds great.. where would one go if one*



The place where it happened

was interested in supporting you in getting these into the market ?

PT: *We have quickly raised a website www.pole-sk.in to take simple orders ... just remember - we have to make these for each and every model of pole, so the delivery times will not be immediate and we will need to make 50-100 of each model, regardless if only one person orders each style ...*

WCM: *The other point that Erwin was amazed at was that your 'No-Blame Warranty' covered his 2 exploded sections - that is quite amazing.*

PT: *Yes .. well, I never expected to have a claim on this basis and maybe we never will again .. So I think - why try and get out of it - if Erwin had dropped his pole and it broke on a kerb, I would have replaced them and had he not survived, I would have sent some value to his family .. so, either way, there was no reason to not support him.*

WCM: *Well ... that is pretty straight up! When will Erwin get his replacements?*

PT: *Erwin is a customer of Richard Everingham in the UK, and Richard has already dispatched them the same day as the accident. I guess he will be back working the very next day!*

You know, Lee, we think this is a world first - to have an uninjured survivor of a Water Fed Pole - Power Cable explosion. I am pleased for Erwin, and his family. I read your interview of him, and he is definitely doing some reflecting right now, it seems..

WCM: *Yes .. there are some other survivors - but none with no injuries AND amazing photos of the destructive force of the electricity!*

The Mole & Jersey Show



CLICK TO WATCH

Interviewed by Lee Burbidge

You had WCM TV and now there is a new phenomenon, as the latest must see craze for window cleaners across the World. Ladies and gentlemen let me introduce to you, the Mole & Jersey Show!

So what is it?

Well the show is headed up by Michael Mole and Josh Cronin AKA Jersey Josh and it promises to inform window cleaners of all the trending topics, products, issues and news to do with our industry.

Who are these guys?



Michael Mole is a window cleaning and pressure-washing guru who resides in Savannah Georgia. The outspoken Mr. Mole is a regular on most industry forums and is liked by dozens in the industry and his mum thinks he is the coolest guy she knows. He's a married man ladies so back off! He also has an awesome son. If you call him Mike, you may get on his bad side.



Jersey Josh DOES NOT live in New Jersey, but Wisconsin. False advertising you might say? Well no one asked you. He owns a window cleaning company that gets to enjoy great weather for at least 3 months of the year. A married father of two who Michael's mum also thinks is an all right guy. Yes he likes cheese, and no he's not a douche.

So you have meet the guys lets find out some more:

LEE: What the hell?! Where did you guys pop up? How did the Mole & Jersey show start?

M&J: We have talked about it for a while, but finally realised we needed to make the show when I started dreaming of Michael Mole lol

LEE: How long have you known each other?

M&J: We met at NOLA, the greatest place on earth back in 2012.

LEE: What is the programs aim?

M&J: My personal thoughts are for the show to be a learning experience, that is fun to watch.

LEE: Who pays for it all?

M&J: We are a self-funded show with sponsors, our sponsors are great BTW! Our Sponsors are WCBO, Glass Renu, Responsibid and Window Cleaning Resource.

LEE: Tell us the make up of the show?

M&J: This is a semi scripted show, which makes it different. We have reoccurring segments and we try to involve the viewers as much as possible.

LEE: How often is the show screened and where can people see it?

M&J: Its screened first on WCR's website then from our YouTube channel after that.



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LEE: What's the most bizarre FAIL pic to date?

M&J: I would say the pic from Justin Monk...insanity is funny to me.

LEE: How do you prepare for the show?

M&J: We Skype each other and say....'What do you want to talk about?' lol.

LEE: How do you fit the show in with your window cleaning business?

M&J: You always make time for priorities.

LEE: How often do you guys meet in person?

M&J: We usually only meet twice a year at NOLA and Nashville.

LEE: How are you going to handle the fame that you might receive from this?

M&J: My buddy, Lee Burbidge is famous...he will help me through it lol.

LEE: Can I get your autograph? I think you should start signing squeegee's NOW!! Lol

M&J: Yeah, only if I can sign your cleavage. We will come out with our own line of perfume soon enough.

LEE: So, the show has started. Will the format change in the future as the show evolves?

M&J: I think the show will evolve as people give us feedback. It will always be the show we want, but as time goes on the things we thought would be cool may end up not being what we thought.

LEE: What do you want the viewers to get out of the programme?

M&J: I personally want people to learn a thing or two. I love hearing people look forward to our show, like that show on TV you always anticipate.

LEE: Do you think WCM TV should sign you up straight away?

M&J: Yes. I would love to see WCM TV air our show in the UK.

LEE: You guys look like you have a lot of fun. I know from my WCM TV work, I do have a laugh. I bet you get a whole lot more out of it when you are making the show?

M&J: Yeah we do have a lot of fun making it. Listening to someone in your field talk shop is always cool to me as well.

LEE: Do you have a 'war room' where you kick future ideas around?

M&J: Yeah kinda, with Michael and myself being in two different states it is all cloud based.

LEE: What has been your favorite interviews so far and why?

M&J: I really think my favorite interviews were either Lee Burbidge or Perry Tait.

At least from the interviews I've done. You have so much energy! Also we are trying to get more viewers in the UK and being that you are the voice over the pond I do hope it helps us. We tried to get our show out there but have just been called 'self loving w****rs'...

LEE: Lol. A Great British term. Dude's you know at the beginning of my magazine life, I was accused of having a bit of an ego. My magazine was put down a hell of a lot, even though I knew the industry was missing this type of magazine. Would you believe I nearly gave it up because of the back lashes right near the beginning? I must admit it takes a certain character to put your balls on the line in front of the industry because you feel you can offer something new to it. I think that has to be applauded.

Now, I can not remember the last bad word about the magazine, you will find people do not adapt to change and new things very easily sometimes. Inventors of products get the same initial backlash. Take the original brass Ettore squeegee. J Racenstein at the Time, back in the late 30's deemed it a toy and wouldn't stock it. Ettore Steccone believed in what he was doing and persisted. Making an idea successful is 50% the person. Your grit and belief and actions will win!

M&J: I hear you Mr Burbidge, we are cool and focused.

LEE: The chemistry between you two guys is awesome? Is it natural?

M&J: I think so. I think we are complete opposites of each other and that plays well.

LEE: Editing can be intense. Who does what?

M&J: I've done all of the edits but one. Our man Cole is also on board, we just usually feel bad with the amount of time we give him, and I do it myself.

LEE: Thanks guys. If you have missed any of the back episodes you can find them here: [Page 39](#)

We used this pic of Larry to create our front cover



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Behind the picture

WCM: So tell us how your window cleaning career went from there?

Larry: *I started in 1988 with ISS and I stayed with them till 1992. After that I went to work for Girard Window Cleaning who then changed their name to Scientific Window Cleaning. In 1999, I left that company then started with Jenkintown. I have been here ever since.*

WCM: You have been nose to glass for most of this time. Have you ever used water fed poles?

Larry: *No, I have never used a water fed pole.*

WCM: Tell us more about the work you have done?

Larry: *I have done every type of cleaning except the water fed pole. Chair work, Scaffolds, Ladder work, god I remember using a 60 foot ladder that's how long I have been doing this.. mid air transfers at the Kimmel Center Lift work . Everything you can think of except the WFP.*

WCM: What is the scariest drop you have ever committed too, thus far?

Larry: *3 Logan has been the most challenging drop I have ever done, it is 735 feet on the tallest drop and is the most difficult I would have to say. The peaks of Liberty one and two are challenging.*

WCM: Would you ever dress up as spider man for charity and kids?

Larry: *I would dress up and as a matter of fact, guys in my company have done it at CHOP.*



WCM looks behind the picture of Larry Newbern.

WCM: Where are you based Larry? What is the business you work for called and how long have you been window cleaning?

Larry: *Philadelphia, USA .I work for Jenkintown Building Services. I have been cleaning glass for 24 years.*

WCM: So you were 14 years old when you saw a high-rise worker. This got you curious, right?

Larry: *Yes, it got me curious. I wanted to see and feel the rope they were working with and I grabbed hold of the rope and a guy called Tony asked if I wanted a job.*

WCM: This got you your first job in window cleaning. Tell us about that?

Larry: *I started on inside and ladder work and by the time I was 16, I was pretty experienced and could not wait to get into the chair...*

WCM: You was in the chair by the age of 16?! Tell us how that came about?

WCM: What was the appeal of window cleaning and rope repelling for you at such a young age?

Larry: *The money was great. I was 14 making as much as my Dad who was 40, but the main reason was I think I loved architecture. The couple years I spent in high school was spent in architecture class.*

"THINK 800 FEET SHOULD BE THE CUT OFF FOR ROPE REPELLING."

WCM: What hand tools do you rock with?

Larry: I have a 22 inch Unger, aluminum core T-bat mop with a sheep skin cover and a Pulex 22 inch Black Beauty channel and an Unger handle.

WCM: What safety procedures do you carry out?

Larry: I am certified by OSHA 10 and 30. I am IWCA certified too. Also, we have annual Safety Meetings with many companies. At the start of each job we have a tool box meeting and of course daily inspection of all my equipment.

WCM: You are an official trainer for your company too, right?

Larry: Yes, at this point I am one of Jenkintowns official trainers.

WCM: Would you ever work for yourself?

Larry: Maybe in the future but right now, I am happy where I am.

WCM: Have you ever had to self rescue yourself or a colleague? What happened?

Larry: Yes, not myself but trainees who did not lower enough rope or had tar on their line and could not get the line through the bars of the rack. I have used a mid air transfer with an extra rack and rope.

WCM: Tell me about the picture we have featured here and on the front cover. What building are you doing and what part of the job are you working on?

Larry: That is actually a touchy subject. It is the Comcast Tower, the tallest building in Philadelphia. I am on the 54th floor working on the partition glass surrounding an all glass four-storey stairwell. They really did not want any pictures taken, but I didn't know until after the fact.

WCM: Can you remember your first drop?

Larry: Yes, the inside of the Borris Buildings Atrium. I hung off the Atrium's gantry scaffold. I was cleaning vent covers.

WCM: What is the strangest thing spotted through a window?

Larry: I have seen amazing apartments and condos but as far as anything worth writing home about over 24 years maybe a granny party lol.



I have been right next to people who have seen 'everything'. I guess I have never picked the right drop.

WCM: At what storey do you think water fed pole window cleaning should be used from the ground and then at what height do you think rope repelling should be considered, in your opinion?

Larry: I think 800 feet should be the cut off for rope repelling. Honestly I do not know much about pure water cleaning to comment.

WCM: If you could describe your job in just a few words, what would those words be?

Larry: Lol, two words. 'Tough' and 'Love'.

Seen an interesting picture online related to window cleaning?

Why not tell us about it and we'll try to feature it in a future issue of

Window Cleaning magazine

Contact: lee@windowcleaningmagazine.co.uk

Pressure dynamics with hydraulic water pressure in WFP window cleaning

by Ian Sheppard

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Firstly, thank you to Perry Tait for an excellent article in the July issue of WCM (Myth Busting) Pressure Flow and Water Fed Pole Work. If you have not read it, I recommend it. Perry makes some very good points in relation to system pressure between the pump and brush head. The article also explores the effect of pressure on your hose line.

So is this just more of the same I hear you ask. In short, **no**. What I would like to do is pick up the baton so to speak continuing to expand on some of the points already made and introduce the pump control into the mix

I want to explore what creates the pressure and in doing so I will touch on some of the following points:

- Pump Manufacture EG a Flojet pump generates different pressure to a Shurflo
- Age of the pump
- Efficiency of the pump motor and quality of the brushes in the motor
- Length of hose being used
- How much hose is off the reel
- Hose size
- Expansion rates of the hose
- Water Viscosity (cooler water flows slower) again impacting on pressure day to day
- Flow rate set by the user
- Size of the jets (We recommend nothing smaller than 2mm)
- Dirt or grit in the system/Brush head
- Battery voltage and battery cells
- Poor wiring or connections

Then lastly, but by no means least, the impact a controller will have together with reducing the system pressure could mean you work more efficiently.

First the easy bit, the control will operate

1. With any 12V DC 7amp pump in the market
2. It will run with 8 - 6 and 4mm hose and microbore
3. It will run with 12V and 9V DC batteries
4. The PSI of pumps range between 40PSI and 150PSI
5. The control can be calibrated to a range of the above easily
6. Once Calibrated the Auto adjust feature takes care of what pressure is required and when.

The controls are engineered to be as flexible as possible as there are so many variables.

There are a number of pumps on the market Sureflo, Flowjet, Chen to name a few. More and more pump manufacturers are recognising the size and scope of the pure water cleaning market and are producing better and more efficient pumps. Some pumps are more efficient than others in their use of current. Less current drawn the longer each battery charge will last.

What then are the drivers for creating pressure in your system?

- The pump
- Restrictors for example manual taps, jets. Dirt. Twists or kinks in the hose.
- Hose expansion rate
- Height of the pole



One of the main contributors to system pressure is the pump. Simply put the faster the pump turns the higher the the wear on the bearings and the hotter the pump becomes. This can mean the pump loses efficiency, as it gets hotter, the current is used to generate heat as opposed to pushing water. As the pump tries to work harder to compensate it draws more current generating even more heat. This in turn affects the pressure in the system reducing it and in turn reducing the flow. As the pump gets older this cycle is magnified.

As a general rule, the newer the pump the more efficient. However, keeping the pump motor brushes clean and in good condition, plus ensuring the pre filter is kept clear your pump life can be extended.



Running the pump at maximum is likely to shorten its life as the motor is continually operating under very high inductive loads (stored energy). Ideally the system needs to have sufficient capacity to cover a range of jobs. Simply running a pump flat out is just as likely to reduce the flow due to hose wall friction, plus create high pressure as described above. Using a smaller diameter hose may simply exasperate the issue.

Restrictions in your system create pressure as they each in turn slow the water and interrupt the natural flow created by the pump. Manual taps angle adapters links and twists in the hose will all increase the pressure in your system. Strangely however, this increased pressure does not mean the water will flow faster as friction between the restriction and water slows the water.

The Length of hose will also have an effect EG 100M against 60M simply put the water has less distance to travel so less pressure is required. The more hose that is run out the more expansion in the hose wall so the higher the pressure required to pump the water at the same flow reducing the flow.

A larger bore hose EG 8mm may generate lower pressure yet give more velocity, as there is more water in the hose. However Hose wall stiffness will again effect the amount of pressure the softer the hose wall the greater the expansion capacity the slower the system is to pressure and water may flow at a lower pressure when compared to a hose with a stiffer wall construction.

A stiffer hose wall builds the pressure faster, which can result in higher pressure in system. Where a pump control is being used the pressure will ultimately be the same in both scenarios, the difference is in how fast the system pressures up to achieve the required flow.

Different manufacturers of hose will have different expansion characteristics, as previously mentioned this expansion rate will directly affect how quickly the system will pressure. We know that ambient air temperature has an effect on these expansion characteristics the colder the temperature the stiffer the hose wall and the faster pressure will build. Also colder temps effect water viscosity colder water flows slower (See below) This can mean that the same set up will be effected dependent on temperature on a day to day and in some cases hour to hour basis.

Next we consider flow rates the user prefers. The lower the flow rate the lower the pressure. However even here any of the above factors will also impact on hydraulic pressure in a system. The ability to adjust the flow rate to suit the job at hand is key. A question to be asked may be is do I need maximum flow at all times?

High flow in particular in UK and EU systems is likely to lead to very high pressure build up in the hose lines as the jets restrict the water. This in turn creates a fast powerful jet creating lots of splash back a cause of spotting. Looking to reduce the pressure or possibly use fanjets to give a higher water volume delivered to the glass will help you find a more efficient system

A controller can help the user manage and adjust water flow as required ensuring the correct amount of water is hitting the glass at any time. Looking to reduce flow will also reduce the pressure in your system. The controller is able to auto adjust the pump speed to ensure the desired flow rate is maintained.

So just how much pressure builds up in a system?

To answer this question I set up a test using a Flojet 100psi 12V pump capable of generating 1.4 Gallons (5.3 LPM) the set up included a 25-foot pole and a 100M hose on a reel. As much as possible I replicated the flow through the system both with and without a V11 controller.

“THIS LOAD DOES NOT JUST DISAPPEAR IT ARCS ACROSS THE SWITCH.”

The results are below

For the test a Flojet 100PSI pump generating 5.3 LPM with a maximum current rating of 8amps was used. With a 100m of hose on a reel with water returned to the tank.



High lighted in **Red** is the pressure and amount of current drawn by the pump when connected direct to a battery. Remember as the pressure switch activates and stops the pump the conductive load across the switch is 7.5amps. As the pump stops this load does not just disappear it arcs across the switch.

Add to this the high pressure in the whole system up to a 120PSI placing a huge strain on all the connectors and hose lines

Highlighted in **green** shows the control well within its working range, used in this range the control will give long service.

Blue shows the upper ranges for continuous use with Black used for short periods only perhaps to rinse. Clearly we can see the huge difference for example at a flow rate of 60 with the control calibration at 60 working pressure is a whopping **60 psi Lower - Current draw is 5 amps an hour less.**

When combined with different size jets this will still give the user 3 – 4 LPM delivered to the window.

KEY: NC = No Controller – C = With Controller – PS = Pressure switch – DE = Dead End

Flow	20	40	60	80	99	Full
NC Pressure	na	na	na	na	na	110PSI
NC PS Activation	na	na	na	na	na	115PSI
NC prior to PS	na	na	na	na	na	120PSI
NC Current	na	na	na	na	na	7.5 amps
C Pressure	20PSI	35PSI	40PSI	70PSI	85PSI	na
C Pressure DE	42PSI	45PSI	62PSI	80PSI	98PSI	na
C Current	0.97 amps	1.7 amps	2.4 amps	4.14 amps	5.8 amps	na
C Current at DE	1.15 amps	2 amps	3.15 amps	4.9 amps	5.8 amps	na
Calibration	Set at 32					

"JET SIZE WILL HAVE A BIG IMPACT ON THE SYSTEM PRESSURE."

Table two Calibration is 60

Flow	20	40	60	80	99	Full
NC Pressure	na	na	na	na	na	110PSI
NC PS Activation	na	na	na	na	na	115PSI
NC prior to PS	na	na	na	na	na	120PSI
NC Current	na	na	na	na	na	7.5 amps
C Pressure	28PSI	44PSI	50PSI	68PSI	75PSI	na
C Pressure DE	63PSI	80PSI	95PSI	104PSI	104PSI	
C Current	1.06 amps	1.9 amps	2.7 amps	4.2 amps	4.8 amps	
C Current at DE	1.7 amps	2.7 amps	4.6 amps	5.3 amps	6.2 amps	
Calibration	Set at 60					

Note: even at a calibration of 60 with flow at 99 the pump is stopped at 104PSI while still high this is 16PSI lower than compared to no control. While appearing insignificant these could be all the difference required to split a hose burst a connector or burn out you pressure switch. When added to the down time while replacing or repairing the system the costs are anything but insignificant.

2mm jets are common in Europe where water management dictates pressurising the water to create a fine jet of water, this also has the effect of reducing the amount of water used per clean.

Jet size will have a big impact on the system pressure as we are effectively creating a restriction in the water line. We recommend nothing smaller than 2mm jets in the brush. Anything smaller causes very fast pressure build up and the control will assume water flow has stopped and shut down the pump. DE (dead end) will be displayed. These restrictions do mean that PSI in the system can be changed at the brush head by using different sized jets, and in fact mean a lower value PSI pump could be used in some cases.

The height the pole is working at will also have a bearing on pressure. The higher the pole is extended the greater the effect of gravity has on stopping the water flowing to the brush head.

So just how much pressure do you need to clean windows?

As a general rule 5PSI of pressure will push water up 10 feet or one story. However we need to take into account how much pressure is lost during hose wall expansion together with how much hose is run out and the efficiency of the pump. This lost pressure may mean in some cases more than 5PSI is required per story. The Jets will add pressure back into the system as outlined

above. As most cleaners use 100PSI pumps these should provide more than enough pressure for the majority of WFP systems.

What is clear is that the higher you work the more pressure in your system must be increased this can be



“WHAT IS ‘VISCOSITY’?”

achieved by adjusting the speed of the pump (a controller will do this automatically) or opening a tap further.

Now the good news

A very efficient way to achieve this is with an electronic flow controller. The control is a very versatile flexible piece of kit and is engineered to operate with a very wide range of systems, hose, pumps jets and poles. Once the control is calibrated to the system it will manage it knows the minimum and maximum working pressure of the system. As the pole is extended and higher pressure is required the controller auto adjusts the pump speed to ensure sufficient pressure to maintain the flow.

In effect then, the controller is doing all the work in maintaining the desired flow and correct pressure to maintain it. Leaving you to get on and EARN MONEY.

NOTE: If the control is unexpectedly dead ending, the pump or the flow is pulsing this can be an indicator that the control has not been calibrated correctly. The following link shows how to auto calibrate the controller

What is Viscosity?

You will find many detailed technical explanations on line. For our purposes **Viscosity** is the thickness of a liquid or liquid based product. Water has a low viscosity as it is thin and normally flows easily. Oil in comparison has a high viscosity as it is thick and flows slowly.

Temperature will affect the viscosity of both water and oil, for example as they are heated the viscosity is lowered allowing the oil to circulate freely around your engine and lubricate it.

Water is affected by temperature in the same way in the summer months you may find that flow rates are higher than in winter due to the fact that water is thinner and will flow faster.

More noticeable, is that in winter, water viscosity changes as the cooler air temperature effectively makes the water thicker meaning the water will flow slower. Imagine the difference in pouring a cup of coffee against a Slush Puppy, which in effect is liquid ice.

The viscosity of water in your system will effect the pressure as **1)** The water is moving slower and **2)** The hose walls will expand slower.

Combine these two effects will make your system slower to pressure up in winter than in summer. Depending on how your system is set up together with the calibration

and flow settings some may see no change or at least it is so slight not to be an issue.

Others may find a noticeable drop in water flow in the winter months caused by this change to the viscosity (thickness of the water). The remedy is quick and easy – recalibrate the controller to take into account this slower water and the change in pressure dynamic.

Any blockage dirt - grit - air locks will have an effect on pressure. The system may take longer to pressure up than normal or you may find the pump pulses. Blocked jets will also mean that a pump is working very hard but generating little or poor water flow. It is important to remember to fit and clean the pre filter on your pump regularly.

Battery condition and voltage available will also have an impact. A battery with low volts will struggle to get the pump to work properly, which in turn will affect pressure.

Copper while being a reasonable conductor of current is also a resistor. It is not a 100% efficient conductor; this resistance factor means that some energy is lost, causing a drop in voltage available from the battery. Poor quality cable and connectors can make the volt drop worse - poor voltage can impact on the system pressure, as the pump is unable to draw sufficient current to operate properly.

A Battery with low volts available, worn brushes and even motor efficiency (for example an old pump is less efficient than a new one) can affect system pressure, as will poor damaged or worn electrical connections.

Poor water flow could be a symptom of volt drop. Some controllers will give you accurate readings of battery voltage. Other controllers, the voltage shown is measured at the controller not the battery.

To check for volt drop, check the controller display and then using a separate voltmeter check the battery. I would expect to see some difference due to the resistance effect of copper the difference may only be 0.1 of a volt and such a small drop would not be a cause for concern. However, if it is much higher for example 0.5V or more I would suggest the following link.

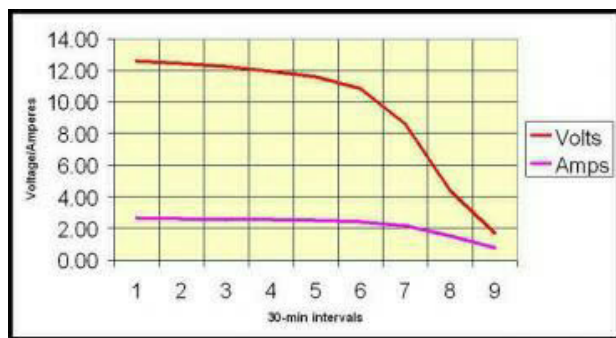
Note: Old wiring, corroded connectors and broken connectors will all have an impact on any volt drop down the cable, Also there may be a break in the cable worn or damaged insulation that will again cause a volt drop. In some cases it may be worth replacing old or worn cables and connectors.

"YOUR SYSTEM REPRESENTS A LARGE INVESTMENT IN YOUR BUSINESS.."

Note: We recommend for a single pump system that as a minimum a 75AH leisure battery be used. For two pump systems a minimum 110AH battery should be used.

As the pump(s) draw current (amps) from the battery the volts are directly affected, Ohms Law.

Remember in general, each pump will draw between 3 and 5 amps an hour depending on how fast and efficient the pump is. As the amps available fall initially volts fall steadily however after continuous use the volts will fall away sharply as shown below.



A pump controller added to your system will monitor pressure extending the life of your system as it is under less strain. It may also be that a smaller pump is required dependent on your work round a 60PSI may be more than sufficient.

System Pressure - Do we need to work at maximum pressure the whole time? (image 1)

Running the system at maximum places a very high strain on the pump motor, hose lines, connectors and pump pressure switch. A pump regulator greatly reduces the risk of the pump pressure switch burning out. A pump working at maximum pressure is under a high inductive load (stored energy). The user is relying on the pressure switch to stop the pump when the flow is stopped.

The pump pressure switch cuts in at maximum pressure with the motor under a high load (and high stored energy) thus causing arcing across the circuit, which then burns out the pressure switch.

Pump controls use PWM (pulse wave modulation) to slow the pump motor and reduce this high inductive load when the water flow and pump are stopped.

At maximum pressure you will have a jet of water up to 15 feet from the brush head, the water is bouncing back off the glass on to you and the ground and it is

not cleaning the glass. A controller allows you to reduce this pressure to exactly that required.

So why calibrate the controller to a pump?

What we are doing is telling the control what the maximum pressure the system normally operates at.

To get a good flow at the brush head the system is probably running between 40 - 70 PSI. So the control knows that the normal max level is 70 PSI. When a user stops the water flow the pump will attempt to push against the restriction increasing the pressure above 70 PSI the pump sees this sudden rise and stops the pump. This is what we refer to as DEAD END (DE).

During this DE (flow stopped period) the controller periodically retests the pressure at the pump. When the restriction is removed the pressure falls back below the 70PSI maximum and the controller restarts the pump at the pre-set flow. Hence the need to use auto calibration with the pole attached with some hose off the reel. For an efficient two-pole system I would recommend two pumps and controls or the new Dual control.

The control is designed to stop the pump before the pump pressure switch activates where the water flow has been stopped. A pump pressure switch may activate at 110PSI give or take (based on 100 PSI pump) as described earlier running the pump to these high levels can cause problems.

In summery then there are many factors which will impact on the pressure in your system and ultimately the water flow and efficiency of your whole system.

It is well worth spending time looking at how pressure effects your system. High pressure over long periods will increase the risk of system failures and lost productivity, meaning timely and costly repairs.

A pump controller properly calibrated to your system not only manage and monitor your system it will aid your efficiency allowing you to earn more. Gaining good flow rates is not simply about pressure it is about having a well thought out system that allows flexible working practice to suit you and your round.

For most going to work is a means to an end we work to live. So consider, this is your system as efficient as it could be? If not a controller may be one step to a more efficient way of working along with considering the whole system.

Your system represents a large investment in your business Information helps better understand how the system works plus the ability to ask questions of others and yourself on how and where you can work smarter not just harder.

The Wagtail Orbit at work

Reviewed by Chris Dawber

By now you are probably aware of the Wagtail Orbit. So what is it and what does it do?

It is a tool that will convert almost any water fed brush from a fixed one into a swivelling one, simple. Yet the concept of a brush that swivels is not a new one it's been done before but has not received the attention that the Wagtail Orbit has. Why is this?

The answer is simple, it's because it had not been realised before just how much and how advantageous a swivelling brush can be.

Previously, it was regarded as just an add-on in the form of a simple limited swivel, that would perhaps lock thus placing the brush at an angle that would allow it's user to access windows through railings found on "Romeo and Juliet" balconies.

It was not realised at the time that having a *permanent* swivel to a brush could bring benefits that could totally transform the ergonomics of water fed window cleaning. I have had the benefit of using a prototype swivel brush for some years and can say with certainty that it is a concept that really works. With a fixed brush, it can be difficult to reach those awkward windows that are above a conservatory or an extension for instance. What happens

here is that it will be difficult to keep the brush flat on the glass. With the Wagtail Orbit attached though, it is a different story. The brush will now almost automatically adjust itself to virtually any angle required to clean an awkward window. But this is only part of the story, there is more.

Mostly, if you have experience with water fed window cleaning, you will notice that if you are not stood directly in front of the window that needs cleaning, to be effective you need to adjust your position in relation to the window so that you are in the right place. This requires quite a lot of movement. You will find with this new tool that it vastly reduces the amount of effort and movement required to clean that window. This in turn will improve your productivity and help maintain energy levels.

If you try one of these tools, at first it will feel peculiar but if you persevere, it will pay off big time.

So how does the Wagtail Orbit fit to your brush? It is actually quite simple. It comes in the form of a clamp which when you have unscrewed your brush from the angle adapter, it will just slide on to the brush headstock. Then the clamp is tightened up with a screwdriver. Now you have a Wagtail Pivotal brush. The handle of the Orbit will be familiar in that it is exactly what you will find on the Wagtail squeegee.

Are there any downsides? Well yes but it is only a small one and it comes in the form of how you attach the Wagtail handle to your pole. Some adjustment may be required because you will need a cone such as the Unger cone which has a small sprung loaded button that will not allow the tool to spin round whilst in use.

If you intend doing any fascias with this swivel, then this is where it will not work well but on windows and on the frames this tool will make you wonder why no one produced it before.





New on to the market is a company called Jet Systems (UK). Jet Systems Ltd promises pure water systems for window cleaners that will include all the latest gadgets at nice affordable prices. WCM profiles them in this interview with Richard Everingham.

WCM: Give us a bit of background. You were the Reach-iT guy, but now you're the Jet guy?? What is Jet Systems all about? What is going on? Where dose this leave Reach-iT UK?

RE: *I have been working with Perry Tait (that Kiwi bloke who lives in China and is always very reserved!!! NOT.) since April 2013 selling and promoting the Reach-iT brand in the UK which has been very successful I must say. At the same time I met Mark Atkinson who I also got on with instantly and we have founded Jet Systems Limited with the intent of providing "more added value" to our industry with new designs and technology for mainly water fed pole users. Its now January 2014 and these two businesses are now one and Perry has agreed to give Jet Systems distribution rights for his Reach-iT products. This will fit very nicely into our portfolio as the innovation, product quality and customer support are the same for Reach-iT as they are for Jet Systems.*

WCM: How did the Jet Systems thing come about?

RE: *I was introduced to Mark Atkinson (now Managing Director of Jet Systems Limited) back in April 2013 and we instantly had a passion to manufacture and start introducing products not seen in our industry but most certainly wanted, based on those feeding back to us.*

WCM: What is your concept of water fed pole window cleaning?

RE: *Our concept on window cleaning is very clear, we want to meet the needs of our customers that no other supplier/manufacture can but more importantly we would like to provide these products under our company mission which is "Added Value". This basically means high quality components, good prices and a little twist of giving more to our customers than they expected.*

WCM: What are the newer unseen innovations you speak of?

RE: *We are maybe a young NEW company but we have decades of experience and we know how to listen to people's*

needs and wants. This is vital to any business progress. We are not a "supplies company" we are a manufacturer and therefore have the capabilities to design from scratch and produce a product. I have been involved in manufacturing companies for over 20 years and love the concept and adaptability of working very closely with enthusiastic customers who have a need and I'm in a position to deliver that customers vision.

We are launching NEW Pump Controllers with Remote Control features such as "Wash and Rinse" Fob's which allows the user to turn on or off the water pump and also more importantly allow the operator to pre set "Wash" water flow rate and a "Rinse" water flow rate simply by pressing a button. This means the user will save water, use the correct amount of water for washing windows and have the correct amount of "Rinse" water flow for leaving a spotless finish.

PURA+ is our new upgrade for any water fed pole system no matter what make of manufacturer or if it is a DIY system. The subject of "so called PPB water" or Ultra Pure Water as we refer to, has been covered in this magazine edition, so no need to expand here.

PURA+ will "bolt on" to any van-mount or static system and has a very clever controller already preset to manage your tank sizes capability to produce Ultra Pure Water. More info is on our online shop website - <http://jetsystems-parts.weebly.com/pura-upgrade-system.html>

Auto RO flush controller - We are the first to introduce a pump controller to Auto flush the RO filter before filling commences and during the fill to optimise the RO's efficiency and therefore reduce resin use. It eliminates the need for a weekly prolonged flush and puts the owner of fleet vehicles back in control with consumable part replacement costs.

It's a total winner in every area of system maintenance and management no matter how big or small your business is.

More info can be seen here - <http://jetsystems-parts.weebly.com/jet-pump-controllers.html>

If you need a bespoke pump controller that is not easily found, then please speak with us directly. You will be amazed with our adaptability and capabilities with these types of controllers.

WCM: Does this tie in well with the Reach-iT range of products?

RE: Reach-iT products tie in very "snuggly" to Jet Water Fed Pole Systems because when you put these products together they make every job easier, quicker and produce better results. If your smiling whilst working then your earning mega bucks and this is what our two companies are about. We want your business to be simple and very effective in its goal - MAKE MONEY.

WCM: Who is part of Jet Systems? What's the company profile in a nutshell?

RE: Jet Systems is run by myself and Mark Atkinson backed by a nationwide network of Fitting Centres who can conveniently install and repair our products to both existing systems and new systems. We will be consistently expanding this network as our business grows and where it is important to have coverage for the convenience of our customers.

WCM: Tell us what is unique about Jet Systems?

RE: Jet Water Fed Pole Systems will be unique with consistent product design and development to marry the needs and wants of customers and still providing "Added Value" at every point.

WCM: Tell us why you chose the filters you have in relation to water flow.

RE: One of the newest filters to be introduced to our pure water systems is the Fibredyne filter. Jet Systems use Fibredyne technology to achieve the best in chlorine reduction, with the additional advantage of sediment reduction. •NSF/ANSI 42 tested and certified, the CFBC is manufactured entirely from •FDA compliant materials, ideal for food contact, residential and commercial use alike.

- Key Product Features
- 0.5 micron nominal that flows like a 10 micron
- 99.95% reduction of Cryptosporidium and Giardia cysts
- NSF/ANSI certified range of filters
- Lasts up to 6 times longer than traditional cyst filters
- Unlike common carbon filter blocks the Fibredyne will not restrict the water flow

WCM: How will the RO be managed correctly on this system?

RE: All Jet Water Fed Pole Systems will be priced with all the latest features and benefits our company has to offer. If your business doesn't require one or more of the features then this can only reduce the asking price.

One of the main features we offer is our Auto RO Flush which can be found on most of our basic controllers or we can add this to any bespoke controller.

Why? The RO filter is one of the most expensive consumable components on any van-mount or static system and it needs a bit of "TLC" to maintain its performance. If this filter is not maintained with a regular flush the tightly wrapped membrane will clog with small



particles and therefore reduce the quantity of pure water production and can also increase the TDS ppm purity.

We are often told by the supplier of these filters to just periodically flush them once a week. This is sometimes not carried out or forgotten, with expensive filter replacement or over use of the DI resin.

Jet Systems Auto RO Flush will automatically flush the RO filter prior to filling the tank with pure water. All RO's need a little time at the beginning to optimise, so why not flush at this stage rather than over use the DI resin, this was our thought process.

During the filling process the controller will then automatically flush the RO for five minutes more every hour, flushing any impurities away and maintaining the optimum performance of the RO.

This automated maintenance of the RO Filter will save your business money and often prolong the life expectancy of the RO Filter itself.

WCM: So, a Jet System is basically a system with the entire latest tech on it. Tell us more about Pura+.

RE: PURA+ is an upgradable add on to any van-mount or static system that produces 000ppm rated pure water. This very clever PURA+ system then circulates the precise amount of water through a nuclear resin to produce Ultra Pure Water. This system also knows when the Nuclear Resin is "spent" and in need of replenishing. Because the nuclear resin replenishment is very infrequent we are heading towards a service of refilling the cartridges rather than selling a bag of nuclear resin that could be sat in your premises for some years before being totally used.

So why would your business want Ultra Pure Water? Please read the article in this magazine on this very subject. Its NOT a system for all WFP users but can help those with spotting issues and commercial window cleaning businesses.

WCM: The Pura+ is an upgrade kit and can be added to any system. How is this done? Is there any increase in on going costs? If so, how much?

RE: The PURA+ System is very inexpensive to operate/maintain and most current users are spending only £100 extra per annum.

If its better then quality pure water and cheap to run then why wouldn't you opt for PURA+??

WCM: Wow! so it can be fitted to DIY or bought systems. What is the RRP of this unit?

RE: The system is simply piped to your existing tank and wired to a battery for power. This system can be installed by a Fitting Centre or self-installed as we provide clear instructions via paper form or video guidance.
RRP £750+VAT+Delivery.

WCM: You say Pura+ is not for everyone. Who is it for?

RE: Ultra Pure Water is not for everyone and that skeptic's need to see the system demonstrated first before commenting that it is just another "Gimmick". I would not be interested in selling nor promoting any product that is a "gimmick" its not good for the reputation of our business nor to the benefit of the user who would not give us any repeat business. Its just wouldn't make any sense at all.

I would say the PURA+ System is for any residential/commercial business that wants improved results and that has spotting issues. I would highly recommend this system to any commercial business as it provides so many slight improvements all-round that long term it pays for itself very quickly.

Those businesses advertising the use of Ultra Pure Water have reported winning business solely on this advantage over competitors. When it comes down to looking for a difference PURA+ Ultra Pure Water is a "Nu-Clear" winner.

WCM: Explain how Jets Systems can be employee proof when it comes to employees that take vehicles home and have to maintain and fill their system daily? option? 22)

RE: Its very simple, the more automated the systems are the less "human fault factor" becomes. Its one thing asking employees to carry out important maintenance processes and it is another thing all together that it actually happens. Experience tells us employees work very hard and have a work to home life balancing need. By introducing automated systems and easily referred too instructions then standards are maintained, resulting in quality workmanship, quality results and retained business.

WCM: Tell me the science behind purer water. You cannot measure it either, right?

RE: There are companies claiming PPB (Part Per Billion) Pure Water yet have no evidence nor reading equipment to measure this purity. We are not claiming PPB rated water but following the resin manufacturers guidelines and experience of classifying the water correctly as Ultra Pure Water. We are working closely with the resin manufacturers to implement electronic resin replenishment indication, which removes the "guess" ("you should replace your cartridge every 5-7 times you replace your DI resin") indication made by others.

WCM: What else does Jet Systems sell?

RE: Jet Systems sell technology advanced products for WFP users, some already seen others not so much. The intent is that if you choose to build your own DIY System

you can and have the latest technology too, maybe you want to upgrade an existing system then we can help you here too. All we ask is that you may want to get in touch with us before traveling down the same road. We will welcome you all with open arms with lots of hints and tips.

WCM: What is nuclear resin?

RE: Nuclear Resin is simply the next stage of resin from that, that we have all been using to-date. It acquires its name as this resin is commonly used in the nuclear industry for water purification.

When used correctly it can remove more impurities than common resin and therefore increase its uses and diversity. Its not anymore harmful or acidic than pure water, so those claiming it will erode seals or plastic frames are just miss informed skeptic's, that truly believe this Ultra Pure Water is a gimmick.

WCM: Tell us more about the device you have come up with that would indicate when the nuclear resin for the Pura+ System is spent and needs changing?

RE: We have been working with our resin suppliers and electronic comrades to work together in providing a simple indication that the nuclear resin is spent and in need or replacement. There is no need for me to let my competitors know the simplicity of this formula but the user can be reassured that our indicator is scientifically developed, not guessed like others.:

WCM: Tell us about the refillable resin cartridge option? Why the option?

RE: The refillable nuclear resin cartridge is a must, we think. Most users will only use a small amount annually and therefore purchasing a 25kg bag of nuclear resin is not cost effective and the resin has a good chance of "spoiling" before its next use. We therefore will utilise a refill cartridge so the customer has two in stock. One in use and the other ready to be used. When the first replenishment happens this filter can be posted back to us to refill with new nuclear resin and posted back, maintaining a good circulation process schedule.

WCM: How can potential customers find you and stay in touch with new products or developments of Jet Water Fed Pole Systems?

RE: We would welcome every reader to subscribe to our newsletter email list, this will keep them informed to special offers, new products, hint and tips and so on..... Please visit our home page and enter you name and email that's all you need to do www.jetsystems-parts.weebly.com



Richard Everingham





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