

Window Cleaning magazine

October 2012

This issue...

Facelift: Big Things to Come

Mike Howard and the Phoenix

The Wagtail Story

Willie Erken Talks to Lee

Window Cleaning Network

We interview Gary Mauer

Myth Busting with Perry

Do you need TDS 000?

Brit Style Window Cleaning USA

With Jeff Temperley and John Lee

and much, much more...



ARE YOU IN THE WINDOW CLEANING INDUSTRY?

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

Just a Few Member Benefits:

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

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

Window Cleaning Magazine



Editorial

Autumn is here again, soon it will be time to get out the gloves whether you clean windows the traditional way or with a water fed pole system. It will be soon time to get out the heaters for your van and start bringing in doors your hose reels.

What a great year it has been! This is our first year and I want to thank all of our readers for your continued support world wide.

Having closed the voting for The Best Residential Water Fed Pole 2012, WCM is proud to officially announce the winner as the SL-X pole from Gardiner Pole Systems. The pole came in with 42% of the votes, so well done to Alex Gardiner. We will be reviewing the SL-X in the next issue and have a chat with Alex Gardiner on his range of poles.

I have to mention how much I enjoyed my time at the VanFest on Saturday the 15th of September 2012. The event was put together by Mitch of CIU (Clean It Up cleaning forum) in conjunction with the NCCA (National Carpet Cleaning Association). The event had competitions as well as showcasing a few suppliers in the grounds of Wicksteed Park, Kettering UK. The park had bags of entertainment for the whole family. I took my 13 year old and she loved it!

I met some new window cleaning friends such as Wulfy and Cluey. Although half the number turned out that said they would attend, it was still a fab day!

I can see VanFest becoming a much bigger event the more people get to know about it and I have spoken to Mitch about the idea of inviting non-members of CIU for the next gig.

Bring on the next VanFest...

Lee Burbidge

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

Contents

- 08 Janelle Davis**
Spreading the sunshine..
- 14 Willie Erkin**
Wagtail company profile
- 22 Myth busting with Perry**
Do you need TDS 000?
- 25 Gary Mauer**
Talks WCN
- 28 Mike Howard of Facelift**
Profile and the Phoenix
- 37 Brit style window cleaning USA**
Jeff Temperley and John Lee

Plus...

Software Review

By Danny Pain

George The Window Cleaners Assistant

page 48

Finance Report

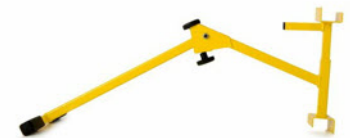
For the 12 months ending 18/05/2012

Printed: 25 May 2012

INCOME	Start Date	End Date	%	Count	Amount	Payments Received
Commercial Window Cleaning	01/01	01/01	3	0.00	75.00	
Residential Window Cleaning	12/01	12/01	4	3.00	0.00	
Total Income	12/01	12/01	4	3.00	75.00	
Profit for Period	12/01	12/01			75.00	
Net Cash INFLOW for Period						75.00
Payments Received to period						
Credit Transfer for 75.00						

100.00% * 100.00% = 100.00% (100.00% * 100.00% = 100.00%)

New Product

Ladder safety device
page 43

Window Cleaning

Editor: Lee Burbidge
Graphic design: Mike Henderson
Photography: Andrew Nutting
Proof reading: PRS
Production: Studio Arts
Front cover photo: Tony Natoli

Contributors:
Janelle Davis
Willie Erkin
Danny Pain
Jeff Temperley

John Lee
Perry Tate
Gary Mauer
Mike Howard
Kelly Fisher

Robert Hatt
Tony Natoli
Chris 'Wagga' Dawber
John Medhurst
Sean Farrant

The Window Cleaning Magazine does not necessarily agree with the views and opinions expressed by contributors. WCM reserves the right to edit or reduce any article for publication at the editors discretion. Please accept our apologies if an article or letter does not appear in this issue. We do not accept liability for any product featured or advertised in this magazine.

All rights are reserved – No part of this publication (The Window Cleaning Magazine) may be reproduced or transmitted in any form without the written permission of the publisher. This magazine is sponsored and therefore owned by High Shine Ltd and its Managing Directors. All correspondence to: "Window Cleaning Magazine" c/o High Shine Ltd, 72 Boston Road, Gorse Hill Ind Est, Leicester, LE4 1HB

Tel: 0870 750 1970 Fax: 0870 750 1971

Email: admin@windowcleaningmagazine.co.uk Web: www.windowcleaningmagazine.co.ukCopyright © The Window Cleaning Magazine All rights reserved www.windowcleaningmagazine.co.uk

A large, dynamic splash of water in shades of blue and white, forming a circular shape around the central text.

THE CLEANING SHOW 2013

A fresh look at cleaning
products and innovations

The UK's only major event designed specifically
for the cleaning & support services industry.

Whether your company is new to the cleaning industry
or with years experience come and see fresh new
products, innovative services & exciting opportunities!

www.cleaningshow.co.uk



19-21 MARCH 2013 BIRMINGHAM NEC

For more information contact Martin Scott: **Tel** +44 (0) 1737 855086 or **email** martinscott@quartzltd.com



Impressive Number of New Features on Offer at The Cleaning Show 2013

19-21 March 2013 – NEC Birmingham

Organisers of The Cleaning Show are proud to announce an impressive number of new features at the next exhibition which will take place at the NEC in Birmingham from 19-21 March 2013. With such a full programme of attractions, the largest number of exhibitors yet, as well as a co-location with the very popular IMHX 2013 event, The Cleaning Show 2013 is set to be the biggest and best ever.

The Cleaning Show is organised every two years on behalf of the cleaning industry by BCCE Ltd, a company jointly owned by the British Cleaning Council and Quartz Business Media. Over 200 exhibitors, specialising in a variety of different sectors, will be present at the 2013 show, with over 50 exhibiting for the first time.

Martin Scott, Exhibition Sales Director, said, "We expect The Cleaning Show 2013 to attract a record breaking number of visitors and exhibitors and with The International Materials Handling Exhibition running alongside the show, a huge increase in visitor numbers from the warehouse sector is assured. Exhibitors have one opportunity every two years to get their products in front of a massive buying audience – and they are certainly grasping this opportunity with both hands."

Paul Thrupp, Director of Cleaning at OCS Group UK, adds, "The Cleaning Show is a must for our 2013 calendar. Having visited the exhibition in previous years, it gives us the opportunity to see the huge number of new and innovative products and services that are on offer. We would not miss the UK's premier cleaning exhibition as it provides great value to our business."

Highlights of the new features and attractions include:

Innovation Zone and Awards

The Cleaning Show Innovation Awards have continued to grow in stature and, for the first time, finalists will be featured in a new Innovation Zone. Exhibitors will be able to upload innovations onto the show's website and entrants can win either their sector or the overall award. There will be nine different sectors in all as well as a "Best New Idea Award."

Green Equipment and Services Pavilion

The Green Equipment and Services Pavilion will comprise a number of products and services from different companies, all developed to promote environmentally sensitive cleaning practises.

Laundry Zone

A brand new Laundry Zone has been added to the exhibition, specifically for laundry and dry cleaning companies as well as laundry trade associations.

Work-wear/Corporate Clothing Pavilion and Catwalk

Also new to the show will be a Work-wear and Corporate Clothing Pavilion which will include a catwalk where "fashion shows" will be staged throughout the three day event.

Business Zone

A Business Zone – featuring recruitment, IT, insurance, finance and marketing companies – will be featured for the first time.

Website

The Cleaning Show 2013's website www.cleaningshow.co.uk will see new features added, providing both exhibitors and visitors alike with an efficient marketing tool for the exhibition.

Twitter

A Twitter account has also been set up for the show - @TheCleaningShow - which will be used to showcase the companies involved and keep followers up-to-date with the wide range of activities taking place at the event.

The show is a must see event if you work in any of the following areas: Contract cleaning; carpet & upholstery cleaning; education establishments; facilities management; hospitals & healthcare establishments; industrial & factory premises; janitorial supplies & wholesalers; hotels and leisure establishments; local & central government; office & commercial premises; retail outlets; and window cleaning.

Register now for your FREE PRIORITY PASS and free parking at the NEC, giving you quick and easy entrance to the show. Visit: www.cleaningshow.co.uk





HSE New Cost Recovery Scheme

The Health and Safety Executive is Britain's national regulator for workplace health and safety. It aims to reduce death, injury and ill health. It does so through research, information and advice, promoting training, new or revised regulations and codes of practice, and working with local authority partners by inspection, investigation and enforcement. www.hse.gov.uk

The Health and Safety Executive's (HSE) new cost recovery scheme, Fee for Intervention (FFI), will come into force on Monday, 1 October 2012.

Under The Health and Safety (Fees) Regulations 2012, those who break health and safety laws are liable for recovery of HSE's related costs, including, inspection, investigation and taking enforcement action.

The many businesses that comply with their legal obligations will continue to pay nothing.

Detailed guidance for businesses and organisations is available on HSE's website. Developed in consultation with representatives from industry, it explains how the scheme works and includes examples of how it will be applied.

Geoffrey Podger, HSE's Chief Executive, said:

"The most basic safety mistakes in the workplace can devastate lives and result in real costs to industry. It is right that those who fail to meet their legal obligations should pay HSE's costs rather than the public purse having to do so."

Fee for Intervention provides a further incentive for businesses to manage health and safety effectively and to operate within the law. It should also help level the playing field between those who comply and those who don't.

Employers can find practical advice, tools and case studies for controlling common risks and ensuring compliance with health and safety law on HSE's website at:

<http://www.hse.gov.uk/toolbox/index.htm>



New Orleans Contractor Networking Event 2013 (NOLA2013)

January 25th 2013 8.00 AM (CST) New Orleans, LA, USA

Put on your calendar and plan to be in the fabulous New Orleans French Quarter for the business-building and marketing extravaganza of the year.

Anyone who owns a business will benefit from the information presented by our panel of professional, experienced speakers and entrepreneurs. Marketing, networking, systems, the internet, all will be explained. If you have any additional questions, ask them during the Panel of Experts session when all the gurus will be on stage at once.

Enjoy the live music, the food, the fellowship, and the fun while catapulting your business to the next level in 2013!



IWCA Safety Training October 12th & 13th 2012

The IWCA are in Detroit this October 2012 for another one of its fabulous safety seminars. This is a perfect opportunity to pop in and learn about safe working practices for newbies or top up your current training knowledge.

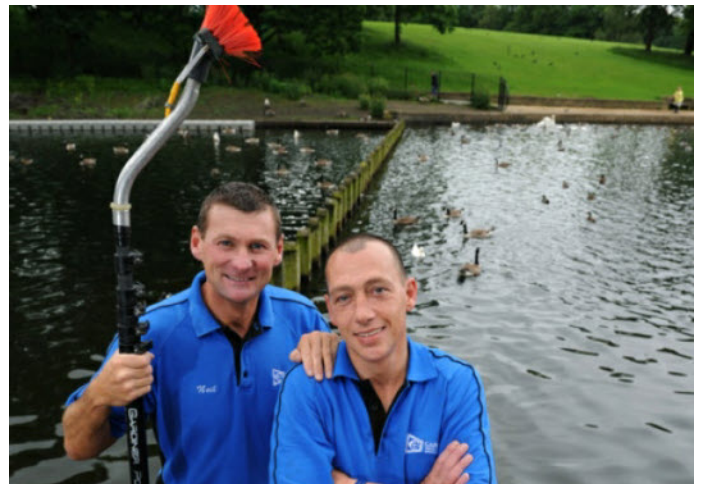
The focus is very much on safety and covers all areas of window cleaning from residential to high-rise.

There will be demos and the usual discussions on fabricating debris. Detroit Sponge will also be attending and presenting Tool Trends In The Industry.

The course is designed to cover all aspects of safety such as rope descent systems and suspended scaffold as well as ladder safety and risk assessing. There is far too much to list here and lots going on at the event.

It is all about keeping you and your team safe in your job. Well worth a look.

http://www.iwca.org/window_cleaning_safety_registration.asp



The amazing Neil Caden and Ferdinand Henriques.

You guys will remember Neil Caden from our last issue (JULY – see back issues in the WCM members area).

WCM carried an article on Neil and his company titled; What does 'Window Cleaner of the Year' feel like?

Well it would seem that Neil and a colleague's quick reaction saved the life of a drowning man in the lake at Roundhay Park in Leeds, UK.

Quick thinking Neil Caden and Ferdinand Henriques were lucky to be window cleaning nearby. On seeing a man get into trouble in the water, they jumped the fence and tried to use their 35ft water fed pole to save him.

After assessing the man was not strong enough to grab the pole, Ferdinand jumped in and pulled him out.

These two have to be the heroes of 2012. Well done lads!

Janelle Davis of
Sunshine Window Cleaning

08



"I JUST LOVE BEING OUTSIDE AND DOING SOMETHING A LITTLE DIFFERENT EVERY DAY"

Janelle Davis is the type of employee we would all love to have working for our window cleaning companies. She is a credit to Sunshine Window Cleaning of Boise, Idaho with a multi-talented CV.

Sunshine Window Cleaning Services is a member of the IWCA and accredited by the BBB (The Better Business Bureau) The business owner is Greg Reid. He started his business whilst attending college back in 1992.

You can find Sunshine Window Cleaning at www.pleasecleanmywindows.com.

Lee Burbidge of WCM interviews Janelle:

WCM: Hi Janelle – where are you from?

Janelle: I am from Boise, Idaho and work for Sunshine Window Cleaning.

WCM: Tell us how you got into window cleaning?

Janelle: When I was 19 I started bar tending for a couple of years. I worked for a lady who did residential house cleaning on the side. After I quit my job bar tending I started working for Beth Gilman at Always Better Cleaning. She was a good friend with some of the regular customers at the bar and they put in a good word for me!

Since I had a little experience cleaning residential homes and good references, she decided to hire me.

I was trained on windows within the first week or two of working with Beth and she always said how I learned faster than any of her other girls. I was constantly praised for being a great worker.

We mostly cleaned new construction homes top to bottom before the homeowners moved in or the houses were put onto the market. We also cleaned residential houses from time to time as well as move out cleans for property management companies and private home owners.

I worked for Always Better Cleaning for about 5 years before my job with Sunshine Window Cleaning, which was full time. I still do jobs for Beth from time to time.

WCM: What do you like best about window cleaning?

Janelle: I just love being outside and doing something a little different every day. I'm very good at customer service as well as what I do.

It feels great to have a satisfied customers give me praise and to know that I'm earning an honest living, offering a service to people that makes them feel better about themselves, their company, or their home.

WCM: Was the new construction work easy? What was your technique for removing hard debris such as cement?

Janelle: I think that the new construction work is a lot harder than residential house cleaning in some ways. Wiping down



Business owner Greg Reid

every inch of baseboard was probably my least favorite thing because it is so back bending and it hurt my knees. One house could take anywhere from a full day to a full week and I usually did the entire job myself.

Now, working for Sunshine Window Cleaning, we will do anywhere from 3 – 5 houses a day.

It's nice to have a partner to work with and get a little break during the drive time between jobs. I think that it was just harder work in general because there was a lot more involved than just window cleaning alone.

As far as the construction cleaning on windows, I feel that it was a great way to learn.

I was trained to clean windows with a razor and a squeegee from the start.

Most windows had silicone, sticker residue, and on a rare occasion I would come across cement.

I've always stuck with my blade, but on tempered windows a good alternative is to use a non-scratch scrub pad, Goof Off, or similar products to remove the residue.

I believe there is nothing I hate coming across more than cement!

It trashes your blade and is nearly impossible to get off! I once had to clean a multi-million dollar home that had huge tinted windows. They were all splattered with cement. There was no hope for those windows because you couldn't get the cement off without scratching them and I believe they ended up all having to be replaced. We'll blame the concrete guys for that though ;)

WCM: How did you move from the tools to the office?

Janelle: When I started working for Sunshine Window Cleaning I offered to start helping in the office. I then graduated with honors in school and I didn't want to limit myself to window cleaning for the rest of my life so I took

it as a good opportunity to get more experience in other fields.

I slowly trained on all of the office tasks and was promoted to the Assistant Office Manager and Operations manager after a short amount of time working for the company.

I continued to work in the office one or two days a week for over a year, then this winter our Office Manager's father was having health problems. She had to leave state for about three weeks and again for another three weeks about a month later.

During those times I ran the office and things went really smooth. About a few months ago she had to leave her position here due to more health problems with her husband. It is very unfortunate that she had to leave because we were good friends and she was a great employee. Since I had been trained on everything and was already managing the crews out in the field, naturally I became the new General Manager.

WCM: So now you are General Manager, what new skills did you have to learn?

Janelle: The only new skill that I had to learn after becoming General Manager was the accounting and banking end of everything. Thankfully I was able to link our bank account to our QuickBooks, which has made things easier, but I'm still learning a little bit at a time when it comes to the accounting.

WCM: Tell us how you managed the crews and their training?

Janelle: I believe the most important thing is for all of our employees to work together as a team. Employees have their strengths and weaknesses. I tend to be very fast paced, good at customer service, upsells, and attention to detail, and I'm almost always positive or joking around, but honestly I don't have the same upper body strength as some of the guys, so I'm not as fast at moving the ladder around and the 32ft. ladder is just way too heavy for me.

The key is to put employees together who will compliment each other's skills and in return they almost train each other in a way.

For example, I work great with one of our employees called Sam because he is great at ladder work and I tend to pay more attention to detail.

Similarly, a former employee called Rusty and I worked great together because he was extremely organized and great at ladder work and I was really optimistic and good at paper work, upselling, and working with the customers. Also, when I have new employees with no experience, I always put them with our most experienced employee so they have a better opportunity to succeed and see how



things should be done properly as well as what pace they should be working at.

WCM: It sounds like you are practically running the whole show. What other reasons do you think helped you be promoted to General Manager?

Janelle: I think that I was promoted to General Manager because I work hard and I treat the employees with respect instead of bossing them around. I am qualified for the position. One thing that stands out above all is the fact that since I have so much experience cleaning windows, I am able to provide customer support for people who call into the office that any other Office Manager that has not been in the field could not.

I'm able to ask the right questions to get details for jobs as well as answer questions in detail for the customers. I have full knowledge of the services we offer and a great team to back me up!

WCM: You are recruiting now? Talk us through the process and what your looking out for?

Janelle: Unfortunately, we tend to have a bad turn over rate. We have three employees right now who have been working for the company for over a year including myself.

“QUALITY WORK, CUSTOMER SERVICE AND SPEED ARE VERY IMPORTANT...”

It's very hard to find good employees, let me tell you! Above all, I look for someone who isn't afraid of heights, has ladder experience, a great attitude, and integrity. We want employees who can handle a little hard work and aren't afraid of a little rain, heat, or snow.

Quality of work, customer service, and speed are very important. I believe every one puts their best face forward during an interview, so I try to look for warning signs if the employee isn't going to work out.

One time I interviewed a guy who actually called his last boss a 'bitch' during the interview and he seemed to complain a lot. He didn't get the job.

WCM: You are a 'Super Woman' in the office! You even do sales, bid jobs and see the new accounts through. How did you learn to bid and how do you apply it?

Janelle: I learned to bid jobs after working for Sunshine. I usually bid a job based on our basic price scale that we have set up. If the job requires extra equipment, travel time, or if there is any extra labor involved due to high windows, trees, shrubs, and the amount of debris on the windows, then I try to factory those things into a bid. Also, every customer has their price. I always try to get a feel for the customer and if the price is just too high for them, then I offer them coupons or discounts in order to get the job.

WCM: You pretty much run the show. What is the toughest thing that you have had to handle?

Janelle: The toughest thing that I have to handle is writing people up or firing them. No one likes to be the bad guy, but it's part of being the boss. I'm very easy going and somewhat passive so I've had to work on toughening up a little and standing my ground. It's hard to be an employee's friend and their boss. We're a very small company so we're kind of like family.

WCM: How do you manage the crew saying one thing and the customer saying another if the job is not right?

Janelle: That is a hard question and it happens all the time. I have found that the customer is pretty much always right. Sam and I were once called back on a job because the lady said that we missed some windows and there was no possible way we could have completed the job so fast. When we got there, it was actually the interior of her windows that were dirty and the job was for exterior only. She was a little embarrassed, but since we provided her with good customer service and took the time to make sure she was happy, I know that she will be a repeat customer. You wouldn't think so, but we have had a few complaints this last year about being too fast, it had nothing to do with the quality of work. We're professionals though, that should be expected!

WCM: Have you ever had to sack someone?

Janelle: Yes, I've had to sack someone. Again, it's my least favorite part of the job! The bottom line is that people have to be held accountable for their decisions, behavior, and work performance. No one wants a disrespectful dingbat working for them; it's just bad business. I can say that all of the employees that I fired had a fair warning and it was due to their own fault.

WCM: What squeegee do you prefer?

Janelle: I've always used Ettore squeegees and rubbers. I've tried a couple different things since working for Sunshine, but Ettore is hands down my favorite. I know some of the guys like using the Orbos for pull downs and stuff, but I think it's harder to cut corners and do the butterfly with them.

WCM: Do you sometimes wish you were back on the tools?

Janelle: Yeah, I wish I was back on the tools all the time, but the experience I'm getting in the office is worth it. It was nice not having to worry about working out since an 8 to 10 hours shift at work was just about all the work out I needed. I would say that the only negative part of being in the office would be having to sit at the desk all day, but we just hired a sales representative who will also be my assistant and work in the office on days that I am out in the field. I like to stay active and move around.

WCM: Tell me about the promotions you run for your window cleaning company.

Janelle: We've run several promotions for window cleaning through Groupon, Living Social, as well as a few others. The most standard promotion is to receive 20 exterior windows cleaned for 40\$ (an \$80 value.) We are usually able to upsell the customers to have their screens cleaned, any extra exterior windows, interior windows, hard water removal, and sometimes even pressure washing, blind cleaning, or gutter cleaning as well.

WCM: Sometimes you have put in 12-hour days. Why is that?

Janelle: I don't think I've ever put a 12-hour day in the office, but I definitely have in the field. I usually only work about a 6 hour shift in the office depending on how busy we are. If we are really busy and bringing in good money then I'm allotted more time in the office, but in the winter and during the slow parts of the year, I may only put in 4 or 5 hours because we have to make up for only running one crew instead of two.

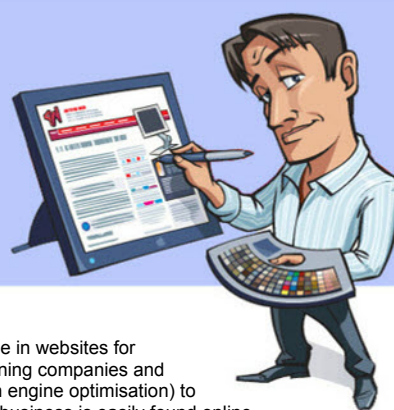


WCM: What do you think about pure water window cleaning technology?

Janelle: I'm assuming that you are talking about using a water filtration system such as a tucker pole. I have mixed feeling about using these. Most of our customers prefer that we clean their windows by hand because there is usually a better result. Many windows have hard water and an excessive amount of debris that you either have to scrub, use chemical, or a blade to remove. Because of those reasons, I believe that hand cleaning a window will always provide the customer with a higher quality of work. Every tool has a job, though and I definitely believe there is a great time and place to use the water fed pole system. Any time that we use the tucker pole the job gets done almost twice as fast and the company makes more money. When we do big commercial buildings we almost always use the water fed pole system for this reason. As long as there is a new filter, and regular maintenance on the windows, then they always turn out great.

"Clearly the Best"
sunshine
 WINDOW CLEANING & BUILDING MAINTENANCE

Studio Arts
 web design services



YES

**I am interested in getting a
 website to promote my business
 on the internet**

Please show me the designs

[click here](#)

We specialise in websites for window cleaning companies and SEO (search engine optimisation) to ensure your business is easily found online.

We offer a range of FREE website designs when signing up for our reliable business web hosting service, or PREMIUM website designs which provide many extra features.

We also provide a custom website design service to make your website unique, plus content management systems (CMS) if you prefer to have full control over the content of your website. This enables you to add new content whenever you want.

To find out more about our service go to:
www.studioarts-dtv.co.uk

GrippaTank

**From Just £1595*
Fitted on Your Driveway**

**Build Your System Online
www.grippadirect.co.uk**



www.grippatank.co.uk

*Prices subject to 20% vat. Leasing options subject to finance and credit checks. T & C's apply - check our website for more information

14



Willie Erken of Wagtail speaks to WCM

Wagtail Cleaning Tools became established in 1998 by inventor and window cleaner Willie Erken, Australia. Since then, Wagtail has taken the world by storm with the innovative idea of a patented 'wag' motion together with light materials that offers the user an ergonomic dream.

Wagtail squeegees are regarded as the fastest window cleaning tools in the world!

The Wagtail range continues to expand with the latest squeegee released, the Wagtail PC.

We catch up with Willie to ask him about the PC, but first we dive a little into the history and thoughts of this great inventor.

WCM: Hi Willie, thanks for taking time out to speak with us.

Wow, what a journey you have had. Did you think your tools would have the high worldwide recognition as they do today? Are you surprised at the success of the Wagtail range?

WE: *The Wagtail Squeegee has taken a long time to be recognized but in the last year it has become almost impossible to keep up with supply. The action of a Wagtail Squeegee is very different to all other squeegees and so it takes the cleaner a while to get used to the faster motion and free moving pivot until they have mastered it.*

WCM: The Wagtail is an excellent tool, however, it comes into its own fixed to the end of a pole for storefronts. This is no accident since you window cleaned storefronts for many years, right?

WE: *I cleaned storefronts for twenty years before I had the courage to take on abseiling work. I guess most of my experience and what I relate to is the larger panes of glass. That said, it was a huge surprise to me that my pivoting squeegee designed for a pole was equally as good as a hand held tool.*

WCM: The reaches of these tools are amazing.

WE: *This is one of the most under rated benefits and it is difficult to demonstrate how much extra reach you get. Especially for tall window cleaners because when they bend down it is fatiguing but for us shorties it is nice to reach further.*

WCM: There must have been a time when you made your first 'crude' test squeegee to use on your storefronts or did you go straight into properly manufacturing test samples for refining?

WE: *I made literally hundreds of prototypes (still do) and once I was happy, I engaged a product designer. When I first started this it was really expensive because prototyping and designers were a rare commodity.*

WCM: Briefly, give us the benefits of your tools.

WE: *The benefits of Wagtail squeegees are several;*

- *They take the effort out of the "S" Stroke by assisting the turn with a well-positioned pivot.*
- *Pole work becomes precise and easy. Overwhelmingly they are a faster action squeegee.*
- *The weight of a squeegee is very important if you think that a window cleaner cleans at least two hundred panes of glass each day so we keep our squeegees as light as possible.*

WCM: Where did the pivot idea come from?

WE: When I started window cleaning I came up with a very crude universal joint for a washer and others quickly copied this. Then 3M produced the Doodle Bug and that was my lesson learnt. I fixated about different types of universal fixtures and realised that changing the angles created huge benefits. However my first squeegee invention was actually an angled pivot with a series of locks, these broke within ten minutes and I was left to clean with this broken squeegee until I realised it was actually better "this was my pivotal moment".

WCM: "Pivotal moment", we love that. What did you think when you got the idea to work? I mean, it is hard to improve things sometimes. Thinking out of the box must come with some satisfaction?

WE: Unbelievable satisfaction and being a dreamer I thought I would be a billionaire (wish now I stuck to my day job) Seriously, I knew it was a great idea so I entered a post graduate business plan course with a team of five and we won the state prize worth five thousand dollars. From there we made some huge business mistakes but the squeegee was still the best squeegee around and so I just stubbornly stuck to my guns and kept producing window cleaning equipment.

WCM: Tell us why Dr Austin S Adams of The University of New South Wales carried out an independent ergonomic report of Wagtail tools?

WE: We applied for a government grant to produce professional window cleaning equipment and part of that criteria in order to be accepted was to convince the judges of the ergonomic benefits. Dr Austin Adams, Senior Ergonomics Lecturer was engaged to write a report just so that we could get a grant.

The really exciting thing that happened here is that this academic actually saw the benefits and requested to take this report to a world ergonomic symposium. He said that if he could take this report there would be no charge, eureka!

WCM: The great thing about the Wagtail range and the design, is not only does it assist in preventing injury, it's also designed to make you more money when used in your window cleaning business. Tell me about that - was that an accident?

WE: Window cleaning, when I started, was all about money per hour (productivity) and when the average wage earner was getting eight dollars per hour we were getting thirty. It then became sixty with the faster equipment. From the very first day that I started window cleaning, my only obsession was to improve tools and their functions.

WCM: The report is very interesting and very detailed, may we put this in our document resource file for WCM readers to access and read from our WCM website?

WE: Dr Austin Adams has become a great friend and I am sure that he would be honoured to see his work become recognized in a non-academic arena. He is now retired with a huge amount of prestigious work behind him. It would be our honour if this report he did for us would become world recognized.

WCM: What was the process that you undertook with getting your first Wagtail to market and how well received was it initially? Window cleaners sometimes have a resistance to change or new ideas.... If it 'aint broke why fix it, attitude?

WE: Actually, we had an amazing start. We took the tools to Amsterdam (Interclean 1998) where ALL the big guns of window cleaning wanted to buy the rights. Henry Unger, Michael Schmalik (Ettore), Julio Guizo (Pulex) and several others came to our stand. I am a stubborn bloke who thought he could do it all with the help of brother Peter and others. Unfortunately soon after our launch we needed too much capital to access the huge European and American markets. I spent the next ten years trying to regain that momentum.

WCM: How did the design and materials change over time? What were the stages?

WE: We changed the designs over the years to use lighter weight materials. The original nuts and bolts we used were made of brass and were too difficult to assemble and so I changed these to stainless steel. The extra benefit was that window cleaners could tighten (or loosen) the pivot on the job. Lighter weight slimline squeegees were introduced for extra ergonomic gain. Materials for washers changed as the micro fibres improved and we concentrated on weight reduction.

WCM: Had you ever sustained injury from fixed squeegee use?

WE: I certainly did, it almost ruined my career. I think that is what will affect most of your readers eventually.

Using inferior muscles to do fine motor skills will always damage muscles and fixed squeegees all use these muscle groups.

WCM: So what is in the current range of tools?

WE: We now have an extensive range of tools, all relating to the pivot. Bucket clips, extractors, Pole Tips, Clips, Hip Dippers etc all assist the pivot action and ergonomic advantages.

WCM: Why so many variations of the tool?

WE: Every tool we make starts from a real need. My biggest aim is to deliver glide and ease. The squeegees are either slimline for lightweight appeal and Orbital for rugged and floor work. Both squeegees have attachments to assist in glide and simultaneous wiping.

WCM: When it came to the rubber for the tools, what did you come up with and was there any unique challenges you had to overcome?

WE: Rubber is so important because this is what a company is judged on and we set out to deliver a long lasting and gliding rubber. We had to overcome the marketing of all other brands that promised softer rubber when we in fact delivered harder rubber that lasted longer and had more glide. It stands to reason that the harder the rubber the better the glide but the message out there was the reverse. The final formula for our rubber is a closely held secret.

WCM: How do you test your products and how long do you test them for? I bet you have the cleanest windows at your home in Australia, don't you? (Laughs)

WE: We live on the harbour and so our windows at home constantly get dirty but unfortunately we have an old federation house with the crappiest windows. I do clean them but our neighbour benefits most because I always clean their windows for our videos. I usually get a friend and obsessive window cleaner (with a very delicate touch) to test products before we make a decision. Peter Erken, my brother is the final hurdle. Seriously, if he accepts an invention then it is celebration time.

WCM: What does it take to come up with an invention?

WE: Asking the question is the biggest inspiration. If there is a problem then I obsess and I mean obsess until I have a solution. I used to play chess with my sisters partner

“ RUBBER IS SO IMPORTANT BECAUSE THIS IS WHAT A COMPANY IS JUDGED ON...”

and we played for a whole day one match and this sort of direction is needed for invention or at least it is for me. Helen Erken sitting next to me now mentions also waking most nights with a new concept.

WCM: Your tools are used for floor cleaning as well. Can you tell us about that and what that range consists of?

WE: The Wagtail Orbital Squeegee is just the best floor squeegee ever and if you combine this with a mop then you have a tool that is as good on a floor as on a window. I invented the Pivotool that went on TV in England and America but because it was made in China it really did not have the industrial quality to interest industry and this is where you get credibility. We tried other manufacturing but we do not have the resources to compete with the multi nationals.

WCM: Does Joe public by your tools or is it all professionals?

WE: Joe public were our main focus after a poor business decision to allow Australia's largest cleaning supplier to be exclusive distributors. We went to all the Home shows in Australia but eventually I realized that it was the professional who will demand a tool that delivers. We quickly changed our components to the best we could find and now we are truly focused on professionals.

WCM: How many staff do you have as part of your team and where is your office based?

WE: Difficult to answer because we use outsourcing for most components. Assembly is in house until we make the necessary jigs to deliver a perfect outcome with Supported Employment factories.

Plastic moulders are all over Sydney and we have a huge investment in tooling at various moulders. Aluminium is extruded and cut in Sydney. Our factory has a secret location due to the amount of intellectual property we are always working on. We have a very small and select team but the need to employ at least five more specialist are urgently required.

WCM: Tell us about the structure of the company. Is it still very much a family business?

WE: Wagtail is a proprietary limited company that is registered but really it is very much a family business.

WCM: You were trialling a pivotal wet scraper last time Karl Robinson interviewed you for WCBO (US), how did that go?



WE: Great, but we only sell these to the Japanese in large quantities. I think I have nailed the perfect scraper but we need one more month to re-launch this tool.

WCM: Tell us about other window cleaning products you guys sell.

WE:

- The Hip Dipper is a squeezable BOAB
- Bucket clip and extractor is essential if you have a rectangular bucket.
- Pole Cap is the only one that is fast to release and secure in work.
- Erkenomic Pole Tip probably the biggest breakthrough but in combination with the Curved Pivot Scrubber.

The working combination of these tools creates the world's first 3D cleaning system.

WCM: Would you ever consider getting into the water fed pole business?

WE: Short answer? Yes.

WCM: Cool, we smell another exclusive for WCM on that. What other stuff are you working on?

WE: The most exciting thing ever - a 3 dimensional cleaning system and the most effective ever floor management tool.

WCM: Wagtail is a winner of many awards. It has won six International Product and Design Awards. What other awards have you guys won?

WE: Years ago, I was told by a business guru to get awards. So we did. They were easy because we had the courage to invent. International awards, Government Awards and business awards that were supported by ethical standards.

That said, we just entered into a National Cleaning Association Award for Australia (with the PC) and we were overwhelming favourites with votes of five times our nearest rival until we were told that voting had no bearing at all in the judges decision. We withdrew our entry and we will never enter for awards again.

WCM: Speaking of the PC. We have been waiting to get to this point. You have just released a new tool called the Wagtail PC Pivot Tool. Can you talk us through this product?

WE: The PC is the most advanced squeegee ever; it delivers a better performance with an overhead nylon pivot and a selection of pivot ranges. The pivot range locator is also about to be included into the existing Wagtail Squeegees.

WCM: This squeegee has 'gears', why?

WE: The brass squeegee is still (unbelievably) the biggest selling squeegee in the world and we want to educate these users by introducing training wheels. The first locators are to give just a small advantage and by opening up the pivot range increases your speed. Limiting the pivot range can be a benefit for the user in many applications such as cleaning windows higher than six meters or cleaning the opposite side of a glass fence from above.

WCM: Tell us about the new Erkenomic poles?

WE: These poles have a compound angle (in fact three angles) to assist in turning, ledges, working lower than usual and giving a cranking advantage to the user.

WCM: We cannot wait to see the PC and Erkenomic pole up close for our readers. Again, many thanks for this interview and we look forward to speaking with you again.

"Attention All Window Cleaners"

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

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

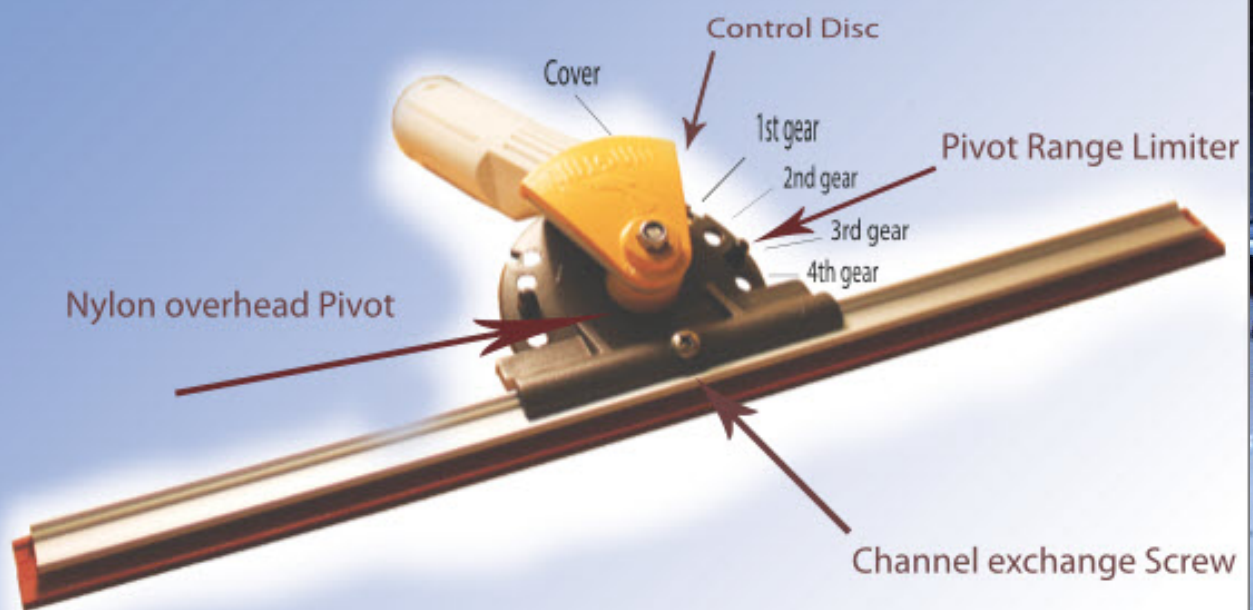
Request an information pack today 0161 432 8754

Introducing the Wagtail PC PIVOT CONTROL

Patent Pending

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

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



Previous

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

New Features

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

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



Isn't it funny how things pan out in life? Jeff Temperley, the Brit guy doing it Brit style in the US was sitting on our list for contacting in relation to this feature for WCM.

We spotted his van on the internet and were amazed to find out that this guy was the same guy going to the USA. So, it would be rude not to waste the opportunity to show off his UK van.

Hi, I am Jeff Temperley. I started out as builder at the tender age of 14 up until I was 21. From there I tried my hand at a direct sales rep job. I found selling easy and became number four in the country out of 400 reps. Unfortunately, the regional manager promised me a promotion subject to certain targets. I got them and he didn't deliver so I jacked the job in. I have never worked for anyone else since.

I started window cleaning combined with some door work. I also worked on a fruit and veg market stall and did the odd building job. I worked CRAZY hours while building my round. Weekends I did 39 hrs without sleep! I even set up a burger van business at the time.

After a while I got lucky and landed some MOD contracts, big chemical companies and Ipswich Hospital. I then stopped the market work. I was earning well and decided to reinvest the money from my window cleaning business and opened my first gym in November 1995.

I then sold my window cleaning business and my burger van to help open my second gym in 1999. This gave me the ability to concentrate on getting a £2million investment for rolling out a chain of 10 to 15 clubs.

Unfortunately, my backer had a heart attack before he completed the investment but I had spent all my money getting things ready to go.

The finance company I had a facility with, which enabled me to loan members money rather than collect monthly, was the golden egg that helped with cash flow. Unfortunately they were bought out by another finance firm who didn't understand the risks.

They gave the same deal to other gyms and one company sold 500k worth of memberships and then closed the gym after getting the money.

Take a look at these trucks in our gallery. Do you own any of these trucks?
Again, email lee@windowcleaningmagazine.co.uk and claim ownership.



21 Gallery

The consumer credit act states that if the goods or services are no longer available then the debtor doesn't have to repay the money so the finance firm caught a cold for half a million and pulled the plug on all facility's including mine, which combined with losing the investor was too much and I ended up losing everything.

So, I dusted myself off and started window cleaning again filling in for two years back in the building trade.

One day I fell off a roof. Twice in the same morning!! This prompted me to buy my first wfp setup from Omnipole.

I deliberately kept the business small when I had my youngest daughter as I didn't want to miss out on her young years as I did with my other two children, working stupid hours seven days a week.

I traded as Clearview Window Cleaning at first but found large management companies were getting confused paying my money to other Clearview window cleaners on their books and vice versa.

So, I decided to come up with something original... there is only one Big Red Monkey in the country :)

There is method in the madness of coming up with that business name. Four things are needed for marketing to work well:

- 1) Attention
- 2) Interest
- 3) Desire
- 4) Action

The van achieved this with the logo.

Incorporated in the logo the image of the monkey is shown to offer my leaflet. If I am honest though, it just appealed to my sense of humour. It just so happened to work well too!

I'm now in Florida starting again from scratch, hopefully for the last time. It's a challenge, but if successful will be worth the effort.

Did You Know ?

futureofcleaning.com

has the most extensive
video training library in the world for

Water Fed Pole Technique

Our Most Viewed Video Is :



What Cause Spots When Using a Water Fed Pole

[Click Here to See it on YouTube](#)



22

MYTH BUSTING

With Perry

What have we been primed to believe and never challenge?
Life is so busy and there are so many more important things to do
than challenge everything that is presented.

This is the plan - I will present a topic each column that is
potentially a window cleaning myth. I will then present some ideas
and arguments that support the topic (as I try to BUST it).

In many cases, I am no better informed than you ... but I will take
the time to think how YOU can be the true MYTH BUSTER.

I will propose the sides of the story that I consider are relevant.
WCM will run a blog for those that want to add another aspect,
share their experiment, or declare their persuasion.

MYTH: You Need TDS 000 for a Spot-Free Results with Water Fed Window Cleaning.

Most people in the Water Fed Industry will demand that we all believe that TDS 000 is necessary for spot-free window cleaning and, if not, then it must at least be less than TDS010.

To bust this myth, we need to understand what is TDS and what is a spot.

TDS is a measurement of the total dissolved 'solids' in water. It is measured with a TDS meter that actually runs a small charge across

two terminals. Because pure water does not conduct electricity, we know the measurement for Pure Water is TDS 000.

The more solids in the water, the more the water becomes conductive, and therefore, the higher the reading on the meter.

A 'spot' is the total sum of solids that were once dissolved in water, but are left behind on the glass surface by the evaporation of that water. Because water usually beads before it dries, the shape of the 'spot' is usually a circle, and the density of the spot increases towards the middle as the

increases as the evaporation continues. By the way, a 'streak' is a vertical rivulet of dirt water, that usually runs down on dry glass, causing it to dry more quickly, leaving a long line of solids rather than a set of circles.

Many customers do not want their windows cleaned when it rains because they have seen how dirty their car looks after rain.

What actually happens when it rains on a car is explained by understanding that there was a thin and very even layer of dirt particles on the car. This thin layer of dirt particles was agitated by the impact of the rain, and re-arranged into circle shapes by the evaporating rain. Pure Water and Rain do not (normally) leave spots.

So ... when is water spot-free (as compared to 'pure')?

Well ... you are the Myth Buster and there is not one answer. It depends on what is in your local water that might leave a visible spot. If your water is loaded with bright white calcium (from travelling through lime aquifers), then spot-free in your area may well be the infamous TDS 010. However, if you do not have loads of calcium in your water, you may find that the Spot-Free condition occurs as high as TDS 080. In Sydney in 2010, we were achieving Spot-Free at TDS 060 and below.

Why would I do the experiment?

You can potentially save hundreds of dollars (or pounds) a year from 'over-purifying' water. In so many cases, RO units are delivering Spot-Free water with no real need for DI units and DI systems are being used to purify past the 'Spot-Free' threshold with no benefit.

How to build the kit to test spot-free TDS.

If you have an RO system, the first thing to do is disconnect your DI Tank and then test the RO OUT TDS. What ever it is, use this water to perform the Test Below. If this leaves a spot-free result, or a commercially acceptable result, you can consider this information.

If you have a tank / housing of DI Resin, all you need is one Garden Hose Y adaptor with a ball valve on each branch of the Y (we will call this 'Y (1)'), and another Garden Hose Y adaptor (no need for ball valves) (we will call this one 'Y(2)').

Arrange your hoses like this :

- Tap to Branch A of Ball Valve Y (1)
- Branch B of Ball Valve Y (1) to the DI Tank
- Branch C of the Ball Valve Y (1) to BYPASS around the DI Tank Inlet direct to Branch C of Y (2)
- DI Tank Outlet to Branch B of Y(2)
- Branch A of Y (2) to Water Fed Brush

You now have the ability to 'dilute' your TDS 000 pure water from your DI Tank by 're-mixing' it with Tap Water before you use it to clean windows.

Now: Open and Close the Ball Valves in Y1 to change the TDS at the Water Fed Brush.

If you close the BYPASS and open the DI Tank, you have TDS000

If you close the DI Tank and open the BYPASS, you have the TDS of your local tap water.

Adjusting the balance will change the TDS OUT, and give you the chance to 'set' the TDS OUT for the experiment.

How to test spot-free TDS in your area.

The first setting should be TDS 050.

Now ... go clean your windows the way you normally do, ensuring a thorough rinse method (chase the water down the glass to the base) and wait till it dries.

Examine for spots.

Change the TDS OUT up and down accordingly to determine these two points:

- The TDS OUT reading at which spot-free occurs
- The SPOT that you can see at a TDS reading of 2 x spot-free.

This will give you two important numbers:

- a) The point at which you get EXACTLY the same result as TDS 000 for your customers (and therefore the cost of purifying to TDS 000 is wasting money)
- b) A reading that may be commercially viable for commercial cleaning (and therefore the cost of purifying your water beyond this may be a waste of money).

If you are performing this experiment, and you want to give feedback, please do so in the WCM Blog ... it will be very interesting indeed. Remember to try and understand WHAT is in your local water (especially Calcium).



A message from Lee Burbidge:

A great start to our new Myth Busting section. Myth busters is a unique format, where all of our readers can join in with the experiment and offer your feed back. So, lets discover the results. Is this Myth truly busted? Go to the WCM blog and search TDS Experiment: tell us what you find out?

Reach-it



TEST-DRIVE a Water Fed Pole

Try Before You Buy

Imagine being able to prove a product in the field before you buy it ...
not just at a Trade Show or with a salesman - but for an entire week,
with your crew, in your town, making money from your customers.



1. Enrol In The Program

The journey of 1000 miles begins with the first step !

Click on the 'Enroll Now' button to complete the Form that will initiate the Test-Drive Program. This will tell us what we need to know about your business to 'get things right'.



3. Learn Proper Technique

As with using a squeegee, there are many methods of using a Water Fed Pole that deliver different results in different situations. There is however only one fool-proof method that never fails, under any condition.

Learn this method - and you and your staff will work faster and safer, with Spot-Free windows every time !

It is a bit like getting your Driver's Licence - you have to pass the theory first ! Simply watch a course of online videos, pass the online exam and you will be in the queue to Test-Drive a Water Fed Pole !



2. How Much Does It Cost ?

Each Pack will spend up to 5 days at each Test-Drive site. Each base kit (the water fed pole and the DI system) is 'on tour' in a local zone. Your base kit will be sent to you from another Window Cleaner in your 'zone' ... At the same time, WCR will send you a new supply of DI Resin cartridges so that each Test-Drive has fresh resin.



4. Test-Drive Your WFP

Imagine this : FedEx delivers 3 parcels - a Water Fed Pole a Pure Water System, and a DI starter kit.

Hang -on ... you don't know what to do ... OH YES YOU DO ! Your video training has taught you how to connect your system together ... so you load it into your vehicle and head out to the first customer of the day !

BOOM ! Spot-Free Windows ! What more proof do you need ? Pack it up, and send it on to the next guy in queue.

www.futureofcleaning.com/test-drive.html

Brought to you by



&



Gary Mauer talks about the Window Cleaning Network

Gary Mauer is the founder of the Window Cleaning Network (WCN) in the USA.

The WCN Picnic is an event that has been carried out annually since the early days of the IWCA (International Window Cleaning Association)

Gary has championed awareness of tempered glass quality issues that cause poor quality tempered glass to scratch during cleaning.

He also writes articles for the American Window Cleaning Magazine.

WCM catches up with Gary to discuss his achievements and to ask, 'what is it all about?'

WCM: Thanks for speaking with us Gary. I understand you have been recognised in the Window Cleaning Hall of Fame. How does that feel?

Gary: Anyone would be honoured. I am not sure I deserved to be in the first class. The Hall seems to be on hiatus right now, so I am pleased to have made it before they closed the door. My new goal is to have 5,000 friends on Facebook – so when I pass away my family must rent a stadium for the funeral.

WCM: You started your window cleaning business back in 1977 in your home town of Oconomowoc, Wisconsin. Why did you choose to become a window cleaner?

Gary: It looked easy. I had planned to start another business when I moved back to Wisconsin 34 years ago. When it became obvious the other business would not work, I ended up spending my last \$27 on window cleaning equipment. I had priced the stuff weeks in advance, and made my move just before I ran out.

I worked more or less in isolation for the next 10 years. By that, I mean very little contact with other window cleaners. No Internet, no associations, no magazines, no events – and I worked in a small town without occasion to many other window cleaners.

I had 10 years experience by the time I attended my first event and helped launch the IWCA. However, I was self-taught; when I finally began networking it quickly became obvious I did not have the best teacher.

WCM: It was in 1996 that you came up with an idea that no body had thought of before. It was to E-mail window cleaners, creating the first of its kind in a form of network. Effectively, creating an online community. Talk us through that? Where did the inspiration come from?

Gary: My intention at first was simply to share email addresses with some of my window cleaning friends. This was a time when computers were office equipment - glorified typewriters intended to address accounting and paperwork issues. Communication was an afterthought. I knew my computer could send email – but I didn't know anyone who wanted to receive it. So, when I learned that an associate had started using email, I passed their address along to other e-mailers.

My friends began referring other window cleaners to me, and before long I had dozens of window cleaning email addresses. They were suggesting I start a forum, so when I began offering an email list service I decided to start one for window cleaning.

I had collected 85 names & emails by then. On August 1, 1996, I simply added all 85 to the mailing list service and promised to remove anyone who objected.

To my surprise not one of them opted out, and the Window Cleaning Email Group was off and running. Within a few days, it became obvious that the group needed some structure - a few rules about behaviour, and someone willing to enforce rules. As the Window Cleaning Email Group grew, I began to devote more time to moderating and administering it; so much time that eventually I needed to ask sponsors to get involved. Things have always evolved that way it seems – the network kept growing and I kept being drawn in deeper. When I started a website for the project, I began to call it the Window Cleaning Network.

WCM: The new online community in which you named WCN (Window Cleaning Network) really took off. From this came the Window Cleaning Network Picnic. This annual event is in its 16th year. Could you tell us about this and what a window cleaner would expect by visiting the WCN Picnic?

Gary: The first Picnic was inspired by a joke. One of our members asked what he could say to motivate his only employee, who was no longer impressed with being continually awarded “Employee of the Month”. I commented that I had no employees and that I had been the only one at the company Picnic for 18 years. Someone suggested a Picnic –so we did that on August 23, 1997 to celebrate the group’s first anniversary.

What can they expect? Good food and a great networking atmosphere for networking. We do only 2 or 3 hours of seminars. There are equipment demos and a work truck show. We devote 2 hours to the Picnic lunch, and we always try to grill or barbecue something special. The rest is recreation. We organize a golf outing and a charter-fishing trip, and suggest a range of activities including baseball games, auto racing, music festivals, and waterparks. We urge window cleaners to bring family, and we make sure family members feel welcome.

WCM: Do the IWCA, AUWC (Association of United Window Cleaners) and MWCoA (Master Window Cleaners of America) attend these Picnics?

Gary: Members of all those associations attend. We get window cleaners from 18 or 20 states each year. Sometimes from Canada or the UK.

WCM: Is there any costs involved for attending the days event?

Gary: It’s a weekend event. There are additional costs if you’re here early for golf or stay on for fishing, etc., but the registration fee covers everything scheduled Friday afternoon and evening, and all day Saturday. The cost is \$100 for the first attendee from a company, \$75 for an employee (or partner) – and \$25 for family members. The family rate is important because this is a resort location.



We want family to come along – share the meal and refreshment. They are welcome to come and go as they please.

There really is a lot going on at the Picnic. It works because we use the same resort location and a similar format every year; it’s easier for us to keep things running smoothly, and easier for attendees to know what to expect. The format also helps garner sponsor support for Picnic amenities that are unheard of at other networking events: the big tent, a great meal, reception, games and refreshments.

WCM: Having seen the food menu on offer at the Picnic, it always makes you feel hungry and looks great. How beneficial has it been for suppliers and window cleaners to mingle at such an event?

Gary: They love it this way. I don’t recall ever being urged to add a trade show to the Picnic program – by a window cleaner or a supplier.

WCM: Are you still on the tools today?

Gary: Yes, I am a part time window cleaner. No regrets, but if I had thought things through, instead of starting the Window Cleaning Network I would have started Google.

WCM: What did you make of water fed poles when they came out?

Gary: I was impressed with Tucker Poles when I saw them at the first IWCA show in 1990. But, I was not aware of any pure water solutions, if any existed at the time, so I didn’t pursue waterfed at that time. In 1997, after Robin Tucker came to the first Picnic to talk about water, I became a fan.

WCM: You are at the forefront of the fabricating debris issue. You write updates in AWC and have a page on the WCN website called Scratched-Glass.Net. Some of our readers in Europe may not have an idea on the issues of scratched glass in the US. Could you give us a brief understanding on what it all means? How did the issue first begin?

**“ FIRST ADMIT NOTHING. THEN TRY TO DETERMINE
IF ONLY TEMPERED GLASS IS SCRATCHED ... ”**

Gary: It begins with poor housekeeping and poor quality control in a toughening or tempering line. They must grind edges of glass before tempering, which generates a lot of microscopic glass dust. Tempering involves heating glass to near melting, then cooling rapidly. Glass dust or “fabricating debris” has to be kept out of the tempering furnace, or it will contaminate hot furnace rollers, which in turn cause defects on one side of the tempered glass produced.

It would be impossible to keep all fabricating debris from entering a tempering furnace, but it's important to minimize them because excessive fabricating debris defects will cause scratched glass problems later on. The problem occurs when fabricating debris defects are trapped under a moving scraper. Scratches occur, and the glass may be considered ruined by the customer.

Old line glass manufacturers who have been involved in auto glass seem to have come to terms with this quality issue. Newer flat glass fabricators – particularly in the US – seem to have more problems.

The theory here is that the threat of losing large contacts with auto makers caused their suppliers to correct any problems and establish a culture of quality assurance. The architectural flat glass fabricator would not typically have one customer with that much clout. So it seems rather than look inward to improve the quality of their product, they seek to change the way windows are cleaned.

WCM: How can temperers minimise fabricating debris? What steps do they need to put in place?

Gary: They need to keep debris out of their furnaces – as much as they can. But, it's not my place to tell them how to do that. Much of my work on this issue in recent



years involves urging them to monitor the problem in house – to rely on furnace operators proactively monitoring quality instead of relying on lawyers to react when installed glass gets scratched. I propose a simple test using a real window cleaning scraper and a shop microscope to count scratches. If they will monitor their efforts this way, they can make adjustments on their own. That level of quality control would allow them to compete on the basis of surface quality. I've presented this method twice at Glass Performance Days in Tampere, Finland. (GPD is the world's largest glass technical conference.) I hope to return to GPS in 2013 to present an update.

WCM: It is not the window cleaner's scraper that causes the scratches on glass with fabricating debris. Fabricating debris that is on the glass surface left at manufacturing stage is normally the cause.

What should a window cleaner do if he is facing an unhappy customer after scratching glass occurs?

Gary: First, admit nothing. Then try to determine if only tempered glass is scratched. If the same methods were used throughout, but only one side of the tempered glass got scratched, then it clearly was not the method. More likely the tempered glass was defective. The customer needs to be convinced, and if necessary, an investigation launched. They can contact me, and I can try to direct them to someone who can help.

garymauer@window-cleaning.net

WCM: There you have it. Any one with glass issues can contact Gary. He will be more than happy to help or point you in the right direction.

Thank you Gary.



Mike Howard and the Phoenix

Mike Howard has joined the Facelift team from Brodex with a plan to change everything that you may of previously thought about the company and its products.

Big things to come are promised by the Facelift camp as their poles, brush heads and even water fed pole systems are stripped back and re-designed with a complete fresh vigour and brand new vision for the future.

Judging by the first world wide exclusive and sneak peak at the Clean It Up VanFest this year of their new Phoenix range of water fed poles. I kinda get the vibe Facelift are riding on. And what a ride that is going to be!

So, who is Mike Howard and what is the Phoenix pole? Well, WCM interviewed Mike to find out.

WCM: Mike, thanks for revealing your new range of poles at the CIU gig. It just shows people what can pop up at the new VanFest event , right?

Mike: Yeah dead right, you never know what Facelift have up there sleeve and when I will just whip it out.... It's a shame more window cleaners never came down just to mix with suppliers and other window cleaners.

WCM: Early days for VanFest, I sense big things for the future for that gig. I do have to ask... you moved from Brodex to Facelift? Why was that?

Mike: It was a simple decision. It all happened very quickly and it was right for everyone. I think to say anymore would be wrong.

WCM: What is your vision for Facelift? Are you steering it?

Mike: My vision for Facelift is simple.... The best products available through the best distributors to any window cleaner in the world.

I am very much at the wheel of Facelift. Steve has given me the ability to take Facelift in exactly the direction I want and has promised me support all the way. Our team combination is second to none and one, which has never been seen before in the industry. The amount of experience between us all here is unbelievable and together with the products we have lined up AND our ability when it comes to stock and delivery.... well... I still cannot comprehend it!

WCM: Where do you see the UK market?

Mike: Changing..... As we have seen in the last few years, some suppliers have unfortunately gone bust, some have downsized and some have grown.

I think it will be an interesting few years now that Facelift are back to mix things up. We are pushing ourselves to develop new products all of the time and to bring Facelift alive again.... I am certainly relishing being "The Face".

WCM: What is your spin on the US market?

Mike: One to watch in 2013! We have a plan to throw our products into the mix over there and try to shake some competition up. It is very interesting working with other countries. Understanding the differences of how they work. Having the right people on your side in the USA is vital to make the product work and it's my mission to make sure we work with only the best.

The UK is such an advanced market place for pure water cleaning; we are literally years ahead in how we do things

“ ... WITH THE PHOENIX RANGE WE LOOKED AT THE PROBLEMS USERS ARE FACING... ”

here compared to the rest of the world. I think this is mainly due to the Health and Safety culture in the UK that has been imposed on workers. The Americans are known for pushing technology and I imagine in the next few years some very exciting developments will be coming from there too.

WCM: We think the US guys are seeing the financial benefits of using water fed pole as well as safety, where as the UK was born out of Health & Safety first due to regulations. What other growing markets do you predict will catch on and grow in this way?

Mike: There is plenty to happen over the next 2 years but it has taken me massive amounts of time and research to get a feel for the level of interest and use of wfp in each different country. I am not about to let the competition in on that.

WCM: Do you already supply to overseas distributors?

Mike: Yeah, Facelift have a good spread of distributors in quite a few different countries. These distributors are going to be key to my plan in having our poles available to every window cleaner in the world.

WCM: So where does the 'Phoenix' name come from? What is the message?

Mike: A Phoenix is a mythical bird, which comes from the embers and the ashes of the previous bird. The name is meant to symbolise the fact that we came from the ashes of the last Facelift and apart from that, it is a pretty cool name for a wfp!

WCM: Why come up with a pole? Rumour has it, it was born out of not being able to stock the trending products such as Gardiner Pole Systems for your sister company Window Cleaning Warehouse. So, you made your own...

Mike: There are a number of reasons. First of all Facelift are in the business of making water fed poles and have been for nearly 10 years! The original Facelift pole range is still in use by 1000's of window cleaners across the world, a testament to the design and quality.

Some customers have had Facelift poles for years and still use them day in and day out.

The older design was for a different marketplace though, customers wanted a robust, industrial design; something that looked like it would last for years, poles were a major investment back then. Now, as poles are used constantly and the price has come down considerably, the window cleaners have moved towards the lighter end of the market and the user experience has become more important.

We've been in the position to see things develop and held off for a while to let it settle down. We are not in the business of coming out with a 'me to' product line. If any of the manufactures out there had come out with the 'best' water fed pole range then we could of just closed shop and concentrated on van systems, etc.

Since WCW bought Facelift last year things have changed dramatically with a completely new design team with years of experience, and their finger is on the pulse of what window cleaners want. What we noticed with some current pole designs, is that there are one of two things:

- 1) the poles are created by designers with limited experience of what the window cleaner needs or
- 2) the poles are designed by window cleaners with limited design skills or knowledge.

At Facelift we have the rare combination of design smarts coupled with a huge experience of day to day window cleaning. We looked at the current pole ranges available and instantly have seen improvements to be made.

For instance, the lateral (sideways) clamp is very popular with pole manufactures and we could of easily gone down that route and improved what is out there, but we asked, 'what is the benefit of having the clamp this way?' and you know what, apart from having a smaller clamp height, there isn't one! In fact the smaller clamp height has become a problem. The clamps have far less surface area for fixing to the pole, which means the clamps come off far easier! To remedy this, manufactures have had to stagger the pole sections to stop this happening – which makes the short clamp height saving redundant! Go figure!

So with the Phoenix range we looked at the problems users are facing (clamp pinch, catching on gutters, left or right handed users, short stack height, etc) and worked on solving these type of issues and we are very happy with the results. We are aiming to look at every pole type out there and improve it, exciting times!

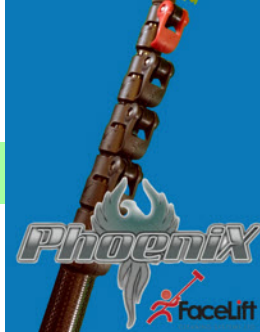
WCM: Give us some Facelift history.

Mike: It's my preference to focus on the future! Facelift used to be a big name when it came to poles and systems. The old Facelift poles are still out there working away, this is proof of the quality and design! But the bottom line is, if you remember Facelift, forget it, this is a new chapter.

WCM: It really does sound like a new chapter. If there is one word that sums up the Phoenix range, what word would that be?

Mike: Designed!

It's a pole which has been thought about, designed, tweaked, improved, tested and improved again.



30

There are not many poles out there which have been put together by designers with over 50 years of window cleaning experience. It leaves nothing to chance and gives me massive amounts of confidence when showing the poles.

WCM: What does the new range consist of?

We have the Phoenix, Phoenix Pro and Phoenix X. Glass fibre, Composite Carbon and full carbon respectively. We've had amazing feedback on each type, even the glass version compares to other manufactures composite in rigidity and performance and at a much reduced cost! These poles really need to be seen and held to appreciate the quality.

WCM: What changes are you making to brush tech? This has got to be the most important part of a pole system, right?

Now that would be telling! We've got a very exciting development in brush tech coming in the future, something that no one has thought of. This is still in the development cycle and of course top secret! We will have a prototype very soon and I guarantee it's a game changer!

WCM: Your water fed pole systems are to be re-vamped? What is the direction here?

There's only one direction to go in, simple, simple, simple.

People need to use systems in the field day after day. It's important to me to have a system which anyone can use, maintain and understand with no technical knowledge at all.

WCM: Will you be including heated water systems in the re-vamp?

Damn right we will, watch this space.

WCM: Is MIRA or Thatcham testing on the cards for the future for Facelift wfp systems?

Yes, we have a new van system coming in the near future but then again, its top secret!

Follow me on Twitter; @faceliftsystems

Web: www.faceliftcleaning.com

E-mail: mike@faceliftcleaning.com

The new Facelift Phoenix Unrivalled innovation and design

	Reach	Weight	Sections	Closed	Price
Glass Fibre					
Phoenix 18	22ft	1.1kg	4	4.10"	£69.95
Phoenix 22	26ft	1.4kg	5	4.10"	£89.95
Composite Carbon					
Phoenix Pro 18	22ft	1kg	4	4.10"	£89.95
Phoenix Pro 22	26ft	1.3kg	5	4.10"	£119.95
Full Carbon					
Phoenix X 18	22ft	950g	4	4.10"	£169.95
Phoenix X 22	26ft	1.2kg	5	4.10"	£199.95
Phoenix X Ultra Lite 26	30ft	1.3kg	6	5.0"	£229.95

Poles include angle neck and hose



Facelift Cleaning Systems Ltd
Unit 7 Windmill Industrial Estate
Wimbourne Road
Barry
CF63 3DH
0845 643 62 43
info@faceliftcleaning.com



Who is the Expert?

Kelly Fisher, a field consultant at leading employment law and health & safety consultancy Peninsula

Peninsula is the UK's largest employment law and health and safety consultancy, providing advice to more than 26,000 employers. We are currently working closely with Window Cleaning Magazine to offer you some free practical advice.

Peninsula represents businesses of all sizes, from small family-run companies to large blue chip corporations and is ready to help with issues faced by management including grievance procedures, redundancy and any other legal obligations challenging business owners as well as tackling the mind field of health and safety legislation.

Contracts of employments, policies and procedures are unfortunately necessary for any company large or small. If you employ staff, even part-timers, you still have obligations to provide these documents and provisions.

In the current blame culture we are living in it is vital that employers protect themselves by providing clear up to date documentation. I have met too many small business owners who have been taken to employment tribunals and have lost due to procedural errors or a lack of documented evidence.

We are so confident of the advice we provide, that our customers benefit from an insurance indemnity that protect them from legal costs and payment awards. We sit more tribunals than any other consultancy company and have a 98% success rate at tribunal.

With ever changing and usually difficult to understand legislation, health and safety can prove a real issue for companies to deal with and potentially very costly.

Fee For Intervention is being rolled out in October 2012. This is a mechanism the HSE are using to generate £43m of revenue per annum. They will be charging a fee if they find any interventions when spot checking a business, also they will be back charging an hourly rate of £125 per hour for the time they have spent dealing with your visit.

The government announced they are to reduce red tape and stop unnecessary visits to low risk businesses. The knock on effect is that HSE officers will be able to focus more time on higher risk businesses that are likely to incur fines. Here at Peninsula, we can help alleviate this stress by making sure your business is up to date with legislation and giving you advice on how to deal with this typically troublesome area.

Our experts will be available to make sure your business is the right side of the law with respect to Health and Safety legislation, meaning you can focus on your core competencies.

If you have any questions, topics of interest or need some further guidance use our link below and I will be happy to help.

Ask the Expert

A window cleaner business owner asks Peninsula...

A lot of my work is residential window cleaning. Because it is residential, bad weather can play a huge part in forcing an unscheduled day off. When I don't window clean, the money does not come in. My business has grown to the extent of needing to employ help. I can't afford to pay for a worker when it is bad weather, how do I stand?

Also, with regards to holiday entitlement how do I make it fair to the employee and fair to me when it comes to working out the entitlement? The hours are different every day and some days we do not work due to bad weather? In other job markets you have a set working time, 9 to 5 (for example) and therefore making it easy to work out holiday entitlements.

Peninsula says: There are different options available to you with regard to taking on extra help and they will depend on the amount of additional help that you need and the way in which you want to structure that help. If you take someone on as an employee then the rights and obligations of both parties are set out within the contract. The stronger the obligations on each party, the more reliability you have, but that applies equally to both sides. You need to consider what the appropriate balance is in your circumstances.

If you take someone on as an employee then you need to specify within the contract how many hours they are required to work. This sets out the number of hours the employee has to work for you but also means that this is the number of hours you promise you will pay the employee for each week.

You may be able to agree a term in the contract that states that due to the impact of the weather the contractual obligations to paid work do not apply when this is prevented by inclement conditions.

If you want to look at work on this basis then it is worth considering having a pool of people who you can offer work to in case anyone is unavailable or does not wish to take up work when you offer it. Alternatively, you may want to look at seeing if someone wants to join you on a self-employed basis. In this way you agree a price with them in respect of the work they carry out for you and they invoice you for it as it is done.

They decide how and when it is completed, including not having to carry out the work personally.

You may have to negotiate a higher rate than you would otherwise pay, but this allows you to transfer some of the risk to them and prevents you becoming an employer.

You need to decide on the type of working relationship that you want and make sure that any contractual terms clearly set out the position in respect of the obligations to offer and accept work, the right to cancel work without an obligation to pay in the event of adverse weather and the intended nature of the relationship.

Your documentation should clearly show your intentions and be as clear as possible to avoid any misunderstandings.

The entitlement to holidays will depend on whether or not the person you take on is an employee or genuinely self-employed. Someone who is genuinely self-employed will have no entitlement to holiday from you. However, the likelihood is that you will be taking someone on either on an employed or worker basis which will entitle them to paid annual leave.

The entitlement to annual leave is 5.6 of the worker's normal working weeks per year.

Where there is no set, established pattern of work under the contract, the definition is worked out by looking at an average figure based on the time worked in the previous 12 weeks, excluding any weeks where they carried out no work at all.

This is a statutory entitlement so you cannot change it and you will need to keep clear records to ensure you calculate it properly.

Confessions of a rainwater harvester

by Robert Hatt

My name is Bob and I have been a window cleaner for the last 4 years. I got into water fed pole window cleaning about 3 years ago and I have to admit that I did not use it extensively as I preferred to do traditional window cleaning where possible.

There are 3 main reasons why I didn't rely too heavily on wfp. Firstly, I am very quick and efficient at using traditional equipment. Secondly, I never found using a pole to be very effective mainly due to not having the correct techniques. However, I am now proficient at using a wfp after watching many tutorial videos on YouTube.

Thirdly, I found it hard to contend with the idea of filling up my tank with mains water as it is very time consuming and it is very wasteful and I do not like watching my water and profits literally go down the drain.

I am always looking for a new piece of equipment, technique or time saving idea for my business. I have made my job into a kind of hobby. I literally love doing my job and not many people can say that. I have many hobbies and interests in my life ranging from weight training, doing DJ work, RC Cars, studying history and politics and now I have added window cleaning to my list.

One day when it was raining hard (we have had a lot of rain since they introduced a hose pipe ban) I finished work early and got home, going straight into my garage to do my daily workout.

I noticed that my garage roof was leaking, so I shoved an old spare and rather dirty bucket under the drips to collect the rainwater.

The next day it was still raining, so the first thing I did after breakfast was to have another session in the garage gym so that when the rain stopped later on in the day I could work much later instead of coming home at 2-3pm like I

usually do. The bucket I had left to collect the rainwater had nearly filled up. As I was going to tip it away I had an idea to test how clean the water really was.

So, I got my TDS reader and what I found astonished me. The water that came off my garage roof into the dirty cement bucket actually read 18 on the TDS meter. I was expecting it to be in the 400 ranges at least as my tap water reads 350 on the meter. I was ignorant to the fact that rainwater is de-ionised in the atmosphere, I should have listened more closely to my science teacher at school!

So, I got thinking again while I was training. I do my best thinking when I am lifting weights, it clears my mind of all the fluff in there. After I finished my workout, I got on the Internet to read up more about collecting rainwater and how I could use it for window cleaning.

I found several window cleaning forums and websites and read the contents. I found only two window cleaners that use this method of rainwater for their business and I got several ideas from them but was generally confused.

I then asked Lee Burbidge if he has any articles about rainwater in his previous magazines as I was a new subscriber to the mag and I did not know how long the magazine had been running for.

He emailed me back saying no he hadn't and that he has been thinking about harvesting rainwater himself to test out the idea. He asked me if I was going to go ahead with this experiment then could I write an article for his magazine and I agreed.

I was completely unaware how I was going to not only collect the water but also to make sure the water I collected was as clean as possible. I spoke to 2 different people and they both had different ways of filtering their water. One bloke has a metal roof that he collects his water from into



a huge industrial 1000L tank and he told me that if I don't have a metal roof then I am wasting my time. I have tiles and asbestos on my roof and I didn't want an ugly huge white tank in my garden.

So, the next day I got my ladder out and took a look in my gutters. They were brand new gutters and I was expecting them to be clean but I found it filled with tile debris and muck. The first thing I decided to do was clean out the gutters. I live in a bungalow, and I have six downpipes from my roof including the garage and shed roof.

I decided early on I needed to collect as much water as possible so I thought I would use all six downpipes. There was no possibility of linking up all the gutters to one or two down pipes as my roof had many pitches to it and the gutters will not go all around the building. The reason I was going to use all the down pipes was because the two men I spoke to said that sometimes the rain changes in purity depending on where it comes from and how hard it rains.

The harder the rainfall the purer the water will be. It can read zero on the TDS in some conditions.

Light rain, if caught in a container left on your lawn can read up to 15. You also need to produce more rainwater than you will use as some of the water will be no good and it will need to be drained out.

That gave me something to think about. It was not going to be straight forward.

I first needed to think about a simple but effective debris catchment filter to stop leaves and general grit that is collected in gutters going into the tank I would set up. I am a simple man; I like doing things the easiest way.

One man I researched filtered his rain water by using a long sewer pipe with a U-bend in and that U-bend is how he filters his water. I do not have enough space to use his way of filtering and so I needed a different method.

Then an idea struck me. Tights! Woman's tights could be a good filter, I heard that the same material is used in aquatic filtration equipment from an old aquatics customer I once had.

Just shove it at the very top of the downpipe and it would act as a great simple filter I thought. I asked the wife if she had any tights that I could take a look at. She gave me four pairs and I cut them up right in front of her. She was not amused about it but I said there is a good reason for this.

I cut the feet part off and I then took my downpipe gutters apart, fixed in the feet of the tights, and put the gutter back together.

The following day it rained hard. I came home and looked at the gutters from inside the house. I noticed that all the gutters were over flowing. When it had stopped raining



I went outside, went up the ladder, and checked over the tights. They worked so well as a filter that they bunged up completely with sediment and the rain could not drain through it. This idea worked, but it did not work correctly.

I got on the Internet afterwards and started looking for gutter filters undeterred with the tights filter idea. It was not long before I came across a company called Gutter Mate. Gutter Mate are filtration systems for downpipes that are used for diverting water to water butts. Water butts are used to collect water to be used on gardens. I telephoned the company, spoke with a salesperson, and asked him several questions regarding filtering the debris from gutters and why I need the water to be extra clean.

I thought that maybe this would work better as a filter than doing a botched job myself.

In the end I purchased the Gutter Mate as well as 6x250 litre butts.

The butts were needed but they were a lot more expensive at this company than the butts at B&Q. But they were more attractive and were a lot narrower than the ones in B&Q and they also held more water.

I have two small children and these water butts have a tight fitting lid that covers the top, child safe lids. The delivery for the water butts was going to be free too and I thought that collecting six butts from B&Q was going to be hassle. So that is why I bought the whole lot from the website. I was told I would have to wait six weeks for the

“ THE HARDER THE RAINFALL THE PURER THE WATER WILL BE ”

butts to be delivered. National shortage of butts since the hose pipe ban they told me.

6-8 weeks passed and I came home one day to find six water butts outside my front door. The following weekend my stepfather and I got to work installing the butts and filters. It took several hours cutting and fitting everything together but we got four butts ready to use.



I now had the equivalent of 1000 litres of rainwater I could store. It did not take too long for the butts to start filling up. Immediately I started getting TDS readings from the water butts. The first few days I got a reading of 16-18. That's great I thought because my RO inside my van reads about 15 before being DI'd.

I was a bit reluctant to put the rainwater in my tank straight from the butts because it was a new thing for me and I felt awkward putting potentially 'dirty rain water' in my tank and contaminating it without going through any kind of proper filter. I did not hesitate for long.

After a few days of rain, I kept testing and retesting the quality of the water. Soon I noticed that the rain water was getting higher in readings which was worrying me. I looked into the butts and I noticed silt at the bottom.



My readings were nearly 30 and I was beginning to think it was not going to work. The Gutter Mate filters were not working very well. I had by this time spent over £700 on six butts, six filters, extra guttering and downpipes.

The thing that was happening was, if I left the butts alone for a while, the TDS readings went down to around 25. I soon realised that the whole experiment was solely going to be a trial and error thing. If I disturbed the sediment inside the butts it raised the TDS reading. I was not pleased that the water went up to 30 but I still wanted to test it out for work, so I eventually started to fill my tank with a bit of reluctance.

I recently bought a booster pump to increase the water pressure from my mains tap so I could fill my tank faster. It did work but the water waste was just the same and so I quickly stopped using it for the mains water. It wasn't a waste of money though as I used it to pump the water from the butt that read the lowest on the TDS. I noticed a difference in readings from the butts that collected water from my tiled roof about 27-29 and water from my garage and shed roof, which is asbestos, about 22.

The water I used was now all recyclable rainwater in my van. I also started filling my bucket every day from the butts because I noticed that using rainwater instead of tap water left less streaking on the glass. After a day's work the water in the bucket, is a greyish brown colour but the TDS reading



“ ... I HAVE FREE WATER EVERY DAY ”

in the bucket is still only around 40-50. Makes me think what really is in my tap water when it reads close to 350.

Every day it rained, the butts were getting more silt and sediment on the bottom and I was only on my second week of switching to rainwater. Then I came up with a similar idea to the tights but instead using socks over the downpipe. The socks this time were placed further down the pipe just above the Gutter Mate filter so over flowing water in the gutters would not be so much of a problem.

I found four odd socks out of my draw and put them on each of the down pipes. After a few days, I noticed the socks were full of sediment but the Gutter Mate filters were very clean. So, the socks were now the main filter and the Gutter Mate was just working as a diverter to the butts. Every few days I took the socks off and emptied the sediment and put them back on the pipe. It was very easy and just takes a few seconds to do. I decided to empty all the rainwater out of the butts that I collected the first couple of weeks that had all the silt in, washed out the insides of them and then put them back together.

That night there was a terrific storm and the water I collected the following morning filled the butts half way. When I looked inside them they all appeared squeaky clean. I took some readings and the water was down to 16. I then thought that I had cracked it and from now on it would be plain sailing.

I have been rainwater harvesting since May and I have solely relied on the water from my butts both for my van tank and buckets I use every day. I am pleased in knowing that now my water bill will be lower than the usual £250 - £300 every quarter.

Gutter Mate are supposed to be able to shut off the flow that goes into the butts when they are full, but they do not do that. So when it's been raining for a while, and the butts fill up completely, I discovered an overflow problem. I decided to only use four down pipes instead of the intended six and use two or more overflow butts.

So what this meant was when the first butt had filled a pipe at the top of the butt would then flow into a second butt.

The water that then went into the second butt was in fact much cleaner than the first butt. It is very similar to the U-bend idea filter. The water is filtered furthermore from the first butt. You still get slight sediment at the bottom of the first butt but when the water trickles into the second or third butt, none of the sediment is carried over as it sinks to the bottom of the first catchment butt.

That brought down the readings even further and now I am getting readings between 11-20. This is roughly the same

quality as my RO makes. Also, as well as using a sock on the down pipe, I put tights over the socks to increase the filtration even further to help stop the first butt from getting any sediment inside. I am currently using seven butts in total and I never run out of water. I use the first butts of water (down pipe butts) for my buckets and I use the cleaner linked butts for my water fed poles and I have not touched my mains water since May.

I could not have imagined that I would have completely changed from using mains water to just rain water in a matter of five months. If I had never had tested the rainwater in a dirty old bucket in my garage and the hose pipe ban putting the frighteners on me I would probably never have embarked on this project.

If it was not for the long delay on delivery I would be even more knowledgeable about using and filtering the rainwater. Every day is a school day, I am still learning new things about this project, and I feel that the investment I made in harvesting the rainwater from my property was a job worth doing. Other than equipment, insurances and fuel for the van, using water is the other big expense for a window cleaner. Now I get all my water free and if I collect it in the right way, it is very clean too.

So far, the weather has been rather wet and I have an abundance of rainwater, whether or not I will always hold enough rainwater in dryer periods, I will only know when that time comes. I am looking to add further butts to my collection just to be on the safe side.

For some reason in three years of water fed pole window cleaning, I have only changed my resin once because my RO was doing such a good job. The resin I have is old and I still have not changed my DI since using rainwater and all I do to get the rain water down to zero is pass the water through the DI and then to my pole. So simple!

As I have learned so much from watching YouTube videos from guys like the Australian '**window cleaner bloke**', (**and errrr that's about it!!!**) and '**wagga**' (**job done!**) over the years about window cleaning techniques I thought it should be my time to contribute and inform other window cleaners about my experiences in collecting and using rainwater for their work. I found the whole process of trial and error very interesting, using some basic filters made from socks, and tights to keep the water clean. The whole process was so enjoyable.

Her indoors (the wife) has new tights, I found a use for my odd socks and I have free water every day. My tank takes 15 minutes to fill up straight from the butts instead of the 4-5 hours. All that water waste, what was I thinking? Now I make more money as I have less expenses. What more could a window cleaner want?

Brit style window cleaning in the USA

We speak to Jeff Temperley and John Lee



It is well known that the US and UK window cleaning cultures differ in that the UK window cleaners have customers on automatic repeat business usually on monthly clean cycles all year round whilst the US have accounts that are serviced once per year with the Spring and Summer the busiest time.

In the US a clean can run into many hundreds of dollars where everything is carried out as a deep clean, including screens, tracks etc.

In the UK, depending on the size of the property £10.00 to £50.00 can be achieved every single month. This means that the UK window cleaner spends less time on the windows as they are maintained regularly. The client will always have clean windows and frames all year round.

Can the Brit style of window cleaning work in the US?

US window cleaners like John Lee of John Lee Window Cleaning in Maryville, TN, USA doesn't think so. Despite having gained regular monthly accounts, John does not think that the UK style can be replicated exactly. I asked John, "Let us say an average size house takes 20 minutes to do with a water fed pole, frames and all. You could then, may be charge for all exterior cleaning something like \$16.00 to \$20.00 (as an example) on a monthly cycle. That could be \$240.00 per year guaranteed where you just turn up and clean, no more calling ahead to schedule jobs in. Could that work?"

"Here is where the problem comes in," John says, "The average house takes 1 to 2 hours to clean the outside. Most of the homes we do are 3 to 4 thousand square feet in size.

Plus, if they have screens or storm windows you will have to add more time to remove them. We could not even start our vehicles for \$16.00 dollars.

That is why a lot of window cleaners do not do route work, because it pays so little. Residential is more profitable because a select group of people will pay more money to have their windows cleaned once or twice per year".

John went on to say, "The biggest challenge in the US is to educate the customers. They have been brain washed to think you only clean windows in the spring and the fall. Where this came from I don't know, but it is deeply ingrained.

We have no problem getting storefronts to agree to a bi-weekly or monthly service but homeowners just have a hard time thinking this way.

We cannot clean homes as low as the UK prices because of the differences I have mentioned, but we can offer a lower price if they go with a monthly service.

I offer this service to all my customers and I have four that have it done monthly. One is from England and one is from Australia.

In Britain I have been following this amazing guy with huge ideas for the US market. He has sold his window cleaning business in the UK, said good-bye to his family and has boarded a plane to start the beginnings of a new life in Florida.

Jeff Temperley is the name that you will need to remember, because this British guy is landing on US soil to attempt to set up a Brit style business. And he is not stopping with just that. Jeff plans to set up a Brit style window cleaning supplies company too, filling a gap he feels he has seen in the US market.

“ I’M A FIRM BELIEVER THAT IF YOU WANT TO GET GOOD AT SOMETHING, FIND THE MARKET LEADERS... ”

We have been following Jeff through his planning stage and at the time this issue goes to press, Jeff is already in Florida organising his US crews.

In his first interview, we speak with Jeff and discover the secrets of his plan.

WCM: Jeff, a big step. Selling your business in the UK to start one up in Florida US. What is driving you?

Jeff: I grew up living next to a USAF base in Wethersfield and made friends there that I've stayed in touch with and visited for the last 25 yrs.

I've always enjoyed the American way of life and I always wanted a better future for my kids and a lifestyle we could never have in the UK.

Homes are bigger and cheaper and Americans have a much less cynical, 'can do' attitude, which I appreciate. I've never liked anyone saying you can't do this and that and I have spent 25 yrs proving that if you apply yourself you can achieve your goals... with a little luck thrown in.

WCM: John Lee is a well-respected window cleaner in the US and knows his stuff when it comes to water fed poles. He does have monthly accounts. But how do you respond to John's reasons for Brit style window cleaning in the US possibly not working. He is not against the idea, he just thinks it would be difficult to replicate?

Jeff: I'd never be so arrogant to think I could change everyone, so I expect to evolve my customer base over time. Once on my books, I will set out to educate them to the advantages of a cheap monthly or 8 weekly service.

The obvious benefit being clean windows all of the time over a great job once or twice a year and then not getting a call again until they are rotten!

Screens are an issue, which will have to be mitigated. I have a few ideas on that but I will have to test my theories.

In the last week of my June holiday I spent canvassing and I achieved a positive hit rate of 8 out of 10, which is unheard of in the UK. This made my mind up to try.

WCM: How can you make the window cleaning work price wise? Can you give us some costing examples?

Jeff: An average 3 bed home I found, were interested in \$25-\$30 as a starting point which I could do in 20 minutes. The key to success is compact work and this will be my main focus.

Gated communities are common and once established it should be possible to gain more accounts with the right promotions.

WCM: Your business in the US is called Allied Window Cleaners. What have you managed to set up in terms of staff to run the company?

Jeff: Because I can't actually work until my business visa is granted and I have to invest \$50k before I can even apply, I have put together three part time guys that will be trained up to perform work on the accounts I already have. I will continue to manage the company from the UK. As Florida is 6 hrs behind, I can work a day job in the UK as a builder and then work from 3pm to 11 pm fielding calls, canvassing companies and organising worksheets for the guys.

WCM: Have you landed any big contracts yet?

Jeff: Yes, I have a great circle of friends who have been promoting me and I already have three jobs lined up worth in excess of \$3.5k pa. I also have meetings with the Tyndall USAF base contracting team and I have joined the local Chamber of Commerce and my manager will attend networking events as well as a direct marketing drive to kick-start some phone calls.

WCM: Do you think the residential market is going to be a tough sell given the culture?

Jeff: Maybe, if I'm wrong about things, I'll adapt and overcome or just do it the American way (laughs).

I will be hunting for commercial work too. My canvassing results convinced me that I could build a business the same as I have in the UK. But I'd be daft not to have a plan B.

I will also be offering pressure washing, roof cleaning and soft washing as add on services and will be sending the guys on training courses so that the company will have more than one income stream.

I'm a firm believer that if you want to get good at something, find the market leaders and do things their way. They have already perfected techniques and methods.

I did the same with other things I've done including boxing. If you are sparring the top 10 pros, you learn real quick or keep getting hurt!



WCM: Do you have a marketing plan?

Jeff: Absolutely, it's impossible to get customers unless they know that you exist. I'll be using mail shots, canvassing teams and business networking through the local chamber. There will be great offers to get people to try us out too. The website is up and running now. And I will telephone, canvass myself in the UK for commercial contracts.

WCM: What van and equipment set up will you go for?

Jeff: To start with I have a big Dodge Dually, which is set up with a pressure-washing rig, and I'll be adding a soft wash rig to that. Also, I have a trailer set up with a water fed pole rig that I designed myself so I have flexibility to send guys to different jobs. When the visa is granted, I'm going to add a Chevy 2500 cargo van, which will also have one of my systems installed. Another trailer with a pressure and soft washing rig to go with it will follow this.

WCM: You are a bit of an inventor too. I have been sworn to secrecy on some of the innovations you have come up with and showed me. You will be doing much more than building a successful window cleaning company, right?

Jeff: When I decided to go for it I tried sourcing the window

cleaning kit in the USA. I had a shock when I saw the prices. I was surprised at the limited kit available. The pressure washing gear is great in the US but they have a way to catch up with the UK and European suppliers.

I've teamed up with one of the market leaders in the UK and designed a system with the American market in mind. The US lads love their trucks and I've come up with modifications and a layout with the engineering firm, which will address niggles that I have come across everyday at work.

The guys have worked with me and come up with a great system that will be very flexible and will work great on a truck, van and any enclosed or open trailer. I intend to sell these in the USA and UK and I will be reinvesting all the profits back into the company in order to bring my other ideas to market.

I am eagerly awaiting my first systems to be shipped to the US.

WCM: Thanks Jeff. I think what you are doing is awesome and I can't wait to pop over to Florida later down the line to see how things have progressed.

aqua dapter

**DOUBLE INNOVATION AWARD WINNER 2011
BEST NEW WINDOW CLEANING PRODUCT
OVERALL WINNER OF 12 CATEGORIES**



THIS TOOL WILL CHANGE THE WAY YOU WORK WITH WFP



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

SAVES HASSLE

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

SAVES TIME

Spend less time messing about locating, bending down and turning off taps or waiting for your remote control to kick in.

Opportunity to increase your flow rate because of the water you save and work faster!

SAVES WATER

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

Answers environmental concerns about water wastage!

SAVES MONEY

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

MAKES PROFIT

Extra water in your tanks gives you an opportunity to do extra jobs in the day.

Many Aqua-dapter users claim to be able to complete an extra 4-5 jobs per day.

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



40

Tony - Your High Rise Guy from New York

In early 2001, after loosing my Father and last living Parent, I was working in the entertainment industry for eighteen years as a union stagehand. I decided I wanted to get out and broaden my horizons. So, I left the industry that I loved. In the mean time I took a job as a union doorman for the time being.

What I really wanted to do was start my own business as to where I can make people happy and make a living at it too. I wanted to do it in a way that I could be proud of, with motivation, dignity and integrity. The way my Father ran his business's years ago.

Unfortunately, the worst tragedy in US History took place on September 11 2001 and my plans were put on hold indefinitely. As I knew the whole world already changed forever.

I volunteered at ground Zero in the only capacity I could get. But one I had much experience in. A cook was needed for the First Responders, so I became a cook in an Italian restaurant not far away from ground zero. I became part of a very special family, at a very special time in NYC. After four months it came to an end and the restaurant closed for good.

After being close to having no money and being down on my luck, I decided it was time to pick up the peices and start my business which was my origin plan. I needed to become strong for myself and for my two children.

After doing a few window cleaning jobs here and there, I knew I needed to learn the trade. I also found out it was the same Union I belong to. So I went to the window washing school at the Union and found the members to be very helpful and very knowledgeable as well. They informed me where I could buy my belt which was very hard to find and also were to buy tools and equipment.

I contacted J.Racenstein and told them I was becoming a NYC window washer. They explained to me all of what I needed to know about chemicals and solutions including stain removal and the problem that can occur using these chemicals and what it can do to the glass.

The next thing was getting business cards which simply read "Tony's Window Cleaning - where we treat your home like it was our home".

I walked around the Upper West Side of Manhattan giving them out and before I knew it my phone was starting to ring with window washing jobs. I started cleaning windows in apartment buildings, after a couple of jobs customers were telling their neighbors and friends about a new window

cleaner in town who does great work. Word of mouth was beginning to spread; I knew my new business was becoming a reality and the beginning of a good reputation in the neighborhood.

In the mean time I was getting to know building Managers and getting calls from Management offices complimenting my work.

Soon, I began getting calls about experience with Landmark Buildings and how to clean entire buildings, this was my next plateau.

Moving into whole buildings was great. I started doing entire residential buildings, and everyone loved my work and the way I ran my jobs and my crew.

That is when I knew Tony's Window Cleaning would be a success.

As I celebrate my tenth year anniversary, I am now considered an expert in Citi Quiet and Citi Proof Sound Proof windows and offer museum quality cleaning.

I also offer full glass restoration including stain removal and repairs for windows and chandeliers. I have experience in Belt Work, Bosun's Chair, scaffolding and pole work. I have worked on many of the most famous buildings in NYC which house the most famous people.

I only use professional equipment such as Ettore and Unger for hand tools. For chair work Petzl, Mio and Sky Genie are my favorites.

I am very fortunate to have found my calling, I love cleaning windows!

As my Parents always told me, "don't let anything get in the way of your dreams"

I dedicate my accomplishments to them!

Thank You
Tony Natoli





Marketing 4 Window Cleaners

41

A new industry marketing guide has been launched and published by Marketing 4 Window Cleaners.

The company specialises in helping window cleaners with their business growth and their all round marketing strategy.

The range of services they offer are:

1. A proactive direct marketing service for window cleaners taking on new premium quality customers in the residential and commercial market.
2. A business expansion planning and marketing workshop training day.
3. A business planning and marketing consultancy service.
4. And now just launched a new comprehensive Window Cleaning Marketing and Business Expansion Guide.

The guide helps window cleaners rapidly expand their business, charge higher hourly rates and helps to free up time to be able to focus on creatively running, expanding and improving the quality and value of the business.

The information is real world down to earth with proven examples and advice in lots of detail. The guide includes...

1. How to create a consistent unlimited flow of recommendations.

2. How to customise your service to stand out from the crowd.

3. Charge a minimum of £60-£95 per hour.

4. Strategies to rapidly expand your business immediately.

5. How to target and take on the best premium customers in your local area.

6. Quality, effective literature to consolidate new customers and to take them on the right basis, and also exactly what to say to keep them on board.

7. Success in the residential and commercial market..

8. Confidence and strategies to increase your prices on a regular basis.

9. Extra income and business networking strategy which gives you even more recommendations.

10. One single marketing strategy that very few cleaners use which pays for the guide and the workshop training, a lot more than 10 times over.

Plus lots of help and advice to grow your business. For more details and information visit

www.windowcleaningmarketingguide.co.uk



HEWITTLADDERS^{LTD}
UK'S LEADING LADDER SUPPLIER
BUY ONLINE! Tel: 0116 255 3070

**NEW Sloping
Roof System**

**The ONLY system built in
conjunction with HSE & CIGA**

**This equipment facilitates safe access to sloping
roofs and conservatories.**

The system consists of the following:

- 1 x Two Section Ladder with wide base fitted with levellers for uneven ground.
- Primary Roof Section with adjustable spreader bars.
- Secondary Roof Section with adjustable spreader bars.
- 1 x Hand Rail Kit.

Only available at Hewitt Ladders!



For more details visit: WWW.HEWITTLADDERS.CO.UK

3 *Awesome* Memberships!



	WCRA LITE	WCRA STANDARD	WCRA MONTHLY
	\$199 for 1 year- \$199 renewal	\$349 for 1 year- \$199 renewal Most Popular	\$39 monthly
Marketing Benefit Downloads	✓ 3 Total/Month	✓ Unlimited	✓ 3 Total/Month *Unlimited after month 6
Business Downloads	✓ 3 Total/Month	✓ Unlimited	✓ 3 Total/Month *Unlimited after month 6
Manuals and E-Books	✗	✓	Available after month 6
Business Planning Tools	✗	✓	Available after month 6
Past Members Only Webinars	✗	✓	Available after month 6
Members Only Private Forum	✗	✓	Available after month 6
50% Off all WCRA Events	✗	✓	Available after month 6
Live Members Only Chat	✗	✓	Available after month 6
10% Off WindowCleaning.com	✗	✓	Available after month 6
\$120 Off Customer Factor	✗	✓	Available after month 6
\$500 Off GlassRenu	✗	✓	Available after month 6
10% Off Reach-iT WFP's	✗	✓	Available after month 6
Gas Breaks	✗	✓	Available after month 6
\$249 Off PWRA Membership	✗	✓	Available after month 6
Unadvertised WCRA Specials	✗	✓	Available after month 6
3% Off the Entire WCR Store	✓	✓ + 2%	✓
5% Off the Entire WCR Store	✗	✓	Available after month 6
At Cost Printing	✗	✓	Available after month 6
WCRA Members Map	✓	✓	✓
WCRA Insured Directory	✓	✓	✓
WCRA RFP Service	✗	✓	Available after month 6

Still not convinced? Compare all of the amazing benefits now!!

Visit: shopwindowcleaningresource.com/print/join-wcra-1.html or Call us Today! 862.266.0677

Foot The Ladder Anti-Slip Device



The FOOT THE LADDER device is designed to stop this type of incident. It is easy to use, light and very effective. It simply clamps in between the lower two rungs by means of an internal spring loaded mechanism. An arm extends outwards towards the item the ladder is leaning against and makes firm contact with the ground. This gives a 'triangulation' effect and actually reserves the slipping motion, totally preventing any movement. Taking only three seconds to both fit or remove, it is necessary for anyone using a ladder.

It has been tested on all types of surfaces, wet decking, gravel, tarmac, and stone slabs, even on ice!!! The extending arm also has the ability to adjust in angle slightly to accommodate different terrains that might be encountered; yet still adhering to the 4 to 1 safety rule.

They are built in the UK are constructed from high quality steel. All joints are fully seam welded and then the units are powder coated for a robust finish. They require very little maintenance (just a little light oil in the spring mechanism from time to time) and are extremely strong.

There is no two ways about it; working at height on ladders can be dangerous business. Even the slightest slip, can at best, be frightening and at worst could lead to serious injury.

In 2009/2010, falls from ladders resulted in over 4000 injuries and a staggering 35 fatalities in the UK.

A large proportion of these incidents occur when the base of the ladder slips away from underneath the user. By way of example, in Buntingford, Hertfordshire, a local window cleaner recently had this happen to him.

John, who has window cleaned for many years, considers himself a careful worker. He always makes sure his ladder is well secured, on firm ground, and never at unsafe angles. Yet, last year he fell from his ladder when just this type of incident happened to him. The ladder slipped away and he fell, breaking some vertebrae in his back. He was hospitalised for some nine weeks and off work for a total of seventeen weeks. He readily admits that although this was a very nasty fall, it could have been a lot more serious.



**" ... TESTED ON ALL TYPES OF SURFACES,
EVEN ON ICE! ... "**

The benefits of using a FOOT THE LADDER are many fold. Obviously, being safer at work is the ultimate advantage. Also, consider though the time and money saved from not having an extra man on the job just to foot the ladder. Finally, there is the feeling of security that using the unit gives. To feel confident when at height is, in itself, a reason to use the FOOT THE LADDER safety device.

John, the window cleaner mentioned earlier has recovered well from his injuries and is now back at work. He took delivery of his FOOT THE LADDER unit in the summer and is delighted with it, using it regularly.

You do not need to go through what John did. Keep safe.



For more information visit [Medworthy Solutions](https://www.medworthy.com)

**WINDOW CLEANERS
INSURANCE**

including

Damage to glass cover



**CHECK
IT OUT!**



Soapbox

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

45

Hi Lee,

I got asked the question today, "What do the Federation of Window Cleaners do for you?"

To be honest Lee, it left me speechless.

The truth is that we all work harder than most other industries.

We have all spent thousands of pounds buying state of the art equipment and have spent good money getting the best business stationary money can buy and we are still seen as 'people who can't get a real job.'

I think that the Federation should, as our voice to the Government and general public, be working hard to change this image for us. It seems to me like everyone is sat back letting the 'cowboys' invade our industry.

At the end of the day the Federation are our head organisation. Our industry needs a shake up. We have all done the training and bought the kit but nobody is saying, "Look how our industry has changed."

Lets face it, I used wfp for 12 years now and I still have to explain it to clients, why? The smart phone came out 5 years ago and we all knew about them 5 years ago!

Plus how do they figure that a sole trader should pay £102.50 a year but a company with over 100 employees pays £246.50. So I pay £102.50 for myself but a company with over 100 employees pays £2.44 per person for the same organization. Bit out of kilter really isn't it?

I think it's time that everyone who is passionate about our industry should start pushing to get it noticed now there is actually a lot of blue chip window cleaning companies out there.

Let me know your thoughts

Keith

Hello Keith,

Thank you for your email. It is true that a fresh look on tackling and raising the image of the industry is needed. We have come a long way and the image *has* improved, but more needs to be done.

The FWC relies heavily on its subscriptions. I can pass on your concerns regarding the current tariff, if you like.

I would be interested in your ideas on further improving the image of the industry. In fact anyone reading this reply too,

If you want to email me at :

lee@windowcleaningmagazine.co.uk

and tell us how you would improve your industry, we will then publish the ideas in a future article for further debate, planning and actions. Lets do it!!

Lee

Hi Lee,

Have been enjoying following your tweets and the magazine. It's nice to see someone take up the reins since PWC stopped.

I replied to your tweet in the early hours as we often start at 4am in the morning. We clean several prestige hotels, all of which have swimming pools and so they need us out before the hotel guests use the pool.

It's the same with Public Inn's, we often are in and out before opening time, which in some pub chains they can open as early as 7am!

I have been in this industry now for 22 years and have always found a "can do attitude" will always help gain clients rather than a "can I do it then" attitude?

Regards and best wishes,

Trevor

My Water Fed Pole Trolley

The trolley system is the ideal solution for window cleaners who need to move along with these competitive times as a traditional van mounted system is not always a cost effective option for a small business or domestic use.

The trolley has a 100-psi Shurflo pump powerful enough to leave in the van & use with 100 metres of hose, or as a mobile unit for hard to reach locations.

The one I use has a digital water Genie control unit that gives me the option of controlling the flow speed of the water from 001 to 99.

It also has a sealed 12v battery for safe transportation and housed in a removable box for effortless charging which will last for 2 working days before recharging.

The unit also carry's a 25ltr tank that's securely enclosed within the trolley, yet remains simple to alternative tanks. When I use the trolley, I carry 10 x 25ltrs in the vehicle, which just about lasts all day.

The trolley system is ideal to access awkward properties that are further than what your hose reel can reach, or if you are unable to park near to the job itself.

When I first purchased the trolley system, it came with a hose that was too short from the trolley to the pole, which meant having to move the whole unit to every window.

I extended the hose to about 10mtrs so now; I don't have to wheel it through the property or down an alley way at the side of a property.

Lifting the unit in and out of the vehicle all day became a problem causing me to have backaches, so I use a hose reel rather than lifting the unit in and out of the vehicle all day.

MJ Window Cleaning

Hello Lee,

A couple of questions on the DIY trolley film I saw by WCM on YouTube. The one that featured Wagga.

- Are you using just regular water for the tank? Like from a hose, to fill the tank?
- How long will the battery last while working?
- Will this set up be powerful enough to use with a 40ft pole?

Thank you.
Dirk

Hi

No. Wagga will be using pure water straight from his tap through a DI and straight into the container of the trolley... so it will be pure water. The water table is soft water in his area and so he does not need an RO.

A good battery will last you a day or two, however, if you leave it to deplete completely after each time this may knock down the running charge over time... make sure you charge it daily for best results, me thinks. Pumps of 65 to 100 psi are the same pumps fitted to a van mounted system, so yes it will supply your 40ft pole with pure water.

Hope this helps Dirk.

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

lee@windowcleaningmagazine.co.uk

- Create an FWC section.
- From the forums section covering key points.
- More information on Health & Safety.
- (I love this one and it made me laugh) A Latte with Lee.... An interview over coffee.
- News on free business workshops.
- Twitter section "best quotes".

Thanks for everyone's input, please keep them coming.

Come and see/feel the New HiFlo nLite waterfed pole reaching over 20M/65ft high.

There will be many more Unger products on display and we are offering a one-off Special discount on selected products on the day.
Enter Wednesday 10th October 2012 in your diary and please let us know if you are coming.

Event times: between 2.00 p.m. and 4.30 p.m.
Venue: Summerfield House Harrogate Road Reddish
Stockport SK5 6HQ Telephone 0161 432 8754

Register to come along here: info@f-w-c.co.uk
Make sure you give the FWC all your company details including your contact telephone number.

OPEN TO MEMBERS AND NON MEMBERS



UNGER

Quality Tools for Smart Cleaning™

EVOLUTIONARY WATER FED POLE TECHNOLOGY FOR PROFESSIONALS

PATENT PENDING

**REACHING OVER 20M/65' HIGH,
THE NEW HiFlo™ nLite
WATER FED POLES PROVIDE THE
PERFECT BALANCE BETWEEN
WEIGHT AND RIGIDITY.**

3 grades of material - Hybrid, Carbon and HiModulus Carbon. Choose your Rigidity level, based on Length Deflection Ratio (LDR). Best features of telescopic and modular Pole concepts combined. Mix and match Pole sections to build a unique system. New features for superior performance, easy assembly and safety.

BRUSHES

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

GOOSENECKS

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

CLAMPS

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

nLITE HiFlo™

Follow us on Facebook.com/ungerruk

www.ungerglobal.com



WFP - Vents and how to clean them without leaving runs *By Wagga.*

“ ... JOB DONE! ... ”

Most of us have done it. You go to clean those vents, which adorn some of the frames on the windows of your customers. You think you have done a good job and walk away. The vent has a mind of its own and on seeing this, it releases its contents and the window looks worse than before like someone has drooled all over it.

There are three schools of thought when tackling vents set into the upper frame of a window.

The first one is this. “I don’t touch the vent or any part of the upper frame with the brush. I keep clear of them like the plague”. Ok it is one way and indeed it *is* done this way by some but the upper frame and vent stay dirty. It depends what the customer is used to.

Here is the second way. If it is a first clean or you are changing over from traditional window cleaning, assuming that you are not a complete beginner and all your gear is working as it should and the TDS (total dissolved solids) in your water comes close to 000, then you scrub the upper frame and vent like hell.

When you have scrubbed the whole frame, especially in and around the vent, you then move onto the next frame. *Do not* at this stage clean the glass. You can use whatever chemical has worked for you before such as Ecover or TFR (Traffic Film Remover) if you want at first.

Once you have been all round the premises, go back to the first window and get as much water off the brush you are using, then agitate the vent with the brush to release any water droplets that may still be lurking within. Then clean the glass without doing the frames, then rinse thoroughly.

Repeat this process for a couple more times (fortnightly or monthly) after which you can then give the vent a quick clean each time but don’t spray your jets into it directly. Most people do not have any problems doing it this way.

It’s all a bit tedious I know but it’s surprising how fast it will all pass and you are sorted.

The third school of thought is this; do all of the above and once the vents are clean, leave them alone for a while and give them a good going over once a year. This can be tedious since you will have to do what is in effect a first clean all over again.

Finally, here is an idea that might work. Clean the whole lot as in the second school of thought then each time you go back, just use the *wet* brush to go over the top part of the frame and vent without turning on the water. Then drop

down and clean all the rest as normal. If this is done every time, then it should keep the top part of the frame and vent clean enough without flooding the vent and causing those runs.

If you have any other idea’s and it works for you, then that’s great and I’m all for it. I am just glad my whole round does not have these type of vents but hey; it’s all part of the job.



Software review:

George The Window Cleaners Assistant

by Danny Pain

George the Window Cleaner's Assistant has achieved international recognition as one of the leading software programs for the smaller Window Cleaning business. It's simple to learn and makes your life easier by: scheduling your jobs, tracking your debts, recording your expenses, automatically backing up your data, and providing valuable financial histories and forecasts.

Whether you use a squeegee and bucket or the latest water fed pole and DI water technology, George can save you time and money.

I have been using George now for the last 6 years. It is downloadable, standalone software (1.7mb) and a free 3 month demo is available. The demo is actually the full program but it runs on a timed basis and after the 3 months you need to purchase the serial number to continue.

It has a one of cost of £50 and the license is then yours for life. It has automated backup and internet backup (internet backup costs a mere £12 a year). Free updates are included, but have to be installed manually. It also has an extension that runs on a Palm hand held device (not available on any other devices yet).

It also now has an online version called Aworka which will be reviewed separately.

George is fairly easy to use once setup, with everything being relatively self explanatory and help is never any further than the usual F1 button away.

There is also a user group for more help and support and also direct email.

Once customers have been added and rounds created and sorted the software runs very smoothly, scheduling work, printing work lists, customer details, diary views, financial reports, invoicing. Everything is editable to allow you to run it how you want it. Once your day is done you simply select the work that has been done, record if you have been paid or not, and how, and the system then simply re-schedules the work for the allotted time period.

You can also create invoices, for a single job or multiple jobs for a single customer. These can be printed off or emailed using Microsoft Outlook.

It has a few little niggles, personally I don't like the fact that in the job view or diary view it only shows the selected round, meaning you can only see work due in that particular round, not others.

If anything goes wrong, the backup facility is very easy to use, and the internet backup, in my opinion is invaluable! George is fantastic value, offering everything the average window cleaner requires.

For more details:

<http://www.georgesystems.co.uk>

Screenshots

Registered to DP Services

GEORGE the Window Cleaner's Assistant
Version 3.71A3 (Release 1)

Main Menu

- Jobs
- Debts
- Expenses
- Mileage
- Reports
- System
- Exit

Work done

This Week (Weeks 22/23)	Work done	Takings
Mon 28/05/2012	0.00	0.00
Tue 29/05/2012	0.00	0.00
Wed 30/05/2012	0.00	0.00
Thu 31/05/2012	0.00	0.00
Fri 01/06/2012	0.00	0.00
Sat 02/06/2012	0.00	0.00
Sun 03/06/2012	0.00	0.00
Total	0.00	0.00
Av per day	0.00	0.00

Weeks

Weeks	Work done	Takings
w/e 27/05/2012	45.00	0.00
w/e 20/05/2012	12.00	75.00
w/e 13/05/2012	95.00	180.00

Months

Months	Work done	Takings
May 2012	152.00	255.00
Apr 2012	290.00	215.00
Mar 2012	194.00	147.00

Fin Yr to Dec 31

Year	Work done	Takings
2012	1468.00	543.98
Last YTD	4794.00	101.00
2011	9347.00	168.60

Not done: 543.98
Not paid: 101.00
Prepaid: 168.60

Hide details

Job Assistant

123, Lyme Grove, Bideford, Devon

JOB DETAILS 1

Frequency

I want to do this Job every Month(s)

Price

I want to charge for this Job

Next Due Date

I want to do this Job on Saturday

Last Done on Thursday

Prev Next OK Cancel



Quality Tools for Smart Cleaning

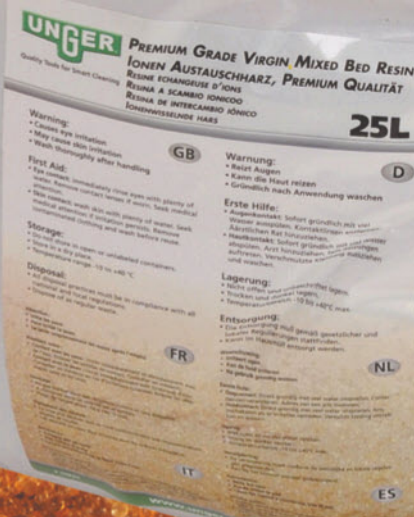
PREMIUM GRADE VIRGIN MIXED BED ION RESIN

**for total de-ionisation and
purification of water**

25L BAGS
Available from
Unger Dealers
nationwide!

Suitable for Use in:

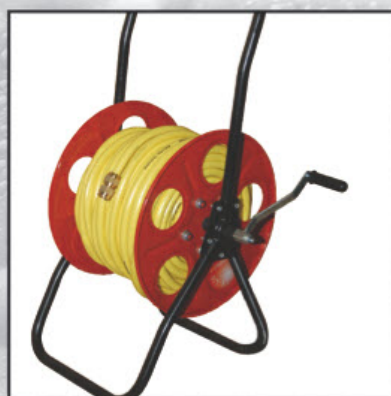
- DI Pressure Vessels
- Refillable DI Cartridges
- Filters for Pure Water Window Cleaning



www.ungerglobal.com

TUFF & Leakproof

The Best range of **Hose Reels** in the Window Cleaning Industry



See website for details and offers

www.brodexbms.co.uk

0800 161 3212