

# Window Cleaning

July 2014

magazine

*This issue...*

**Glaswegian George**

*The streets to window cleaning*

**The new Power Up**

*We speak to Jordan King*

**Game changing solution?**

*Jim Thomson's miracle potion*

**US van mounted systems**

*We have the specs on the latest*

**ISSA Interclean**

**WCM Stig reports**

*and much, much more...*

**Also in this issue...**

**Win the new Xline Evo Lite**







# BULL RINGS

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## Window Cleaning Magazine



# Editorial

The passion I have for the industry is still as strong as ever. Since the beginning of WCM I have seen many changes and trends. Window Cleaning Facebook Groups, for example, were a breath of fresh air from the traditional online forums that would be filled with bad behaviour and abuse against other members. Do not get me wrong, it was always down to a handful of people that would spoil the board but this was enough to turn people off. Sadly, it would appear that this has now spilled into the Facebook Groups with very little control or protection to the users in some groups.

My magazine is not a financial reward to me, it's a pleasure to do. You could go as far as calling it a hobby. Whereas manufacturers and supply houses might worry about speaking out against such behaviour for fear of back lash and brand bashing (to which I fully understand) I believe that some of the extreme activities have no place in our groups should be stopped. This is the same for individual member bashing.

WCM leads by example. The Window Cleaning Magazine Group, Rounds For Sale by WCM, WindowCleaningSupplyStore, The Guild and any other Groups that we operate will have a zero tolerance on extreme bad behaviour. We have a super team of administrators who work like a well oiled machine. We believe in setting the high standards as a bench mark for all Facebook Groups to work towards offering its members a safe place to post, share views and ideas and make friends.

I think Curt Kempton got it spot on when he first took over a FB Group where the owner was unable to manage it any further. He wrote and I quote;

*"I am anti-drama. I am a huge fan of good communication. I have spent a good portion of my life doing everything I can to wipe drama completely out of my view. I know that this group could potentially change that. But my way of dealing with it in the past (when it comes to Facebook), has been to simply block those who I feel are explosive or dangerous to my productive lifestyle.*

*That said, I am re-evaluating how to handle this group, because initially I thought I would just remove anyone from the group who was not capable of communicating like a decent human being. But I am thinking about a 3-strike policy to make sure I don't come across as some sort of moderation nazi...*

*In fact, my goal is to never have to really moderate. I'm not the type of person who would leave a group and tell everyone as I leave how mad I am and how they should all miss me... And conversely, I would never want to moderate that way, spending all sorts of energy trying to help an unreasonable person understand why they should not abuse other people. If you look at your business probably 10% of your customers are the difficult ones. So my thinking has always been to dismiss the 10% immediately, and take good care of the rest. I take that same mentality and apply it toward most things in my life.*

*So that's who I am, and those of you who know me already know that I like to have fun, laugh, and drink milkshakes. So hopefully that answers your questions."*

I love that guy. Be nice to each other.

**Lee Burbidge**

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### Knife brandished in window cleaners' argument:

An unlawful knife was brandished during a heated argument between local window cleaners outside a public house, a court has heard. James William Howard Paill, aged 49, of Windmill View, Capel Iwan, Newcastle Emlyn, pleaded guilty to possession of an offensive weapon in a public place, when he appeared before Aberystwyth magistrates on Wednesday.

The court heard that an argument started outside the Nags Head Public House, Abercych, on April 4.

Sarah Lewis, prosecuting, said: "The defendant got the knife out of his pocket and witnesses saw him wielding it in a threatening manner."

Stephen Welch, defending, told the court the implement had several tools, and his client had always carried it in relation to his work in the window cleaning business.

Paill became unable to work with his hands following a skiing accident, and used the implement to help him with everyday tasks such as opening bottles.

Mr Welch said: "He became involved in a argument with the owner of another window cleaning business, that escalated to the extent that the other man's colleagues appeared on the scene.

He made it known that he had the implement and brandished it, but he never intended to use it."

The court heard that the knife was unlawful because it had a fixed blade.

Mr Welch added: "He just wanted to ward off several men who were in drink. He apologises. He thought what he had was lawful, he was surprised to find it was not." Mr Welch added: "The knife was taken out after he had been hit, but he accepts he should not have it on him in the first place."

Following a report from the probation service, magistrates imposed a six week custodial sentence, suspended for 12 months, with a community order and supervision requirement. He was also ordered to pay £85 court costs and a £80 victim surcharge. A destruction order was made for the knife.



### Window cleaner smashes leg in horror fall:

A 'singing' window cleaner who smashed his leg to smithereens in a shock fall has thanked kind hearted neighbours for saving his life. Father-of-four Craig Galloway had been working in Dunnikier Estate on Friday afternoon, the day before his birthday, when he tumbled 14 feet from a ladder onto a concrete path.

"They didn't just help me, they probably saved my life. "The pain was so intense, I really believe my heart could have stopped," he said. "I'm so thankful."

The 34-year-old from Cowdenbeath had been working on a 'two-up, two-down' property on Turnberry Drive just after 2.00 p.m. when the bottom of his ladder 'pinged out' from underneath him. "I didn't actually feel anything at first, but when I tried to stand up I looked down and saw this open wound with a bone hanging out. I just went into shock," said Craig. "My wrist had hit a fence on the way down but my right leg took the brunt of the impact -and the last time I checked I weighed 16 and half stone!"



Graig Galloway

The property owners were on holiday and Craig lay stranded behind plant pots. "I had to hop out to be seen but there was nothing connecting my leg to my ankle - my shoe was filled with blood and my sock had caught on the bone. My leg was just flapping about and the pain was excruciating," he said. "I just kept shouting 'help, help, I need an ambulance, hoping somebody would come before I passed out."

First on the scene was a young boy who phoned for an ambulance and a lady who ran across the road to help. "I do her windows and I wear headphones and sing when I work. I'm really rubbish and she kept joking about my singing to keep me Conscious!

An older man came too and I knew by his expression that it was bad."

That night Craig underwent a five-hour operation at Victoria Hospital - the first of many to rebuild his leg. Surgeons explained he had broken his wrist and ankle and his tibia and fibula had "shattered into hundreds of pieces." Craig, who had worked as a window cleaner for 12 years without injury, explained his job was now finished.

"The doctors told me some bones have turned to mush. A full recovery will take at least a year. My leg will never heal to the point where it has the strength to bear that kind of weight on it again," he said.

Thanking hospital staff for their care, Craig revealed the accident had forced him to re-evaluate all aspects of his life, including his relationship with partner Lynne Anderson. "It makes you realise what's important," he said. "That's me and the other half talking about getting married now." He added: "She and my mum deserve a medal for taking care of me."







## How to Wash the Windows at Frank Gehry's 76-Story Eight Spruce Street:

Conventional window-washing rigs slide up, down, and side to side to get around a building, but at Eight Spruce, the apparatus has to contend with lots of curves and angles. (Only the south face is flat.) Starting on the roof, two washers load their low-tech supplies -squeegees, dish soap, a bag lunch—into a custom-designed rig comprising six “baskets,” which move individually. A telescoping crane lowers the rig to a fixed position.

Then a basket—or baskets, depending on the location—is pushed snugly against the glass-and-steel exterior. To get to the next floor, the crane moves the rig out from the curtain wall, realigns the basket, and drops. The job is managed by R&R Scaffolding, which also handles other unusually shaped skyscrapers, like the under-construction One57.

Business is up 500 percent over the last five years.

\$1.5 million to \$3 million: Estimated combined cost of system installation (sans rig purchase) plus one round of cleaning.

428,000: Square feet of surface area.

2,000+: Windows.

25 mph: Maximum wind speed at which the rig actually works.

6: Months to complete the annual cleaning.

“I’m not really afraid of heights, but the first few months were a little iffy. You’re just looking out at those cables holding you up, wondering, Is this going to be enough?” —Juan Portelles, R&R Scaffolding.



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# The route to prosperity

*By Stuart Webster PART 3*

When it comes to improving the prosperity of our business one of the factors often forgotten is that of improving the main part of that business, ourselves.

It can be easy to look at the business or staff or franchisees and see that they need to improve in some way or another, but how do we go about improving ourselves. How do we become better, more rounded individuals and translate that into the success of our business.

One way to look at this is to see what successful people do. What are the habits of the rich and successful?

Best-selling author Tom Corley outlined a few of the differences between the habits of the rich and the poor. We have put our own spin on these habits specifically for the window cleaning business:

70% of wealthy eat less than 300 junk food calories per day. 97% of poor people eat more than 300 junk food calories per day.

*If we look after ourselves our body will be there for us in the future. As we have a physical job our bodies are one of our tools, if it is abused it simply won't last as long.*

76% of wealthy exercise aerobically 4 days a week. 23% of poor do this.

*"If you think that window cleaning keeps you fit,*

*think again" so said a 5' 7" 15 stone window cleaner who had piled on the lbs with over a decade of running up and down ladders. He lost 4 stone through good diet and exercise not through work. Our bodies get used to doing the things we do regularly, such as work. 4 days exercise will keep you fit and stimulate your brain. With more red blood cells pumping through your grey matter, you will make clearer decisions and have a healthy mind.*

23% of wealthy gamble. 52% of poor people gamble.

*Rich people don't seem to do the lottery and guess what they never really have. The reason for that is that they recognize that success very, very rarely comes from gambling. Rather it is down to hard work and consistency. Many that have won big have often lost it all relatively soon thereafter. Hoping for a big break keeps us poor and unsuccessful we expect to miraculously benefit without any hard work.*

*For a day to day window cleaner we may be tempted to gamble with the weather. "It looks like it might rain, I'll not work today" or "Next week looks OK, I'll have a day off today." We can be tempted to gamble with the weather rather than have a plan and set off regardless. More often than not we can have a much better day when it looks bad than we ever imagined. Also we never know what next week will bring. If we can do the work today or this week then do it.*



# "GIVE ME SIX HOURS TO CHOP DOWN A TREE AND I WILL SPEND THE FIRST FOUR SHARPENING THE AXE."

Abraham Lincoln

# 09

**80% of wealthy are focused on accomplishing some single goal. Only 12% of the poor do this.**

*If we don't have a clue what work is due tomorrow we are going to be in the 12% for sure. This week/next week/next month/ this year. We should know what work we need to accomplish and work toward that goal. A single focused goal can be anything within our business, it can be a £'s figure or a number of staff or franchises that we want by a particular time. This single goal is often the BIG goal they are working toward. Retirement by the time you are 55 for example is a BIG yet achievable goal.*

**67% of wealthy write down their goals vs. 17% for poor**

*It's not that we are likely to forget our goals even though it is possible. Writing down our goals affects more of our senses, we not only think about them we see them. Many vocalize their goals every day. Both the big ones and the daily ones. It has a profound effect upon us when we do this. Having a 'Goal Board' may seem a little juvenile but it works. If we see our goals the next thing we think is "What do I have to do today to make it so?"*

**81% of wealthy maintain a to-do list vs. 19% for poor.**

*Along with a goal board, a to-do list keeps us on top of our daily/weekly tasks. How often have we forgot to do something we had promised to do? Not only is the list there a reminder for us, but as we cross items off it we are given a sense of accomplishment at seeing them completed.*

**63% of wealthy listen to audio books during commute to work vs. 5% for poor people.**

*This is probably less about reading than it is about using our time wisely. Our commute may only be 20 minutes or so but we also have the whole of our day when we could be listening to a good book or podcast. There can be a temptation to stick to the same radio station we have listened to for some time but maybe we could widen our interests with audio books or podcasts.*

**86% of wealthy love to read vs. 26% for poor**

*Reading feeds the mind, it improves our brains as we have to engage in the process.*

**88% of wealthy read 30 minutes or more each day for education or career reasons vs 2% for poor.**

*A quarter of poor people read but only 2% read to education or career reasons. It says a lot really. As Abe said we should spend time on sharpening the tool. Once we are sharp we are effective.*

**63% of wealthy parents make their children read two or more non-fiction books a month vs. 3% for poor.**

*Get your employee's to read. Obviously we can't MAKE our employee read books but what about helping them with their personal development or creating reading based training? If we develop the individual we get a better employee. Thinking of ways we can help them develop will pay dividends for both them and ourselves in later years.*

**74% of wealthy teach good daily success habits to their children vs. 1% for poor.**

*It may be as simple as teaching tidy work habits, the truth is the fruit doesn't drop far from the tree. Our employees will become whatever we train them to be.*

**6% of wealthy say what's on their mind vs. 69% for poor.**

*While it may be tempting to do so, speaking our mind isn't always for the best. We may feel that telling a customer something "As it is!" is how we deal with things. It clearly isn't something that the wealthy do. Keeping our thoughts to ourselves often exposes our sometimes narrow view of how things should be. As the saying goes "Better to keep quiet and people think me a fool, than speak and remove all doubt!"*

## "I'M NOT A BELIEVER IN 'LUCK' PER SE"

**79% of wealthy network 5 hours or more each month vs. 16% for poor.**

*I guess the key is network with whom? Facebook and twitter and forums are not networking by the way. They are a poor substitute for face to face interaction. At best they are a talking shop not unlike the local pub which, at times can be fun. At worst they are a pit of negativity and will drag you down to its level. As Jim Rohn said "You are the average of the five people you spend the most time with" Networking gives you the opportunity to meet new people with new ideas. It doesn't just have to be window cleaning networking. It would be beneficial to network with other business owners and see what has helped them be a success.*

**67% of wealthy watch 1 hour or less of TV. every day vs. 23% for poor**

*This is a great stat. Try implementing in your house and see what the result is! When you go into really successful people's homes how prominent is the TV? What is interesting is that in most cases book will be more prominent than the TV. Who are buying the 52" TV's is it the wealthy or the aspirational? Of even greater interest is the way that TV is portrayed by TV. If you ever watch a program, what do the homes of the wealthy look like? In most cases, even in fiction, the TV is nowhere in sight.*

*What is more of an issue is what is watched. Hour after hour of watching the negativity in people's lives will have an effect on our own. We become more concerned about what is happening in the characters life that we do of our own.*

*Using the time to "Sharpen our axe" would be a better use of our time.*

**6% of wealthy watch reality TV vs. 78% for poor.**

*Reality TV. The greatest misnomer there is. Is there really nothing else to do? I'm lost for words.*

**44% of wealthy wake up 3 hours before work starts vs. 3% for poor.**

*What this doesn't mean is you start work at 11am.*

*What is meant here is say waking at 6 am, doing some exercise, getting the emails sorted, having a good breakfast and getting on with work with a sense of purpose at 9 am.*

*What this will mean, if we know we need 8 hours sleep is to be in bed by 10pm rather than just going out to a club! The most successful and motivated man I know, Jimmy Chapman, often is in bed by 9:30 ready for sleeping. He's up again by 6am inspiring others in his business.*

**84% of wealthy believe good habits create opportunity (luck) vs. 4% for poor.**

*I'm not a believer in 'luck' per se, however getting into good habits can help us see that opportunities that are out there. The good habit of being polite to customers and taking care of their property may well result in more recommendations from that customer. We may feel 'lucky' to have good customers but really, in this case, we have made that opportunity by our own actions.*

**76% of wealthy believe bad habits create detrimental luck vs. 9% for poor.**

*As above but inverted! If people see us picking our nose in public will that reflect on their choice to employ us? If we curse and swear all the time, will that effect their view of us or the business we represent? Of course it will.*

**86% of wealthy believe in life-long educational self-improvement vs. 5% for poor.**

*We rush out of the school gates at 16 or 18 the finished article right? Wrong. We finish university the wisest we will ever be right? Wrong. We may learn new skill in the work that we do throughout our work life, but how much work should we put into self-improvement? Abraham Lincoln said four out of six hours. By reading this we are sharpening our axe, by putting some of these into practice we are sharpening some more.*

**...and finally...**



## "THE AGGREGATION OF MARGINAL GAINS,"

# 11

**80% of wealthy make happy birthday calls vs. 11% of poor**

*Of course sending a card means something, but actually picking the phone up and saying something will mean so much more. This is about interaction, showing the people in your life that you care about them. Try it and see. You don't have to wait until someone is a year older, just pick up the phone and tell someone you love just how great they are. You will make their day guaranteed. Then try it with staff if you have them and watch their productivity rise. How about telling a customer?*

*The point is we can always send an email, card or letter but actually telling someone these things ourselves not only boosts them but has a tremendous effect on our outlook for the rest of the day.*

*Go on try it now.*

None of the above is 'New-age mumbo jumbo' it is simply employing good habits. We may feel that on their own each of these tiny good habits won't make

any difference to us or our lives but there is a compound effect to positive behaviour and habits that we know this to be true from our eating habits. If we forgo something as simple as a packet of crisps that we would normally eat per day (and don't substitute it with anything else) over the course of the week we won't notice anything. However over the course of a year we could have consumed over 47000 less calories. That equates to nearly 16 lbs or 1 stone 2 lbs. In just one year. The compound effect at work. The key is consistency.

We could just as easily compound bad habits in our business and reap the consequences. Over the course of a week or even a month we may not notice them but given time we will. This is called the slight edge. Team Sky call it "The aggregation of marginal gains," which has given them two successive Tour de France victories.

If it works for Team Sky, it can work for you!

Dave Brailsford talks about it here:  
[http://www.teamsky.com/article/0,27290,17547\\_5792058,00.html](http://www.teamsky.com/article/0,27290,17547_5792058,00.html)

## 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.

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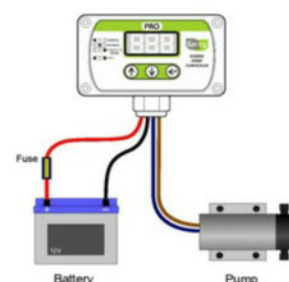
Dead end detection detects when water flow is restricted (i.e. when the pole has been disconnected from the hose) and safely shuts down the pump, further reducing power and wear. Simply reconnect the pole and the pump will start up again.

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

The three button interface is simple and intuitive to use.

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

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



Electrical Specification	Value	Mechanical Specification	Value
Supply Voltage	7-18V	Enclosure material	ABS
Maximum drive current	10A	Water resistance	IP64
Typical drive current	2-3A	Dimensions (mm)	115x65x40
Working temperature	-5 to 40C	Voltmeter accuracy	±1.200mV

# Why most window cleaners will die broke

## PART 3

### The final chapter

*By Carl Phillips*

12



#### The secret to window cleaning success

The real lesson in all of this came as a bit of a surprise for me. In fact I swear there is a conspiracy to keep this secret from the masses, it certainly took a lot of work to figure it out and then more work to put it into practice. But once I tell you, you will notice everyone doing it everywhere.

Every TV ad you see, every shop you walk into, every letter and leaflet that comes through your door from every national company, they will all do this one thing.

#### *Give the clients what they want.*

I know it sounds simple and obvious. But try relating that back to window cleaning... does that mean that we should call on Sunday morning at 8 am like that irritating lady in number 7 asked?

Or we shouldn't raise the price of number 11 because she made a fuss when we told her? Or we should do number 4's conservatory roof because she thought it was in with the price? What does giving the client what they really want mean?

I have included a couple of examples for you to take a look at. I'm not going to pretend that these are all you need to get your rounds turned into a business where you won't have to clean windows every day, but I can guarantee you won't be able to without them...!

#### **Lesson 1: Give the right client what they want.**

There are many types of clients, the more stable and predictable you want your business to be, the more care you need when choosing them.

Why is this important? Apparently, every business has its targeted market. A distinct group of people that you can deliver your service to. The theory is as simple as it is sound. You can't please everyone all the time, so you please a specific group of people all the time. Give the right client, what they want.

Let's take supermarkets as an example.

Marks and Spencer have a very specific client. Their clients care far less about price, but much more about the service they receive, and the quality of goods they buy.

Aldi, also sells food, but the clients are far different to M&S. Their clients don't care too much about service, they don't even care about super high quality, what they do care about however, is price. They want their stuff as cheap as possible.

So far that's easy. But what is worth something, is that the way the two companies attract their clients. M&S have long TV commercials showing close ups of their quality food being gently carved,



## "IN FACT I SWEAR THERE IS A CONSPIRACY TO KEEP THIS SECRET FROM THE MASSES!"

all sweet and juicy and pink in the middle topped with an organic honey glaze...

Aldi have short bright ads, showing bumper packs with big 2 for 1 flashing tags! Showing how cheap their food is.

So firstly, they know who they want to shop in each of their stores, then they know how to attract them, look what they do next, how they treat them.

M&S stores are attractively lit with spotlights, wide aisle's and uncluttered shelves. The tags tell you where the food came from and an exotic description. '90 day cured and smoked Italian sweet bacon' the price is barely visible.

Mean while in Aldi, they have cluttered shelves, lit with harsh strip lights, their food tags have the price bold and the descriptions short 'back bacon bumper pack half price!'

Both stores treat their clients just like they want to be treated. They give them what they want. In M&S, clients want to know about the quality, in Aldi, clients want to know about the deal. Both super stores give their clients what they want.

I think you get the idea. The stores do not represent the stores owners. Those are not the stores owners favourite colours, or the food they want or like to eat.

They may not even shop in their own stores! They have designed everything around one thing - the type of client the owner wants in his store. Aldi have perfected a business model of stacking them high and selling them cheap! M&S have perfected the high quality, low volume market and direct everything they do to attract those clients. Both are very successful business'.

What did we learn from that? Simple, chose what clients give you the least trouble, you know who they are, you have records of them. We did. We went back through our records, found out which of our clients deferred the least, paid the most, and stayed with us the longest. Then we found out what they wanted from our service with surveys, in person, and with focus groups. It took many months. But we finally had a profile of our perfect client and what she wanted.

Notice it was what *she* wanted that concerned us. We then designed everything around attracting that particular client and ignored the rest, we changed our

website, literature, uniforms, logo, service, price even our business name to suit our new market.

Would she have a business call on her operating from a car? No. So we don't. Would she want a window cleaner who pushed a trolley filled with buckets... no. So we don't. *What they wanted to see* was the only important thing and that's what we gave them.

That's where most window cleaners go wrong. They chose equipment based on what *they want* or *what they think* will do the job need to spend as much as they do on rent. Stupid.

What impact did this have. Well, suddenly, our Mrs. Jones loved us. She loved us so much that she recommended us to her family and friends.

In fact, 25% of all our new clients come directly from our existing clients as recommendations. But that's not all, nowhere near all.

She pays more, calls us less, and have been clients of our for the longest period of time. You know what giving her all that input in our business has given back to us? Stability and predictability, the two most valuable things your business will need if you're going to employ staff and not be out doing all the work yourself. (The money is also nice.)

There is magic in stability. I used to have a sick churning feeling in my stomach when one of my clients told me they had another window cleaners leaflet through the door or someone had called on them. I had my hard core customers of course, every window cleaner has, but they were only my cup of tea stop ones really and they were 1 in 10 maybe. The rest I knew could be seduced with a cheaper price or a recommendation from a friend who had a different window cleaner. Hence the sick feeling...

Now, I no longer worry. Why? Well just in the same way a Marks and Spencer customer would not shop at Aldi, my customers would not use another window cleaning service.

I work hard at giving them what they want and they reward me with their loyalty. It's a refreshing change for them to be the stars of their own show and they appreciate it. The net result of this is that the money I have on the books for a given month and the money I end up with at the end of the month are usually, exactly the same.

“..IF JOHN IS 6FT 7, BUILT LIKE ARNOLD AND HAS MORE INK THAN THE BIBLE, HE'S GOING TO FREAK MRS. JONES OUT!”



Of course, this makes employing staff a dream. My work is stable, and the money predictable, without this, your just gambling taking on staff and guess what, the house always wins...

## Lesson 2 : Give the staff what they want

Once again, this does not mean letting staff choose their own working hours, their wage and bonuses... oh perish the thought!

No, this means matching staff to the job role to make sure their needs are met before you employ them.

Lets break one part of the employment process down so you can see what I mean. Obviously, you need to write targeted ads for the job you want to fill. That means using the language they (prospective candidates) want to hear, how they want to hear it. But that's another thing entirely, for now we are going to focus on the personality profile.

When I first started employing people, there was a huge jump from family and friends to my first job centre employee.

It's a whole different ball game and certain things will have to be in place in your business before you even consider it. It's only hard the first time, however. Once you get this right, you need to know your role.

I thought it was to find someone I liked to do the job. Someone who I could get on with who would work for the wages I was willing to pay. No... It's not.

The job you have when finding a worker is in two parts. Firstly, to stop the wrong person getting the job and secondly, to match the job you have to the personality of your candidate.

Both parts are covered in the personality profile. A personality profile is a list of multiple choice questions that applicants fill in. You then score their answers. No dice on the personality profile, no job! never mind how nice they looked or how easy they are to get on with.

Now before you jump on Google and ask for free personality profiles, let me save you the trouble. Each personality profile is job dependant and even business dependant. One will not work for another, they are not generic and can't be transferred. You will see why in a mo.

Firstly, you need to know what role your new staff member will play. Do you want them to be canvassers as well as window cleaners? Do you want them to work solo or with someone else? Are they going to be working with you? How long do you want then for? If you want your business to grow, how will their roles change? Only you can do this stage of the profile, because unless I'm sitting with you and know exactly what you want from your business It's impossible to be more specific.

Once you have a list of what the job requirements are, then ask what your clients want. John may well sail through your job ad, your CV sorter, your personality profile, but if John is 6ft 7, built like Arnold and has more ink than the bible, he's going to freak Mrs. Jones out, even if he is a nice guy.



**“..RETENTION RATE ON THE WINDOW CLEANING SIDE OF THE BUSINESS WAS JUST 7 WEEKS. NOW IT'S 5 YEARS!!”**

Now you write a list of all the qualities someone would need in order to do the job. For example; You want someone who will grow with your business. So you need him to be - adaptable.

Once you have a list covering all of you and your clients needs, you then design your questions with multiple choice answers for each. Here's an example;

***Question 6 - when you go on holiday;***

***1. You go to the same place every year. It is better as you know what you are getting when you go away.***

***2. I normally go to the same type of place, but try to mix it up when I can.***

***3. I never go to the same place twice, what's the point?***

If we were looking for someone who is adaptable, you would not want them to answer No.1. You would prefer No.2 and No.3, this would be better.

If someone goes to the same place every year; they don't like change. If you want your business to grow, that's the last thing you want. This dude is gonna get uncomfortable pretty quickly in a fast paced changing business environment. He's going to let you down.

You need to come up with at least three questions covering each of your chosen personality traits just so as you get an overall feel. Some people try and trick you if they think they know what you want to hear, they will choose it. So keeping the questions general and at least three per personality trait gives you the best chance of success.

How important is this? Let me scare you a little. In 8 years we have had 77 different people working here. Those 77 people cost us over those years hundreds and hundreds of thousand pounds. In 2005 our retention rate on the window cleaning side of the business was just 7 weeks. Now it's 5 years!!

**Bringing it all together.**

This brings me back to why I wrote this in the first place. To be honest, I'm frustrated. Window cleaning is a business I love. As you now know, it has saved me from my own stupidity before and it continues to do so. But I also see window cleaners hurting themselves because it's too easy to just forget and hide behind the next day of work without thinking about where they

will end up. Worse still window cleaners years in, who should know better, try to dissuade the young fresh blood every industry needs, to follow in the same messed up way as them! Well, misery does love company.

The fact of the matter is this. If your business wouldn't survive without you, you're in serious trouble. Don't take my word for it either. Look around at the window cleaners you know, or see in your town, or on the forums, and ask what would happen to that business if the main guy could not work?

There are actually only two reasons why any window cleaner wouldn't follow this advice, all the other reasons people give stem from these. You may find a window cleaner for example that says 'I just don't want to' or 'I just don't want the hassle', but in reality, they think that now as a result of one of these two reasons;

**I can't afford it!**

**I don't know how!**

Excuses are easy to make to others, and window cleaners will always make them; it costs too much! Its the biggest one as I've said, but have you noticed that the ones that scream the loudest about price are those one man band operators who do things as cheap as possible in everything? Take a look at them, and their standard of living, do you want to end up like those? Well then, don't do what they do! Simple.

Invest 10 grand now, follow my plan and work your ass off for the next 12 -18 months depending on how rich you want to be, and then relax knowing that you're financially sorted or spend a grand now, and work on the windows till your retirement age 65 (if you save and invest).

Count how many years that is... in my case I'm 36, which means I would have had 29 years of graft ahead of me. And all that time, my income would be relying solely on my ability to work, what are the chances of nothing happening to you in 29 years?...



## "YOU WILL HAVE THE FREEDOM TO DO WHAT YOU WANT"

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the question is then; can you afford not to? And it's not just about the money, doesn't it make sense to spend your money with a company that has already been there and helps others to do the same?

So next time you think something is expensive, you need to ask what you're getting for your money. Because paying less never means you get more and it could well cost you your future happiness.

As for 'I don't know how'. Well, I get that. I too have been frustrated many times. I still look back at that those hundreds of thousands of pounds I spent on staff and shake my head at it. Lessons I had to learn. But you don't. That's what Concept2o is all about. If you thought Concept2o was just another machine, you have been deceived.

Concept2o was designed to be the foundation of window cleaners businesses that thought just like us. Who loved the freedom and the money in window cleaning but wanted the added security and pride of turning their rounds into businesses they could be proud of and that would support them.

For years we have been telling people, tell us how much you want to earn, and we'll get you there. (Up to a 5 vehicle operation) most of our clients buy the kit, set a target and relax way before they get there. Why? Because you would not believe the magic of earning a thousand pounds a week and doing little to nothing for it. Most people are happy with that.

Some of our clients go away once a month with the time they have, others pursue hobbies they never had time for previously. One of our operators and his wife, are in training for their first 150 mile marathon this summer.

Whatever. It's what they WANT to do, so go for it! These are not special people. They were just like you and me. Window cleaners that wanted more. A little more stability, a little more freedom.

What would it take for you to do the same?

Well, I can guarantee that if I had a person with no work, no experience, but were eager, I could get them to a grand per week in less than a year, provided they follow the plan.

In fact I am so confident in the business model we have created, I could guarantee a window cleaner could turnover 10k per month for every van they have on the road. Obviously they would have to follow the plan and would have to work at it, but we've all got to work! But how many of us are working at building something?

So that's my personal promise to you; we will show you and help you to grow your business to a stage where your income won't depend on you anymore.

You will have the freedom to do what you want, when you want to do it. You will employ staff to do the work for you while you will organize them and send them out.

You can choose the amount you want to earn for the lifestyle you would like and we will write a plan, provide all the information you will need and work through it with you until you reach your financial goal.

All of us at Concept2o are passionate about helping every Concept2o owner achieve that one thing! We love it, It's what makes us tick. Every time we help someone achieve that goal, It's a personal victory for us too and we are addicted to that feeling, it's what we chose to do with our time, now that our rounds are working for us.

Well, the staff are now in, some have left already and I am quite tired now. So this is a good place to leave this. However, If you do happen to read this my friend and what I have said makes sense to you, I urge you to call me.

If it doesn't, well then you're just not ready yet. You

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[www.clearviewplus.com](http://www.clearviewplus.com)**

# Best readers story

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**WCS-PROCLEAN**

Window Cleaning Services  
Commercial & Residential  
Conservatory Valeting Service

561  
gmail.com  
an.co.uk

by Rob Rawlinson

Of WCS-Proclean

Over the years I have had the pleasure of being involved in various trades or jobs. Some I have loved, some I have hated, some paid good. I was a HGV Tanker driver for Shell UK for instance, some not very good payers, but the one thing I have always liked is the feeling of going to work. To me, work is more about the social interaction with people, yes you want to get paid but meeting people has always been an important aspect to me.

As well as having a degree in Astronomy I am also a qualified plumber and prior to the recession I was happily installing bathrooms across the Cheshire and Wirral areas. Then, probably like a lot of other people, it was like someone had turned the light off!

Without doubt it was every man for himself and my world came crashing down....well not exactly.

My eldest daughter's boyfriend at the time was a window cleaner and he was doing the opposite to everyone...he was expanding. I should mention at this stage I had many years ago a small traditional round, so when I approached him regarding work, in my mind it was just "for now till things pick up". There was no way in my mind I would still be cleaning windows five years later. So, I initially rented the work off him and eventually that led to me buying it off him. That was over a period of 12 months, all ladder work, all cash collecting, when I look back god it was hard.

During the 12 months working with Stuart (the daughter's boyfriend) the one conversation that I kept bringing up was "why don't we use poles like that guy?".

Stuart always had a good answer to scare me.

- Customers don't like it
- Makes a right mess
- Very costly
- I know window cleaners who lost all their customers

The list was endless, so as you can imagine I hid in my bunker. Then the first of many events happened to change me for ever, the first, without a doubt, **the biggest influence on me was** the forum Clean It Up (CIU).

Coming across this forum was a god send, it opened my eyes to what was really going on out in the big world and I thank everyone who had contributed, good or bad.

I can clearly recall the main conversations in the first 12 months of me being on the forum was always about "squeegees, rubbers, ladders" but if you look at it now.....it's all WFP, THAT'S HOW BIG THE CULTURE CHANGE HAS BEEN IN THE UK MARKET, and so it should!

It was during this time I came across "The Wagtail" squeegee, mainly through the forum, and to this day I still feel it's the best all round squeegee. Recently, I had the pleasure of meeting Willie Erken the CEO of Wagtail at the Dorset Trade show. If you clean shop windows then this is the squeegee for you.

It was through the influence of the Forum that the next two events happened.

I decide to grasp the nettle and change my whole business approach to window cleaning.





Firstly ...I changed to WFP! Over one weekend I went and bought a second hand system and on the Monday started using my WFP giving a leaflet out to all my customers.....I lost two!!, so much for the scare stories.

Secondly...electronic payments. The main catalyst for this was I ended up collecting on a SUNDAY and came home with nothing, that evening I vowed to reduce my collecting to a minimum.

And all these changes came about because of the forum and the people on it.

As a business model, window cleaning would be hard to beat:

- Low over heads
- Low running costs
- Repeat business and excellent profit margin

I have always had three philosophies in life (I have three because I can't make my mind up which is the most profound) one is, change is inevitable, so go with it.

Secondly, in adversity there is always opportunity, if the recession had not happened I would still have my head under a bath or toilet and if I hadn't changed to WFP I would still be up a ladder wondering what may have been.

And thirdly, information is everything, there is no such thing as a stupid question by asking questions and posting threads thru the forums I have gained so much information that has helped move my business forward to a level that suits me.

I have learnt so much from the likes of Wagga and his videos and Alex Gardiner, one of the few successful people I know who calls you at home late at night to solve a problem on one of his products and all the contributors on the forum.

As I said earlier, "meeting people as always been important to me" I thrive on human contact, ***being influenced and influencing people*** is how we develop and that's one of the benefits of being a window cleaner the variety of people is unbelievable and every day I feel I have developed more both as a person and as a business and thru the likes of The Window Cleaning Magazine and the CIU Forum, I believe I can move forward a bit more.

Carpe diem everyone (sorry that's 4 philosophies)



Rob wins this Wagtail Slimline Flipper with two replacement pads for his story.



# Window Cleaning magazine

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## Join us on facebook

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

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

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

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



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*"Where window cleaners around the World come together"*

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- Equipment reviews
  - Informative articles
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- and much, much more...







# Self Build or Bought?

By Wagga.

# 20

“ ... JOB DONE! ... ”



CLICK to view videos

## Self Build or Bought?

Ah, that old question, to build my own Water Fed Pole System or to buy a ready-made one? Well actually it doesn't have to be one or the other.

What do I mean? Well there are several stages in between too.

I will come straight to the point and tell you that the easiest way into the Water Fed Pole game, is to buy a back pack and go from there. But you still might have some DIY to tackle anyway. When you get the backpack, it may not have the type of connectors that you require. It won't have wheels, so you need to get a set and then strap the thing on. It's all pretty basic stuff really but if you are a newbie, then things can look pretty daunting.

This is one of the reasons I started making YouTube video's on the subject of window cleaning so I could help out people that are new to the industry. I found that I had a flare for DIY which actually goes much further back than when I first started window cleaning. I came from an age when you had to fix things more, repair more and generally save money. And I have to say, its served me well over the years.

Most manufacturers won't really like everyone to build their own systems. Let's face it, it's a bit like Turkey's voting for Christmas. Naturally, they want you to buy everything so they can stay in business and rightly so.

It would be a chaotic world if nobody bought anything. But manufacturers don't really have anything to worry about here since many people don't have the skill or the time to build their own systems anyway.

Looking at it another way, if you *do* want to build your own system, then you are still going to have to buy things like pumps, batteries and connectors and all the associated stuff to go with it.

So let's say you just can't afford a trolley system ready-made. Your only option is to either build one of your own or buy a back pack. If you are



feeling confident enough and you feel you have the ability to build a system then go ahead and do it.

There are tutorials on YouTube one of them being mine. This goes into how to construct a trolley system from scratch and will show you what you will need and where to get the gear from.

When I first got a back pack, I was actually scared to take it apart. It looked complicated to me but when it eventually needed fixing, I began gaining confidence and it was at this point that I realised that all it consisted of basically, was a pump and a battery.

Once I knew this, I was able to get my head around building my own trolley system and this is the one featured in my video's. Incidentally, I was able to construct this and film it at the same time in one afternoon. Others have built this system to almost identical specifications, but have made a better job than me. So it goes to show what is possible and it's not just me being some sort of genius or anything.

As long as you don't mess it up, you will save yourself quite a lot of money especially if you haven't got much to start with. But one of the best things about a self build is something that might not be so obvious and it is this; you will learn how it works and will understand the principles involved so if and when it breaks, you will probably know exactly what it is that's failed and then know *how* to fix it again.

At the end of the day it's your choice (should you have one) whether to build your own system or to buy it ready. There's for and against for both of course but when I look back at my old back pack getting on for five years old, it reminds me of Trigger in Fools and Horses, having the same brush since he started.

For more information on how to get started just click on this link:

<http://youtu.be/O314axiKBro?list=PLC56F30D16014BC80>

**This issue we feature Tom Coyle from Nottingham, UK**



**Hi everyone, I'm Tom Coyle, a window cleaner in Nottingham, UK of 27yrs.**

**At the age of 19 I landed a job with a local window cleaner and after realizing that I was working very hard for very little, I decided to get canvassing and go it alone.**

Since then, I have never looked back! It has been 23yrs on traditional window cleaning and coming up to 4yrs on WFP. I'm enjoying the job more than ever. I am currently using a Pure Freedom 50ltr trolley and a Facelift backpack but soon I will be

fitting a tank in the van.

Using a WFP is great at my age as my knee's are going lol

The best thing about the job is that I enjoy working outside and I'm quite good with people. I wouldn't work for someone else again, I'm to stuck in my own little ways.

I'll be going to Pure Freedom for the tank & any other parts I'll need and I will be putting it together myself. It is pretty straight forward and I have got



"TOM, WILL BE BUILDING HIS OWN SYSTEM"



Wagga videos to fall back on! I'll be hanging on to the Berlingo van for a while and perhaps move up to a Ford Connect or Despatch in the future.

I'll be going to Pure Freedom for the tank & any other parts I'll need and I will be putting it together myself. It is pretty straight forward but there is always the help in the forums and the [Window Cleaning Magazine Facebook Group](#).

Thanks all for reading and take care!

WCM are on the hunt for the best looking or even damn right interesting or unusual window cleaning trucks.

Send in pictures of your window cleaning trucks to: [lee@windowcleaningmagazine.co.uk](mailto:lee@windowcleaningmagazine.co.uk)



# WIN THE LATEST NEW BRUSH from X-line:

New Evo-Lite Brush Launched by  
Xline Systems:

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**Xline have a new brush on the market... it's an ultra lightweight 26cm dual trim rectangular brush, specifically designed and developed to be durable and lightweight along with a really good scrubbing power.**

The brush is available in two variants, one comes with monofilament medium strength outer bristles, designed for day to day use, and the other has flocked outer bristles designed to be softer, while not trapping as much dirt as you find with other flocked brushes. Ideal for solar panel cleaning or for windows with leaded patterns.

The brush weighs in at super low 222g's, and comes as standard with 6mm pencil jets, push fit style 'Y' connector and a 45° socket.

To win one of these all you need to do is send in a funny picture before the next issue ( cut off end of August 2014 )  
You can email this to [lburbidgehighshine@yahoo.com](mailto:lburbidgehighshine@yahoo.com) or post to us on Facebook  
<http://www.facebook.com/groups/windowcleaningmagazine/>

Winners will be judge by our [Facebook Group Admin](#) and [X-Line](#).



# ISSA InterClean Amsterdam Rai 24



Welcome to the first article from the WCM Stig. His identity cannot be revealed. This is because some say his love of window cleaning verges on being illegal, and that he drinks tap water and relieves himself of zero parts per billion. All we know is..... he's called the WCM Stig.

For those lucky souls who made the journey to one of the worlds leading cleaning shows in its 25th year know they were not disappointed.

Comprising of 720 exhibitors and 11 halls plus external demonstrations as one exhibitor put it, "If its cleaning related and you can not find it here, the product does not exist yet"  
With 10,000 visitors a day this is one of the must see shows.

I spent three days touring the many exhibits and talking to a number of people involved in the window cleaning/Soft washing industry.  
For those who were not there I will try paint a picture.

Walking into Hall One, Unger hits you square, you cannot miss them. Unger always look to innovate and this year was no exception.

Unger launched the nLite Hydropower XXL RO, a bespoke 750 ltr trailer system featuring twin reels, pumps and RO. It is a fully integrated system containing space for the poles, RO and storage. The unit offers full flexibility avoiding over loading your vehicle.

The Trailer meets road traffic regs in all 27 EU countries with its multi chamber tank design and low center of gravity providing maximum stability during transport.

At its heart is the control system produced by a market leading electronic controls company. There are two RF radio remote pump controllers using **WASH** and **RINSE** settings. This innovative system means at the touch of a button you can increase water

## "PURE FREEDOM.. A FEW TRICKS UP THEIR SLEEVES"

flow to the brush for stubborn 1st clean rinsing and more. Pressing the fob takes you back to the lower wash flow rate.

The system also features auto tank filling Plus a Booster pump controller which measures TDS. The TDS can be preset between 0 – 50 if TDS exceeds this level the control shuts down the pump to prevent tank water being contaminated.

This innovative system means you can drop the trailer and a team while traveling on to a second job with a van mount system. Judging by the crowds around the Unger booth this was very well received.

**Mark Unger** was also on the stand supporting the team at Unger.

Moving on we come across a familiar face in **Pure Freedom** with Andrew Bramley and Andrew Thomson exhibiting there wide range of Pure water products including the Heatmaster, Trolley RO and Van mounted systems. Andrew B reported a busy stand during my time at the show.

They also have a few tricks up their sleeve with a device to replace a pole tap. The prototype was named the Waffle and was Bright yellow. The idea I am told is the device connects to hour reel hose and pole hose.

Also featuring an RF remote pressing the fob instantly stops the water flow with a second push restarting flow. The unit is designed to work with a controller to provide full flexibility and protection for the pump. As the device is on the ground no weight is added to the pole. Built to be tough and hard wearing I can see production models being very appealing.

**Ionic** bring their versatile range of poles, Quattro and of course the Zero system to Amsterdam. Having just moved to larger premises to support both build and development, Ionic continue to be at the forefront of the WFP systems industry. Ionic have remained true to their vision of how a system should be used be it with PPB polished water, hot water or their extensive

range of poles.

Ionic look to continue to innovate and bring quality to the market place.

**Facelift/Window Cleaning Warehouse** were displaying at the show for the first time along with a new product.

**Facelift** have been teasing window cleaners with ‘# What's in the black box?’ for a while now.

Well What is the black box? Its their new van mount system. The system is an integrated RO/DI tank system available in 650, 500 and 350 lit re.

Everything is inside the hood. It comes fully fitted as a one or two man operation. The system features auto shut off and a new bespoke controller.

The control features LCD display and Blue Tooth. This allows the user to have a mobile app to control and set up the system. Interesting idea while Blue Tooth is not strictly line of sight it must have a virtual line of sight, so how well it will work if your behind a building remains to be seen.

That said It is always welcome to see innovation in the market place so hats off to the guys at **Facelift** and **WCW** for taking a bold step. I can see that this will be a driver for development both among controllers and systems. Certainly one to watch.







I came across the guys from **Banana Products LLC** out of the US check out their website at <http://bananaproducts.com/>

Loved the idea you take a box standard trip protection cone and make it look like a peeled banana. It is highly visible, different and really appealed to my warped sense of humour. It certainly puts a new slant on anti SLIP protection.

One of my favourites at any show is **Baudain**. You can never fail to be impressed by these guys and they know how to make a system look sexy using steel sliver, black and blue colour scheme. You always know that the Baudain stand will be busy.

When they roll out the 40 foot 12500 litre soft washing system and boat with built in RO/DI for cleaning Yachts, the mouth drops.



Next, feast your eyes on the solar panel cleaning system complete with rotating brush head and in some bespoke water purification machines and you really get a wow factor.

You can not come to a show this size without marveling at some of the pressure washing systems on display by Dibo. These guys are a class act not so well known in the UK market they specialize in trailer systems, on demand trolley, hot wash or the odd car wash machine. While the average windy will not need 5 – 10 bar of pressure they produce some fantastic machines.

**Dirksen** are another EU distributor of soft washing systems apparel trailer van mount and a wide range of tools for the pure water market. Based in the North of Holland they have extensive distribution and contacts EU wide.

**Swiss Clean** and **Lewi** (Qleen) based in Switzerland and Germany respectively both look to provide 24V and 220V trolley based systems for exterior and internal cleaning.

Qleen have a wonderful solar panel cleaning system with a huge rotating brush head. At first site it appears unwieldy but to see the pole and try, it is surprising agile and easy to use.

Swiss clean use a 220V motor to generate high pressure and reliable continuous flow what ever the job at hand.

Add in the Gutter Vacs, floor cleaning machines pumps the size of a small car, touch screen analogue paper if you can think of it InterClean is where you will find it. Exhibitors travel from far to be here and display.

I was fortunate to spend some time with a number of system makers in both the US and EU. These guys have a wonderful insight into the way the US/EU market will develop, be it in the arena of intelligent systems, tank delivery, on demand, soft washing and pressure washing with an eye on the future.

All in all it was a great show and well worth the aching feet.

Mark Munro's WCP trade show in Dorset on the 17th of May will have taken place once this article comes out.

WCM also looks forward to seeing and meeting you at Edinburgh in October and of course The Cleaning Show at Excel London March 2015.

InterClean will return to Amsterdam may 10 – 14th 2016. Go on put it in the diary now take the wife, partner or just go on your own It is well worth it.

# The story of Glaswegian George

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**WCM would like to introduce Haider to the readers:**

*My name is Haider Khokhar. I am a 23 year old Electronics Engineering graduate from the University of Manchester. I live in Ashton Under Lyne, Greater Manchester. I am the Founding Director of Head4Knowledge ([www.head4knowledge.org](http://www.head4knowledge.org)) Limited, which is an educational technology social enterprise that makes educational video games to make learning and teaching computer programming fun.*

**WCM: Who is George?**

**Haider:** *George is a (witty, down to earth) 39 year old homeless man, who is originally from Glasgow that I met by chance last year in Manchester City Centre.*

**WCM: How did you meet him?**

**Haider:** *I met George in February last year, where me and my friend, Andrew, took him to Subway for a meal and ended up speaking for three or so hours about his journey and life in general.*

*I took away a lot from that talk we had. It was a very humbling experience and put my life into perspective. I always kept an eye out for George near where we met to see how he is getting on, but with no success. I recently bumped into him again near my office by*

*complete chance and we got chatting again.*

**WCM: What is his story?**

**Haider:** *He left home after he had an argument with his Mother and has been homeless since he was 16. Most of his time was spent in Manchester. Life on the streets is rough and tough. He survives by begging on the streets of Manchester. (He actually never asks for money. He just leaves his hat on the floor for people to help as they wish).*

*He tried to get various help, but cannot receive anything because he either isn't aware or can't due to the lack of identification, an address or a bank account. He has tried getting jobs, but with no experience or credibility he hasn't been given a chance by anyone. He felt helpless and almost trapped in a vicious cycle.*

**WCM: Why is he homeless?**

**Haider:** *George has been on the streets since he was a teenage boy, who left with very little education, no qualifications and limited work experience. That factored in with the little life experience he had as a naïve 16 year old boy, it was difficult for him to get employed or get accommodation so that he can receive support. He left Glasgow for Manchester, because he wanted to get as far away from home as far as possible, because of the troubled area. He didn't know anyone in Manchester and had no one to*



“ .. AND HAD NO ONE TO TURN TO.. ”

*turn to, which must have been quiet daunting, which affected his confidence severely. That in turn meant that he doesn't really have another way, but to beg on the streets. This is the life that he has been living since. because he always managed to get by. He has no stability in his life, which leaves him on the streets and him just 'taking each day as it comes'.*

**WCM:** Does he have family?

**Hadier:** *George has a family, who he has not had contact with him since he left Glasgow almost 24 years ago. He has two younger siblings; James and Tracy, who are around 38 and 34 years old. He is not sure whether his parents are still alive. He thinks about them a lot, but often thinks that they do not miss him as he was a 'troubling child'. If he had the opportunity he would love to meet them again. I personally would love that to be able to happen and help them reunite again after 24 years. He may have nephews and nieces that he didn't know about.*

**WCM:** George is homeless because he has difficulty...

**Hadier:** ...getting accommodation, financial support and employment to give him stability in his life. As well as the confidence to think he can change his life around. He doesn't believe in getting help. He has many skills, but none of which have been approved. George told me that he can drive a car, since he self-taught himself as he stole his mother's car as a young boy, but he hasn't got any formal training or qualification/licences for these skills that he can then capitalise on.

**WCM:** Tell me why the idea of finding a business for George became a eureka moment?

**Hadier:** *Having seen extreme poverty when I visited Asia, when I was 11, this had changed my life drastically. Since then eradicating extreme poverty is one of my life-long dreams. The author one of my favourite books: Rich Dad Poor Dad, Robert Kiyosaki does a lot of work on financial education. He advocates that money alone doesn't solve financial problems.*





## “WE SOON STARTED BOUNCING SOME IDEAS.”

*So I never give money to homeless people or those in need, but instead buy them a meal (or anything else they may need) and help them the best way I can with sharing knowledge.*

*The idea of helping people less fortunate start a business was inspired by my Mother, who mentioned that providing them with the materials to start a business with low start-up cost and minimal knowledge/training will help them be more sustainable in the long term.*

### WCM: Why window cleaning?

**Hadier:** *After talking to George the second time I met him, I presented the idea of starting a business, which got him a little excited if he had the opportunity. We soon started bouncing some ideas around like gardening, fruit stalls, painting etc. I got to learn that his father was a window cleaner and that he used to work with him so he knew how to clean windows. The startup cost was minimal. There are many shops in the area, so there seemed to be a lot of demand. The business is simple. It was a no brainer.*

### WCM: What are the challenges?

**Hadier:** *Challenges will include the management of the money that will be earned from his clients, and where it will be spent. Providing George with the adequate knowledge/education on how to start and run a sustainable business. How to get customers and retain them so they can bring in a steady income. How he can expand. The legal side of running the business (insurance, tax etc.). The biggest challenge will be getting identification, accommodation. A place to keep the equipment safe so it does not get stolen. George has a little trouble with his memory so staying organised and keeping on top of everything may be a challenge. Being able to use equipment he has never used i.e. a squeegee (his dad and him only used cloths). Customer care and service. Mobility.*

**WCM:** How did George buy the first tools that he has?

**Hadier:** *I stayed up until 4 am editing the first video to spread the word on social media and I was hoping for some good news when I woke up. We received an anonymous donation to buy the basic equipment for £40.*

*Some other necessities were donated by local shops the first day we went round to see if there was any demand for window cleaning. Morrisons donated some sponges and washing up liquid and Gemini Takeaway donated a bucket (yogurt bucket). Gemini Takeaway appreciated the story and effort so much that they were willing to replace their window cleaner to give George a chance and to help him get off the streets. The day we got the donation we went to Window Cleaning Supplies in Stockport for the equipment we couldn't get. We were greeted by Peter, who was very helpful and donated an applicator and a better bucket. With the donation we bought the rest*





## "HE HAD A MASSIVE SHIFT IN CONFIDENCE WHEN WE WENT TO GET THE EQUIPMENT"

**WCM:** What tools has he got?

**Hadier:** *Applicator, Squeegee, Belt & holder, Bucket, Sponges, Washing up liquid and Cloths*

**WCM:** What does he need?

**Hadier:** *Ladder, Extension pole, Bigger sponges, ????????????. I was hoping you could advise me on anything I might have missed.*

**WCM:** He has a customer already? How did that come about?

**Hadier:** *To prove the concept I went around with George to the local shops (before we put anything online and bought the equipment) telling them his story and to see if there was a demand for window cleaners.*

*We learnt a lot from this. Most big corporate's already have contracts through head office, but were willing to help donate some necessities. The smaller individual shop owners were very friendly and receptive. Gemini Takeaway wanted to give George a chance. So we knew that it could work before spending any money.*

**WCM:** Why did you set the appeal up?

**Hadier:** *It took us several hours to get our first potential customer and get some necessities donated. I figured that there must be a better use for our time. I have experience in the digital and technology field and instantly knew that we will be able to reach more people via social media and the internet- something that George is not familiar with that all. Also, having done a lot of work as a Social Entrepreneur and volunteering for charity and such causes I was certain that many other people would support George, since he is very likeable guy, and is very determined to make this happen once given the opportunity.*

*The appeal would help speed up the process of raising the funds for the equipment and spread the word.*

*When we got our first potential customer I also noticed that people also liked to hear George's story, which is why I wanted to share it. Hopefully this will also shed light on issues such as homelessness, poverty, employability, social entrepreneurship, education etc. that will then encourage others to do the same. If this project goes well enough, hopefully we can then help*

*help other homeless people after George is doing well.*

**WCM:** How does George feel with all the attention?

**Hadier:** *George was very sceptical at first when I pulled out the camera on him, especially since he is camera shy (he is very reserved on camera, but so much more fun off camera). When I told him that many people will see this and hopefully help us out, he didn't believe me at all. He didn't even believe me that someone donated money to help us buy the equipment a few hours after I put the video up on Facebook. He had a massive shift in confidence when we went to get the equipment. He was very excited and eager to go. Sometimes while walking the streets he would randomly start laughing and mumble 'I can't believe what is happening, this is crazy'. He is overwhelmed in disbelief and speechless over the kind words, support and appreciation out there for him. He gets shocked when someone recognises him on the street.*

*At one point he mentioned that his sister was good with computers and was saying that 'she might be watching this video right now', which must have*



George, Lee, Hadier

**WCM:** Where would like to see George in one year from now?

*I would love to see George off the street and him living in his own flat so that he has some stability. I really wish this venture goes well for him and he is*





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## "SEEING HIM REUNITED WITH HIS FAMILY WOULD BE THE GREATEST"

*kept occupied and busy cleaning windows. In one year I'd love to see him driving his van that he talks about a lot. I would love to see him help other homeless people get employed to help him with the business and get them off the street too. Seeing him reunited with his family would be the greatest thing ever.*

**WCM: What areas will George need the most help with? Why George?**

**Hadier:**

- Getting the essential equipment
- Training on how to use it
- How to attract customers
- How to retain customers
- Customer service
- How to lead a sustainable and balanced lifestyle/business
- Getting accommodation/ID
- Expansion

*Most mentioned in the 'challenges' section.*







# Popularity of van mounted systems begin to reach USA

## RHG: Fill N Go

**Where to buy:** *Primarily in the US, but UK distribution is being considered.*

**Available tank sizes:** *50 gallon and 100 gallon.*

**Available filters:** *RHG Carbon/Sediment, RHG RO Membranes manufactured by Axion, and RHG DI filters.*

**DI only or RO system:** *RO/DI with option to use only RO water.*

**Price range:** *\$1,499.00 US and upwards.*

**Durability, what is the frame made of?:** *Frames are made of aluminium and stainless steel as we use the same platform for our 'SmartWash' roof and siding cleaning machines.*

**Flow control options:** *Spring digital flow control and RHG pumps standard.*

**Can you fill as you work?:** *YES.*

**Special features:** *RO only option, fill as you work.*

**Designed for tucks or vans?:** *Both.*

**Reel and hose set up... a few words on this:** *Reels included in the RO/DI option.*

**We have the specs on two new systems to the US market.**

**When is it available to buy?:** *Now, in stock and ready to ship.*

**Do you supply fitting? If so how much?:** *NO.*

**Do you offer Speedliner or vehicle protection against rust in any package?:** *NO.*

**Is it 1 man or can it be a 2 man system?:** *1 or 2 man systems available.*

**Is there a heated pure water option?:** *Coming soon. ( You heard that here first at WCM)*

**Is there any automatic maintenance options such as an automatic flush program?:** *The flush is so EZ on the RHG systems that an auto flush is not necessary, simply turn the valve and you've done it!*  
**RHG is leading the way, yet again.**



**Shawn Gavin, RHG**



# HydroTek Pure Water Tank RO/DI Delivery System

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**Where to buy:** [J.Racenstein](#)

**Available tank sizes:** 65 gallon tank, WC may add additional tank(s) as necessary.

**Available filters:** Consumable replacement filters for Sediment, Carbon and DI resin.  
RO replacement in 5 to 7 years available.

**DI only or RO system:** both - Water stored in the tank is RO filtered.

**Price range:** \$3,800 base system, typically mid 4,000 configured with reels and hoses.

**A few words on durability, what is the frame made of what are the tanks made of?:**  
Steel Frame, custom moulded tank, stainless steel RO housing, large capacity consumable filter media vessels, top quality electrical components.  
Designed by professionals for Professionals..

**Flow control options:** On/off controls for:  
Master Power.  
RO Pump (May not be required at high water pressure sites)  
Delivery pump  
Selector for RO water or DI processed water.

**Can you fill as you work?:** Yes, filling can be accomplished while working.

**Special features:** Dual battery boxes for 6v batteries allows longer operational time in the field and much faster recharge rates.

**Designed for trucks or vans:** Yes, designed to fit in 48" wheel wells so easily fits in Ford Transit and Nissan NV small vans as well as others, and it is able to withstand the weather for truck bed mount installations.

**Reel and hose set up... a few words on this:** Yes, top quality Stainless Steel reels for input water 150ft of 1/2in and output RO or Pure water reel 300ft of 3/8in are available for top of system mounting or placed



in a stacking bracket for positioning of the reels elsewhere in the vehicle.

**When is it available to buy?** Now

**Do you supply fitting? If so how much?:** We can assist the window cleaner with fitting into the vehicle either at HydroTek or in our Carson CA facility depending on the vehicle.  
Pricing depends on options selected ...

**Do you offer Speedliner or vehicle protection against rust in any package?:** Spray in liners are available all over the country and are an excellent investment. I have the Duraliner brand sprayed in my F250 and I really like the durability.

**Is it 1 man or can it be a 2 man system?:** The base system is designed as a 1 man system, two could work from the system, but they would be frustrated by a single demand pump supplying two operators...  
I really recommend the add on that is available to provide a second DI filter and delivery pump for a second operator.

An additional RO membrane can also be added on to increase water production. This 2nd RO is more often needed when cleaning Solar Panels.

**Is there a heated pure water option?** No.

**Is there any automatic maintenance options such as an automatic flush program?:** The RO flush is automatic in this system with a timed relay.

This system is compact, with easy controls and built for the long haul as add on's allow it to grow with your business. Nice features, twin 6v batt support





**Tired of hand reeling  
your hose?**

**Jordan King is making it easy.**

**Jordan King is the owner of the OKGO system. He has been running his window cleaning business since May 2008, based in Corby, Northamptonshire.**

**Previous to this, he had worked as a Project Manager for a lift installation company and previous to that he had spent all of his free time studying engineering.**

**WCM: How did you make the transition into window cleaning?**

**JK:** *To be honest, the lift industry had its ups and downs, so in 2008 I left not knowing what was next and somehow found myself window cleaning as more and more of us do from all professions.*

**WCM: What is OKGO?**

**JK:** *Basically, OKGO is a system that I invented which aims to minimise fatigue and wasted time while cleaning domestic properties (See attached photo) It diverts hoses through the floor pan, allows poles to be stored externally between stops and allows winding and spooling without ever opening the van doors or lifting reels.*

*To be clear about OKGO, not a single setup has been sold and the prototype on my van is the only working*

*are trying to provide a good quality domestic window cleaning service while trying to maximise profits, and for those type of teams aiming at between 40 - 60 properties in a single day it can be life changing, it definitely changed my life, everything became easier, enjoyable even.*

*I still use mine daily even though I have since designed a product which seems to be far more popular.*

**WCM: How was OKGO initially received?**

**JK:** *There were a lot of positive responses with regards the concept and its originality. Some however, have concerns based either in cutting holes in the side of your van or stowing poles externally during stops. To me, my van is a work horse and its job is to serve me in the best way that it can. Some of the more experienced window cleaners later dismissed the idea online and began to talk about both the idea and myself in a negative way, but its not going away, many window cleaners laughed at the idea of cleaning with pure water in the mid 1990s.*

*Obviously, I have respect for the career window cleaners and those who have worked their way up to the point where they are operating fleets of*





*ability to make my own life easier, I'm an expert, you only have to ask my girlfriend and she'll confirm it. There are those out there today that would benefit hugely from OKGO therefore, it remains available as a bespoke package.*

**WCM: You have a new, even more amazing product? What is that?**

**JK:** *I'm really happy that you've called it 'amazing', especially since you've seen it in the flesh. This time round I'm not going to talk the product up, I'm just going to tell you the facts and you decide whether this product is for you. If it's not for you, ill get you with the next one!*

*The product is called 'Power Up'.*

*Its a package that allows you to add a motor to your existing reel, controlled via a variable voltage twist switch without any cutting or drilling, it just bolts together like a jigsaw and comes with a 20 step manual including pictures. There are videos circulating on some of the forums and on Youtube which can be found by searching its project name (Waterworks Corby Reelmod) or by searching for us on Facebook.*

*It's more than just a motor for your reel though. It changes the existing set up of the reel, changes the bearing surfaces, stiffens the chassis and centralises the reel onto the reel frame which in combination make the reel perfect for powered rewind. That's the part I'm most proud of, its no gimmick, its a technical concept made really easy for the end user. I can build one from scratch within 30 minutes but 1.5 hours seems to be the average time for someone who is not familiar with it. Building one can actually be fun, especially when the end result is no more hand winding, ever!*

**WCM: Can you control the speed of 'Power Up'?**

**JK:** *Yes, the switch is responsive. For example, the reel can be at full tilt but when a fixed item on the hose is approaching, i.e. connectors, you instantly*

*through your spooling hand slowly, then instantly crank it back up to wind in the pole hose.*

**WCM: How much more convenient is it than OKGO?**

**JK:** *It is difficult to for me to compare both products in that way. OKGO has a huge number of benefits while Power Up has one really big benefit, no more winding whatsoever. I think my time will be spent in the future combining the two, and adding blue tooth powered rewind features. So imagine this, you pull up, lock all doors, pull your pole of the van and get to work (as per OKGO). Once complete, you use a mobile device to rewind the hose as you walk back to the van, when you get to the van all that is left is to mount the pole and drive to the next job.*

**WCM: Who came up with the name 'Power Up' and why?**

**JK:** *Our original project name 'Reelmod' was meant as a reference only and referred to 'Reel Modification'. It was always my plan to discuss with our distributor Window Cleaning Warehouse all aspects of its marketing including its name once*





## “..BUILDING ONE CAN ACTUALLY BE FUN..”

*it had been finalised. There were a few names suggested but it was the MD of WCW himself who suggested 'Power Up' and to his credit I think he got it in one. It powers up existing reels!*

*To clarify our relationship with WCW to readers, potential future distributors and those who may be interested, we have signed a deal whereby all power up packages go to WCW first and are to be sold to both distributors and end users thereafter by WCW (Mike Howard 01446 749060).*

*The main reason for this, is that I like their team and the way in which they operate. When you next have time go to the website and look at all of the brand new products available there that you simply can not buy anywhere else, it speaks volumes. They're out there looking for the next innovative product to assist window cleaners, fortunately for them they didn't have to find me, I came to them. My main point is not to talk up WCW, although I do now have an interest in doing so, its that, if you've got a good concept, prototype or finished product talk to them. They've got instant access to the biggest database in Europe and if your idea's got legs, they may be able to offer advice.*

**WCM: What are different ways to use 'Power Up'?**

**JK:** *Currently, I'm recommending that there is one good way to use Power Up and that is with the reel fixed in the van and the hose diverted through a hose guide at the rear of the van therefore operating with the doors open. On rewind the switch is held in one hand and the hose in the other for spooling, this way you can watch the hose as its reeled, taking care for pedestrians and keeping an eye on potential snags. I'm currently working on a version with its own lightweight battery pack which can be used in conjunction with external van ports without a trailing power supply.*

**WCM: What is its top speed and is there a risk of injury?**

**JK:** *The top linear hose speed at 12V is 2.5M/s meaning you can reel in 100M within about 40 secs*

*To some this may seem like quite a long time but the gearing is set up at 12V in a balanced way to provide sufficient torque. If you think back to the last time you were in a rush to get 100M back on the reel and how fast you spun the handle, its a bit quicker than that and quite a bit less hassle. If you're not happy with that, link your batteries in series and provide 24V to the motor however, don't complain to me when you've finished your weeks work and its only Monday lunchtime. Just playing, point is, once it's yours, it's yours to modify as you wish but I recommend 12V as perfectly sufficient.*

*With regards to preventing injury you should use Power Up responsibly in the same way that you would use a MEWP responsibly or any other powered equipment. The switch loom allows you to stand 3 metres away from the reel during rewind and that is what we're recommending. Make sure that you are alert at all times, have your hand on the switch at all times during rewind and that the reel is properly fixed.*



## "BETTER DESIGNED FOR WINDOW CLEANING.."

*If the reel is not fixed and your hose hits a snag it will pull itself from the mount. In a similar way, if your mate has his hand on a drill chuck, don't switch the drill on or if your cleaning from a MEWP at 25M and there are services located on the pavement around you don't test their strength by driving over them.*

**WCM: Can you buy it built?**

**JK:** Yes, if you don't like puzzles or simply have not got time you can buy the unit built onto a brand new reel from WCW.

**WCM: Isn't there another product like this in the USA?**

**JK:** If you consider this product to be just an electric reel, and I would not blame you if you did without using it, then yes. There are other electric reels available to buy all over the world but none aimed at window cleaning directly. The USPs on this product are free wheeling on deployment, rewind speed (quick), torque calibration (powerful enough for our purposes) switch response and ability to operate remotely, lightweight, fit for purpose, and price when you consider you'll be using an existing reel that is already owned by you and set up to your own preferences. If for example, you buy the kit and fit to an existing reel, you'll have a product which is better designed for window cleaning than any other powered reel in the world at approximately 25% of the cost. In addition, in the unlikely event that the equipment fails you can use your winding handle without any problems.

*All in all, I am very happy with the Power Up package. It's being used right now by window cleaners and their reviews have been great. My aim all along has been simply to make a product that window cleaners want and to continue prototyping new ideas and in that respect things are looking good for the future.*

**Best regards,  
Jordan King  
Waterworks Window Cleaning Ltd (Corby)**

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# New game changing solution?

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## WCM speaks to Jim Thomson

Hi, my name is Jim Thomson, I live in a small seaside town called Ardrossan, Ayrshire Scotland and I am the creator of The window cleaners shine ( Mpower ) a new amazing solution for window cleaners.

But first let me give you my back ground. I got into window cleaning while out shopping. I saw an advert for a part time window cleaner posted on the for sale board in my local Sainsbury's store, with training provided if needed!

At the time I was caring for my elderly parents so full time work at that time was out of the question. Little did I know but the person was actually looking for someone to look after/rent his round for him while he was doing some time at her Majesty's pleasure! Lol.

But I decided to apply anyway as training was provided. Good, I thought, as I had never cleaned a window in my life. Well the training I got I can laugh about it now it was to use a dry finger and run down the edge of the pane of glass to create a dry edge to start the squeegee off!!

So, I had no gear to window clean with and so I borrowed some money to buy BOAB, applicator, squeegee etc.

I went to Cleantech in Kilmarnock and a guy called Mike sorted me out with the basic kit I needed. I still see that guy around today and still have a laugh about it, we actually became friends and I introduced and sold him stuff so he could get into WFP!

A few years later, that was in 2000, myself and brother

-in-law cleaned the round for a while and we were picking up new customers almost every day when we first took over the round. We had 120 houses to get around, by the time I handed the round back to him we left him with over 200 houses!

He did ask if we wanted to continue to do the round and rent it off him but we declined as it was a nightmare to get access to some of the houses. It was a joke, locked gates, washing machines etc. blocking paths, cloths lines everywhere! No thanks I said! But I went away thinking I quite enjoyed cleaning windows and some day would like to build a round for myself.

A few years later both my parents who I was caring for passed away and so I decided it was time to start building my own round up, problem was I had no money to buy any gear as I was unemployed. I asked at the local job centre about any funding to buy ladders etc, a waste of time there to be honest. So I took on a delivery job in the evenings to get enough money to buy enough gear to get me started!

Once I had enough money, back I went to Mike at Cleantech and said to him, 'right I am looking to buy some window cleaning gear and am looking to buy your best sellers. I don't want the cheap stuff'.

Strange really when I look back, I remember going to see Mike for the first time. His shop was in a housing estate and looked more like a house converted into a shop. It was that small, if you had 2 people in the shop

## "I WAS CHARGING MORE AND THE CUSTOMERS WERE COMING TO ME"

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that was it, FULL and others had to wait outside until you were served.

When I went to see him the second time it was in his new place which was a proper shop and workshop. It was then I was thinking, 'Hmmm, I think there could be some decent money in window cleaning'. I was sure then I was making the right decision about starting up in window cleaning.

So, I started to let my neighbours know I was starting up my own window cleaning round. I got six neighbours on board and so I was up and running as (thelocalwindowcleaner)

I did not know much about building up a round and so I carried out a search on Google and found (Clean-it-up) registered (user name on there and a few others is james44) and read for hours. That was back in 2003. I picked up a few tips and off I went canvassing and got another six each and every time I went canvassing them houses. I picked up more and more until such time I could get off the unemployed register!

Soon I was picking up lots of houses as I was doing what a lot of traditional window cleaners did not do round my way was to clean the frames as well as the glass! I was charging more and the customers were coming to me, so I knew I must be doing something right. Yes, it took a bit longer to build the round rather than go canvassing after all I only canvassed 12 houses the rest came to me. I could have canvassed a lot more but would I still have those canvassed customers today?

Looking at threads on Clean It Up, WFP posts were starting to become regular and so I decided to go and speak to Mike again at Cleantech about it. He had poles, backpacks etc. but could not show me how to use it. He suggested I go and see Peter Fogwill in Broxburn. I arranged to drive the 2 hours up to see Peter in 2003 and he showed me how it all worked. I drove back to Kilmarnock and bought a Mutabi backpack, an Unger alloy 30ft pole and Vikan brush head. I was now set to get into WFP.

I read a bit more on Clean-It-Up and other forums as more and more forums were popping up with lots of info! I just kept reading posts and practising on my own house until I got the hang of what it was all about. Off I went cleaning my customers windows with the WFP for the tops and trading the bottoms.

I was the first person to be seen with WFP in my area! I liked the fact that I could WFP the tops and trad the

bottoms, I do like to mix it up a little sometimes though. Some days I will WFP the lot but like the fact I can choose which ever way to do it. I still do trad/WFP to this day as it is what I prefer to do.

I basically started window cleaning in 2000 and with the help of forums, taught myself both trad and WFP methods. Now I have around 50 houses left out of 300+ as I sold most of the ones as new opportunities have come along which I am excited about.

I will continue to stay in window cleaning until such time it becomes almost impossible to do, as I have some exciting projects that I am working on at the moment, things I have wanted to do for quite some time but have always been so involved with work and had little time to do anything else. Now I have freed up some time I am looking forward to the future.

Talking of the future, I was out cleaning one day when I spotted a young lad with a round bucket, cheap pound shop squeegee etc. I went over to speak to him, he was enthusiastic about starting window cleaning but had no money to buy the proper gear as he was looking after his sick parents. This lad was only 19 and so this got me thinking back to when I was in the same position all those years ago!

Took him to my house, went into my shed and gave him a brand new set-up of Unger stuff bucket, applicators, squeegees etc.







stuff I was never likely to use. The lad could not thank me enough. I see him about now and again and he is doing well.

So to the future as many of you will know by now I have a new product on the market called **The Window Cleaners Shine**.

### What does it do?

Well first this should give you a better understanding on how it works:

In 1827, Robert Brown first observed the irregular motion of small particles suspended in a liquid or gas. This irregular motion was caused by the bombardment of the suspended particles by molecules of the liquid or gas, they were suspended in a uniform medium. The motion of the molecules gave rise to a powerful cleaning technology, known as "colloids". Quite simply, colloid solutions have been described as millions of tiny "jackhammers" in constant motion.

These molecules move in a "zig-zag" pattern after being charged and ionized to repel each other. Temperature affects the amounts of movement, as with most cleaning agents. These molecules move with a velocity proportional to the square root of temperature. These "charged" colloid-sized particles of silt and clay pick up dirt or pollutants such as arsenic, lead, cadmium, pesticides, etc. and because the particles are "like" charged, they remain in suspension.

This suspension is one of the basic steps in soil removal. Dirt or oil particles bond together, as well as to surfaces. The colloids "grab" soil particles, breaking it down. Then they keep the particles from re-bonding or re-depositing on the surface, due to "like" charges that constantly repel.

**The soil goes back onto the surface you've just cleaned, great!!**

Well not quite, let me explain. Once released, the soil particles are reduced in size and captured using a matrix structure which helps to suspend and stabilize any form of emulsions thus preventing sedimentation of the suspended material. In cleaning it helps to prevent the re-deposition of soil back on the cleaned surface.

Using particles with a size of around 1/10 millionth of a meter which are constantly repelling each other, we have effectively created a solution that chips away at soil particles without any chemical intrusion to the surface you are cleaning.

Working by using continuous fragmentation or a form of dispersion if you like, soil matter is reduced to a level rarely experienced using conventional cleaning agents.

This new Solution range, utilises revolutionary technology, working at a micro molecular level. A solution that is effective on both oil and water based staining and cleans without "chemical intrusion".

**Window Cleaners Shine glass cleaner** is a combination of naturally derived renewable sources and for the most part it is plant based. It will not eat into or break down rubber seals, it doesn't scratch plastic surfaces.

### What makes itself cleaning?

Well some of the solution will remain imbedded in the surface of the glass and once water is present it simply keeps breaking down the soil.

The result is sparkling clean glass which makes it easier to clean on future visits!

### How do you use it?

*For traditional window cleaning* put 2 capfuls (20ml) of the solution into 5 ltrs of clean water, for best results I recommend you use pure water. Using a clean (soap free) applicator, dip the applicator into your bucket of solution and shake off the excess water. Apply it to the glass as you would normally. To blade off, use very little pressure, just let the squeegee glide over the glass. There is no need for heavy pressure on the blade. If you experience drag then you are applying too much pressure!

It will feel strange to start with as it contains no soap! (Do not add any soap of any kind.)

When you apply it to the glass go over the window rubbers as well as the Mpower will seal and protect the window rubbers and stop those annoying black runs!

## "STRANGE TO THINK I HAD THE BASIS OF THE CLEANER 2 OR 3 YEARS AGO!"

For Water Fed Pole window cleaning, mix up the solution as you would for traditional window cleaning using pure water. Again, apply it by using an applicator or by spraying onto the brush! I recommend you apply it with an applicator (it is the most economical way to apply it.) Apply it to all the window glass and rubbers. When you have done all the windows go back and WFP as normal.

You may feel that this is a slow way to apply it, but trust me the benefits will outweigh this! A little time spent now will be a huge benefit in future cleaning. Remember this is a professional formula not an off the shelf dish washing soap!

One 500ml bottle will make 125 ltrs of solution which goes a very long way.  
It will cost you 20p per day to apply it to all your houses!

Depending how soft/hard your water is you may have to adjust the dosage a little when applying!

### So what are the benefits?

Leaves a brilliant professional shine, smear and streak free windows. Self cleaning properties making it easy to clean, cutting your cleaning time by up to 50%  
Seals window rubbers and stops those annoying black runs. It eliminates spotting issues for WFP. There is no detailing needed as there are no soap suds to clean up. The solution is also Eco-friendly safe to use as it contains no chemicals or ipa etc. and it is 100% biodegradable. The only professional Eco friendly biodegradable formula in the world that works with traditional and water fed pole cleaning!

### If the windows are self cleaning won't my customers want them done less frequently?

I can't speak for everyone but I have been using **Window Cleaners Shine by Mpower** glass cleaner for 6 months now and no customer has changed!

How many times have you cleaned a house and gone back only for the customer to say, "... the last time you did them it rained the next day and my windows were filthy again." And, "oh, it looks like rain can you leave them this time?" Since using Mpower I have not had one customer mention any of the above! Window Cleaners Shine by Mpower has self cleaning properties and it won't matter if it rains after you have cleaned them as Mpower needs

water to work hence why it self cleans!

Users quotes:

**Jeff Brimble:** A brand new customer said to me, "your not going to clean them now are you? Its raining!", like a flash I replied "Its OK I am going to apply a Rainguard Nano Coating that will give the windows added shine". She couldn't think of an answer and let me carry on.

Its true in a way, I have noticed that hydrophobic glass that used to show even rain spots no longer does. This mix of Jim Thomson is a dream come true. I am so enjoying my window cleaning work again. When I call back on previously coated jobs, they are a pleasure to clean and take no time to do. Trad on with a brush or T-bar applied from a drinks bottle, am generally just doing the lower windows as its really fast to apply and WFP rinse off. I have some really 'hairy' hydrophobic glass and a second coat sorts them out. Life is good! very, very good.

**WASH&GO:** Later once you have used the solution a few times and have become familiar with this unique product I will post instructions on how to use the Wash&Go method! Reducing your cleaning time even further!

I cleaned my own windows in Jan this year, 6 months later having been through a harsh Scottish winter, they are still clean!

The Mpower glass cleaner would be ideal for places that only do windows less frequently like in the USA or Australia for example.

Ever had problems where you have cleaned a house and they looked fine only to go back when the sun is out and they look all smeary? This glass cleaner ends this problem guaranteed and it eliminates spotting issues for WFP users.

### How did you discover this?

Well it was not an overnight thing. For quite a few years now myself and Jeff Brimble have been swapping different cleaning chemical samples. Things we felt might make a difference and help in our cleaning by making things easier and combating a solution to eliminate spotting. Strange to think I had the basis of the cleaner 2 or 3 years ago! A sample which I sent to Jeff, for whatever reason that we were testing it for, did not work. Then one day I came across the same container of the stuff I had bought years earlier and decided to try it again another way bingo!





It worked really well and that product was Mpower carpet cleaner but as it was a costly chemical I knew window cleaners would only buy a cheaper option. I contacted a guy called Nick at Solutions and we talked about how we could make a solution for window cleaning. We talked about what it was I was looking for what and what I wanted it to do. Nick refined it for me and came up with the glass cleaner!

I then ordered a batch of 60 bottles and sent out some free samples. I had a few people test it for me and applying it in different ways to see what sort of results they could get. From the feedback I got, I knew it had great potential. Since starting to sell it the feedback has been amazing. I have since sent it out to places like Spain, New Zealand, Germany, Finland and the US. Almost every day I am getting orders from different parts of the world!

I now have users who are now ordering it in 5ltr containers. It's not just about the shine but the professional finish it gives. It's that good. A user in Germany (John Davidson) cleaned his car with it with excellent results!

## So what about the cost?

As you can see above there are many ways you can apply it plus this will be a good product for commercial/domestic, office cleaners as one small 500ml bottle will make up 125 ltr bottles of cleaning solution it will clean glass and any hard surface area! If you went into your local pound shop to buy those 125 ltr bottles of cleaner separately it would cost you £125 yet my 500ml bottle is on a introductory offer @ £4:99 and will make 125 ltr bottles!

To enquire or buy the glass cleaner you can contact me [localwindowcleaner@talktalk.net](mailto:localwindowcleaner@talktalk.net) we are also looking for individuals /companies who are interested in being distributors of the glass cleaner.

I am currently starting up my own company West Coast Cleaning Solutions and the glass cleaner will be the first of many new products in the coming months. A few years ago I sold my entire window cleaning round; I got it all back again. I am glad I did window cleaning it is the best job in the world.

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# WCP Trade Show. It's all gravy

## By Lee Burbidge

### WCP Trade show. It's all gravy.

You can't just simply have a British Sunday roast without gravy. Sure, the roast potatoes and Yorkshire pudding are scrummy and the meat and its roasted chicken skin or pork crackling is divine, but with out the nice thick meat gravy, it just doesn't seem the same. The gravy makes it. The gravy is good.

I have a friend who uses the term, "...its all gravy", meaning 'its all good' and when I am in his company I find myself using that same term.

The WCP Trade show and its pending magazine is just that, 'all gravy'.

The WCP Trade show was put together by local Bridgeport window cleaner Mark Munro. Your average window cleaner looking to fill a void in trade shows in his area of Dorset, UK.

Back in 2012 we covered the Clean It Up trade show in Kettering UK, but sadly amongst talk of a regular thing, we never got to show number two. Hopefully this will change.

In the mean time, Mr Munro has worked the blower hard and has found all the stars and the moons aligned for interest in his event by suppliers and manufacturers alike.

Credit where credit is due, the show was organised professionally with food and music. The event ended with an after party disco on the beach of which some 30 people got blind drunk and had fun. The show attracted around 300 to 400 people from all over the UK.

Should a window cleaner tend trade shows?

I have always been a strong believer that window cleaners should. Although more and more manufactures are laying on open days and road shows, a trade show offers that extra opportunity to 'kick the tyres' on mass with the latest must have window cleaning equipment. But most importantly, the networking of other window cleaners at such events is amazing.

If you are passionate about window cleaning and I am sure your wife or family members may be sick of hearing it, go to a trade show and you will be in heaven. Don't get me wrong it's not all about talking shop, but it is there.



WCM TV filming at the Dorset event

At the IWCA Trade Show and convention in Florida 2012 that I intended, apart from the odd speaker, I got the most out of the Round Table breakfast meetings. Networking with other window cleaners can be eye opening sometimes.

At the Dorset event all the usual suspects were there such as Facelift, Unger, Aqua-Dapter, Streamline and GrippaTank to name a few. New exhibitors included the likes of Jet Systems and





Whizz Bizz (a window cleaning canvassing company)

The highlights for me were meeting people like **Willie Erken of Wagtail** who exhibited along side the new team from **Reach-iT**. Of course there were many other exhibitors.

I enjoyed the event (even thou I felt I was working for WCM and WCM TV for the most part) as I eventually met up with many industry buddies such as **Chris and Tristan Dawber (AKA Wagga)** **Jon Lorensten of Round Partner**, **Peter Fogwill (AquaTap)** to name a few. And there is not forgetting the many window cleaners who I can call real friends from both in and out of the Window Cleaning Magazine Facebook Group that I really care about.

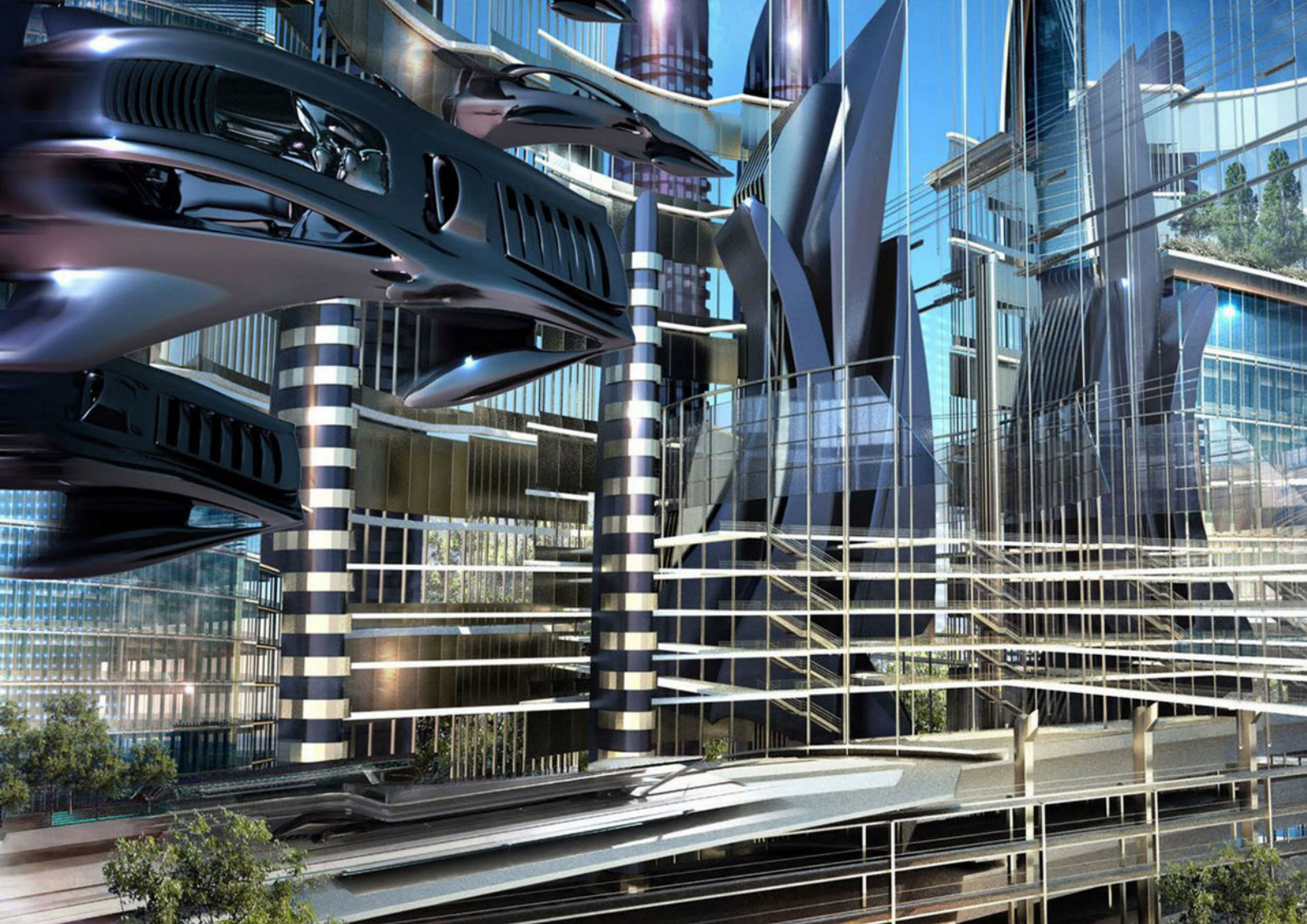
It was great to hook up with **Chris Lambrinides of WCR, USA** who flew in with his wife a few days before to hang out in London and I will never forget sharing the caravan with **Karl Robinson (Robinson-Solutions Professional Window Cleaning blog)** **Willie Erken** and his brother **Peter** and my mates Richard and Wulfy. I am not sure which one of us snored the loudest.



**Back left to right:** Tristan & Chris Dawber, Richard Lawrence Julian Pierce, Mrs Pierce, Karl Robinson, Peter Fogwill, Chris Lambrinides, Mrs Lambrinides, Peter Erken.

**Front left to right:** Wulfy, Willie Erken, Lee Burbidge

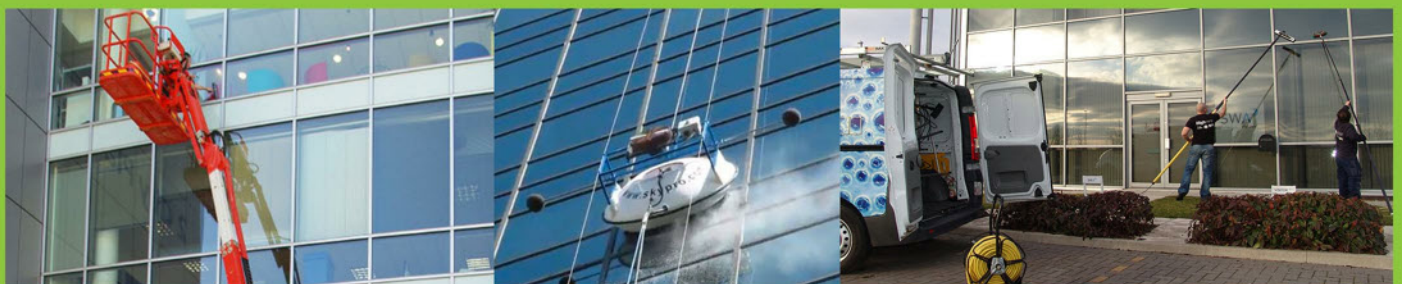




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