



the clean

PROFESSIONAL CLEANING SINCE 2003

ON THE RIGHT TRACK!

'Longbridge – a town with rich history and an exciting future.'

we clean TO COMBAT COVID-19

'An in-depth analysis of how covid-19 has changed the cleaning industry forever.'

we clean FOR THE FUTURE!

'Delve deeper into the backbone of our organisation.'

ISSUE 3

welcome to 'the clean'

To all of our loyal Cleaning Staff,
Clients and Colleagues.



Welcome to the 3rd edition of 'The Clean' our very own in house publication produced to highlight success stories within our business, staff development and personal achievements, plus updates on new business, company awards and accreditations.

Since the end of March 2020, the whole world has been gripped by the COVID-19 pandemic that has brought unimaginable change to people's daily lives all over the world! At the very outset the health and well-being of any individual is of paramount importance and to this end we applaud greatly the work of our NHS frontline staff who have worked tirelessly to minimise the potentially deadly effects of this new Coronavirus.

Given the nature of our services we too have continued to operate throughout the COVID-19 crisis with certain clients particularly those aligned to the NHS, Financial Institutions and other key commercial services remaining open and requiring the vital daily cleaning service support we offer. Hence, our utmost respect and gratitude goes to our frontline cleaning teams for their total commitment and resilience to work through this most difficult period particularly during the acute 'first lockdown' phase of the crisis when many people felt frightened and vulnerable to this unknown 'Virus' – we commend the dedication of our staff!

During this period our Specialist Cleaning Division headed up by Steve Rawlings and Tim Byng have provided essential out of hours COVID-19 Sanitisation and Fogging services to our client's offices, production lines, classrooms and venues ensuring they remain open and operational even in the event of a confirmed positive COVID-19 case. Again, our total appreciation and respect

to the professionalism of this team working in potentially dangerous circumstances to provide these 'critical' services is unquestionable.

Despite the economic turmoil created by the pandemic **we clean** has been able to achieve another year of robust organic growth of 10% showing that we continue to build on our reputation for 'doing the job right'! Whilst the government guidelines for much of the year was for people to 'work from home' those workplaces that do need to be functional have shown a significant re-focus on the importance of 'visible' day time cleaning presence to carry out vital 'Touchpoint' cleaning and sanitising cleaning activity to reduce the risks of transmission.

In this issue of 'The Clean' we feature on the internal processes we as an organisation have implemented and continue to evolve in order to meet the future cleaning demands of the 'new normal' that will determine workplace environments for the future. As many of our existing clients will know **we clean** have never employed 'Cleaners' our staff are a respected and supported team of Cleaning Operatives, however we fully understand that in the post COVID-19 world the cleaning industry will need to adapt and enhance its service offering to another level. To this end **we clean** will endeavour as far as possible to develop its staff into a team of highly visible professional, knowledgeable and skilled Cleaning Technicians in order to clean for the future!

As part of our vision for 2021 we have produced our latest in-house corporate company video presentation - '**we clean to combat COVID-19**' that captures our approach to managing an array of cleaning related services throughout the pandemic and the aspirations we have for our future service delivery! Please take the time to visit our web site at www.wecleanltd.com and view our journey through 2020 and our optimism for 2021.

Finally, we would like to thank all of our clients for their continued support of the **we clean** brand and particular thanks to all of our cleaning teams for their continued commitment and desire to be the 'best' in our industry, displaying at all times the utmost professionalism, enthusiasm and integrity as move into 2021!

Wishing you all a safe and peaceful Christmas!


David Harker


Paul Concannon

On the Right Track

Only a stone's throw from our Head Office lies a location steeped in history. Once the home of the Austin Motor Company, British Leyland and then MG Rover, Longbridge is renowned for its rich engineering heritage but has more recently taken a different road, thanks to a huge rejuvenation effort.

Longbridge is a name synonymous with the motor industry, the plant was world renowned throughout the 20th century as a driving force at the heart of an engineering boom that swept post-war Britain. At its peak, the site employed over 10,000 people producing motor vehicles at an astounding rate.

Unfortunately, the site also endured some hard times, British Leyland ran into trouble during 70's and was subject to a government re-finance deal before it was sold to the Rover Group in the 90's who in turn faced their own issues. Struggling to compete with cheaper manufacturing costs and aggressive diversification from international competition, production all but ground to a halt at the turn of the century.

Whilst car production has now completely ceased, the former engineering hub has undergone a thorough rejuvenation in recent years. The regeneration specialists St Modwen acquired the site in 2005 and have been redeveloping it ever since, with ambitious plans to restore Longbridge to its former glory and recreate the once bustling community that thrived there.

As a business we are very familiar with Longbridge, the Senior Management Team having all worked in the area since the early 90's seeing at first hand the marvellous transformation the site has undergone over the past 20 years or so.

Given our strong affinity with the local area we were delighted when we successfully Tendered for the Internal and External Cleaning Contracts at Longbridge that includes via Colliers International (Managing Agents) for the town centre and directly with St Modwen for the Longbridge Technology Park and its array of prestigious office space. It was particularly satisfying that as part of this contract award **we clean** via TUPE had over 20 staff all living within the local Longbridge community transfer into our business which was re-assuring for the team on site during a process that can often be unsettling for the affected staff.

Overseeing the running of this contract is Regional Contract Manager Richard Wharton who commented:

"I'm thoroughly pleased to be managing this iconic site, I'm aware of its history and the scale of the engineering that took place here. The 4 locations that we now look after are all modern, immaculate office spaces and the Town Centre is going from strength to strength as the months go on."

"The 20 staff that transferred from the incumbent provider under TUPE have all been fantastic and we dedicated significant management time in getting to know all of the staff on a personal level, as well as fully understanding the roles that they carry out as part of the cleaning regime".

Richard continues: "With both internal and external elements to this Contract, I have certainly been kept busy but it has been a very rewarding challenge and over the last 12 month's where I have established an excellent relationship and developed a partnership approach with James Teal, Asset Manager St Modwen and Paul Haynes, Centre Manager, Colliers International and his assistant Mat Jones. As client contacts they have been really supportive as we have gone about implementing



some operational improvements to ensure we are providing the very best possible service."

Our daily operations have altered following the COVID outbreak earlier this year and Richard and his on-site team have duly adapted our service offering to ensure that both St Modwen and Colliers staff, visitors and the large number of general public utilising the facility are kept safe.

Mathew Jones, Operations Manager, Longbridge (Colliers International) has formed a close working relationship with Richard and is pleased with the service we are providing:

"Since **we clean** took over the contract for cleaning here at Longbridge shopping park in November 2019, I have been really impressed with both their communication and commitment to the site.



Without a shadow of a doubt this year has been an extremely challenging year for a retail environment, but with a strong ethos of partnership from **we clean** it has been easy for us to adapt to the constantly changing needs of the site during the COVID-19 pandemic. Their communication and ability to adapt to changes has been second to none which has allowed us to ensure we are getting the best value of service for our tenants whilst providing a clean and safe environment for our customers."

We have implemented a strict sanitisation regime, where hours have shifted to ensure we're focusing on periods where the site experiences heavier footfall. This sanitisation regime focuses on all indoor touchpoints as well as all bins, benches, handles and lifts.

Our cleaning input hours have been streamlined to ensure we are doing everything we can to uphold our superior service whilst also operating as economically as possible.

As part of our successful tender with St Modwen and Colliers International was the provision of a substantial security element and **we clean** were delighted to partner with MAN Commercial Security another locally based Birmingham service provider in delivering this critical aspect of the contract which provides 24 / 7 surveillance and monitoring of the site.

As an organisation we are delighted to be playing our part in the rejuvenation of Longbridge as it transforms itself into a vibrant and modern town centre where bustling high street brands co-exist with pristine office space, manufacturing hubs as well as affordable residential units for all generations.

Longbridge is heading full throttle into a very exciting period, it is certainly back on the right track and **we clean** are proud to be part of this exciting onward journey!

The Engine Room

We have taken the opportunity to go behind the scenes of our Frontline Cleaning Operation to acknowledge the critical and diligent work of the Head Office Payroll Processing Team who ensure that each one of our 550 plus cleaning staff get paid correctly and on time!

We make no secret of our passion for the cleaning industry and we pride ourselves on providing our clients with exceptional service where we champion our frontline Cleaning Staff as the most knowledgeable, presentable and reliable in what is an intensely competitive market sector.

At **we clean** we genuinely recognise that 'our people are our business' and to this end every effort is made to make sure their experience of working within our organisation is as rewarding as possible. Hence, this is why we go to great lengths to ensure that our internal payroll system is as efficient as it can be to ensure that all of our staff every fortnight....'get paid correctly and on time'!

Our payroll system has evolved significantly since our inception back in 2003 when the fortnightly payroll function was a much simpler affair with minimal staff and a handful of contracts.

Nearly 18 years on, we are pleased to say that things have somewhat progressed and we are now proud to service over 250 client accounts counting on an ever-growing team of 550 plus frontline staff who input a staggering 11,000 cleaning hours per week as part of our cleaning operations.

This growth has meant that the fortnightly payroll function has become rather more complex, and with it, the Payroll Processing Team has grown as noted by Gaynor Powell Human Resource & Office Manager who looked back fondly to those 'early years':

"I can remember our fortnightly payroll taking up a few hours of my time in the beginning, now it's nearing three full days of the entire payroll team working on it. Back in the early days it was almost totally a manual exercise having to send off reams of paper after Year End to the Inland Revenue whereas now we report our data electronically to HMRC and so they know immediately each employees fortnightly pay".

Gaynor continues:

"Our payroll is a critical aspect of the business, and whilst it may not sound all that exciting from the outside it is so much more than just pushing a button. Our Payroll Team are very conscientious individuals who have a sense of duty to ensure that employees are paid accurately and on time".

"Our payroll has always been a huge focus for us as an organisation, it's a complex process that has a direct consequence for the employees they are providing the service to and with a number of moving parts that have to be executed before staff can be paid, the payroll team must be extremely attentive."

The key members of this 'engine room' for the business are Christine Checkley, Lead Payroll Administrator and she is supported by Payroll Administrative Assistants Emma Miller and Etna McNeil.

As Gaynor explains:

"It is down to Christine to ensure that we adhere fully to government legislation and understand all rules and regulations, it is imperative that the Department have a comprehensive understanding of how we arrive at each employees net pay."



Christine has been with **we clean** for over 12 years and is immensely proud to have helped our payroll evolve into an efficient and modern-day function as highlighted by Christine:

"There is an awful lot that goes on behind the scenes and it is so important that staff are paid correctly for the hard work they carry out. We are there to help our frontline cleaning staff with a whole raft of different queries, whether this be for new staff who may have joined us via TUPE and require their Right to Work to be checked or carrying out DBS checks for staff working in sensitive environments, we are always on hand to help."

In more recent years the Payroll function has undergone a significant transformation aligning itself more closely with the Company's wider environmental aspirations to **we clean GREEN**.

Christine explains:

"We are moving away from physical copies of payslips to digital copies that can be e-mailed directly to the employee. With nearly 600 staff this will go some way to reducing our environmental footprint!"

Our fortnightly payroll truly is a company-wide, team effort. Director Paul Concannon still takes the time to sit with each Contract Manager to review every single timesheet to ensure absolute accuracy in the information that is due to be processed for each contract site and every single member of staff.

Paul was very keen to extend his appreciation of the work carried out by this critical administrative function:

"Even with such a large number of staff, we are really disappointed if we receive just one call into Head Office from a member of staff with a question or issue regarding their pay, such is the level of efficiency Gaynor, Christine and the Payroll Team operate to. Whilst the Payroll Department works quietly behind the scenes nobody within **we clean** underestimates the importance of our staff being paid correctly and on time so that they can meet their bills and any other expenses they may have due, in turn allowing them without worry to concentrate on delivering exceptional levels of service to our loyal contractual base".



we clean for the Future

If the Payroll and Accounts Department is the engine room of our organisation, then our training regime is its backbone. Our comprehensive Training programme covers an array of key industry disciplines and driving this culture of development through the organisation is Training Manager, Duncan Thomson!

Our objective is to deliver a 'quality' cleaning service!

However, words are easy its actions that matter and therefore 'Training' is at the heart of our internal cleaning operations so that we have cleaning teams that are the most knowledgeable in 'best practice' within our sector.

Having a dedicated internal Training Manager with the experience and passion for the Cleaning Industry such as our very own Duncan Thomson ensures that this invaluable knowledge transcends throughout the organisation.

With an army background Duncan understands fully the importance of self-discipline in order to support the greater 'team ethos' to deliver results and this has remained steadfast throughout his long and rewarding career within the cleaning industry.

Duncan was first introduced to **we clean** when carrying out formal training accreditations with the organisation whilst working for an external Training provider and was immediately drawn to the 'unique' culture within our business as he notes:

"I was pleasantly surprised by how integral training was to the company and the way in which it operated, you could see how passionate the Directors were in developing its people and clearly recognised their importance to the long term success of the company."

"Staff Training, providing full corporate uniform, PPE, Company Inductions, and ongoing support were all something they considered the norm, but at the time and still to this day, are components that others within our industry often pay lip service to. Ultimately, the thing that sold **we clean** to me was that they genuinely placed Training at the forefront of their operations."

After joining **we clean** in 2013, Directors Paul and David knew that they had managed to find a real 'coup' in Duncan, with his passion for the cleaning industry dovetailing perfectly with the passion that the Directors and the management had for the **we clean** brand!

Duncan is certainly never happier than when operating at the 'coal-face' of the business working closely with our extensive 550 plus team of frontline cleaning operatives monitoring their progress via a comprehensive internal Training Matrix that tracks individual personal development.

However, that said Duncan does collaborate closely with the Company Directors Paul and David, and David Holmes-McClure our Health and Safety Manager on a daily basis to ensure all training related activity supports fully the company's overall commercial, environmental and sustainability strategies.

It was recently the turn of Duncan, David and our Contract Management team to undergo their own training at the

Headquarters of Environmental Excellence and their fantastic, dedicated training facility for the Cleaning & Hospitality Industry in Oldbury, West Midlands.

Environmental Excellence are the UK's leading provider of cleaning industry-based training and staff development through their delivery of quality classroom and practical education.

Headed up by Managing Director, Delia Cannings who holds over 30 years of teaching experience and possesses a palpable passion for cleaning and the science behind what makes efficient, effective and safe cleaning happen.

Environmental Excellence delivered a 'tailored 4-day workshop' to our Management Team which covered in-depth cleaning science, infection and bactericidal control procedures, cleaning equipment applications plus machinery maintenance and training for the safest possible use.



Delia Cannings, Managing Director commented:

"Environmental Excellence Training & Development Ltd were commissioned by **we clean** to provide education and training ultimately directed at up-skilling their Management Team and key Site Managers in order to drive an efficient, safe and more knowledgeable frontline Cleaning Team.

It is indeed refreshing to be met with such enthusiasm regarding education and training. This company has invested heavily to ensure further development of their Senior Management Team who will lead from the front cascading 'best practice'."

As we now look forward from the challenges of 2020 and the COVID-19 pandemic **we clean** fully embrace the need to upskill both our Management and frontline Cleaning Teams in order to provide the highest possible standards of cleanliness and hygiene for our clients.

Our objective is to develop our cleaning staff into highly professional Cleaning Technicians.

we clean to combat COVID-19!

In November of 2019 our world was turned upside down, the first case of what we now know as COVID-19 was confirmed and the snowball effect that followed was simply monumental.



COVID-19 has impacted the United Kingdom unlike anything we have ever seen, posing the greatest threat to our health and wellbeing for a generation. It has affected every aspect of our lives, from the way we buy our weekly groceries, to how we see our family and friends and of course the way we work!

The business and economic landscape has changed dramatically during the period of the pandemic as millions of people have been furloughed or been asked to work from home to sustain social distancing protocols to curb the spread of Coronavirus.

However, there were many organisations operating in sectors that were unable to work from home, key workers most notably our dedicated frontline NHS staff who were bravely committed to saving lives plus those in manufacturing, financial, construction and distribution settings that continued to operate to sustain as far as possible our normal way of life.

Here at **we clean** whilst we were proud to serve an incredibly diverse and varied portfolio of clients across all of these important sectors, we are even prouder of our own frontline cleaning teams many of whom continued to work through the initial lockdown and beyond demonstrating each day tremendous resolve and resilience to support these key industries in order to help them to support us as a nation.

Over the course of the pandemic our service delivery has been re-evaluated to ensure we are at the forefront of 'COVID-19' cleaning, driving change and cleaning advancement within our marketplace with the overall objective of ensuring that our clients staff work in hygienically clean environments with the peace of mind that our ongoing support can allow them to continue to operate safely.

We have introduced the 'Three Step Cleaning Rule':

- Thorough Cleaning – to remove visible dust and dirt and create a more aesthetically pleasing environment.
- Sanitisation – to reduce bacteria and risk of infection.
- Disinfection – to eliminate pathogens such as COVID-19 and disease-causing microorganisms.

Just as we have led and pioneered the move away from the terminology 'Cleaner', only employing Cleaning Operatives within our business and having done so since our inception in 2003, we now acknowledge the need for a more advanced cleaning professional that is highly trained, motivated and skilled as a 'Cleaning Technician' who is fully equipped to help our clients battle COVID-19.

If there is one positive to follow from this 'crisis' it is the way the perception of the cleaning industry has shifted, it is no longer the 'invisible service' where clients require cleaning to be done discreetly early morning or late at night. Instead, people are beginning to view cleaning as a 'paramount function' in helping to ease employee concerns when returning to their place of work.



This is certainly being driven by Facilities and Building Managers alike who are now seeking an increased cleaning presence during the working day so that 'Touchpoint' sanitisation cleaning can be carried out in full view of building stakeholders, a trend which we fully embrace as we champion the professionalism of our numerous Cleaning Teams across the Midlands and beyond.

Our Contract Management Team support by the Company Health & Safety Manager have delivered revised Risk Assessments and Methods of Work to the 'coal face' of our operations so that we adhere fully to COVID secure protocols including Daily Temperature checks for staff, provision of full and comprehensive PPE through to the regular washing and sanitising of hands.

Duncan Thomson, Training Manager has been instrumental in evolving staff knowledge through regular 'socially distanced' training and site inductions that are COVID specific at our internal training centre in Rubery or online via Zoom or Teams 'virtual' briefings.

At the forefront and cutting edge of our battle with COVID-19 is the **we clean** Specialist Cleaning Division. This team of industry experts possess over 75 years experience of the Cleaning Industry which has been invaluable in understanding and effectively combating this potentially 'deadly' virus. Directional fogging sanitization services have offered vital support to our clients who wish for every square inch of their premises to be effectively treated to ensure all but 0.1% of enveloped viruses, pathogens and bacteria have been eradicated, particularly critical in the event of a confirmed COVID-19 case.

Steve Rawlings and Tim Byng, Directors of this Division have both worked incredibly hard from the outset of the pandemic and are ready to continue the fight against COVID 19 as Steve notes:

"At the beginning of the pandemic we together with the rest of the nation were somewhat daunted by this 'virus' due to it being an unknown threat and the impact it could possibly have not only on ourselves but also our families and loved ones. However we were able to lean on 30 years plus experience of dealing in the management of pathogens particularly within the Food and Hygiene setting".

Both Steve and Tim acknowledged that they and their team were greatly supported by David Holmes McClure in developing detailed and strict Risk Assessment protocols particularly when dealing with confirmed cases of COVID 19 and also our PPE supply partner who ensured that we always had adequate supplies of the essential FFP3 face masks, eye protection, Tyvek TM Coveralls and medical graded nitrile gloves.

As Steve notes:

"I think the last 6-8 months has shown us all the importance of Team Work and Togetherness as we have tried to control the spread of the virus and this has certainly come to the fore within our business in recent months where everyone has played their part whether that be our Health & Safety, Training and Contract Management Teams, Head Office Administrative support or our frontline cleaning staff everyone has played their part in getting us through this most challenging time"

Steve continues:

"Of course I would like to place on record our particular thanks to our specialist cleaning Technicians Stephen and James Alcock together with Jamie Smith who have been truly outstanding in facing up to this virus 'head on' with unbelievable energy and commitment!"

Finally Director David Harker gave his thoughts to events affecting the business over the past 12 months when saying:

"Our service delivery continues to define our organisation, those familiar with **we clean** will have heard the saying '**we are only as good as last night's clean**' time and time again and this statement rings truer now than it has ever done before. Client standards and expectations have understandably been raised given the current climate, however the comprehensive work carried out by our Management Team and frontline Cleaning Staff has ensured we are well equipped to meet these enhanced expectations and truly deliver the exceptional service the **we clean** brand has become synonymous with".

"We are immensely proud of the steps we have taken as an organisation to ensure we are operating in the safest possible way. Although 2020 has been an incredibly tough year, and for some one of immense sorrow and loss to whom we offer sincerely our thoughts and prayers, we now must look forward to 2021 with renewed hope and belief".



David Holmes-McClure – he is just Champion!

David Holmes-McClure, Health and Safety Manager was more than deserving of the 2019 Dee Richards Pride Award the highest accolade within our organisation and one that was wholeheartedly endorsed by his peers within the we clean Management Team.

The ‘Dee Richards’ Pride Award is a lasting memorial to our ‘Dee’ who over a 13-year period devoted herself with genuine passion and commitment to the success of the organisation, offering outstanding professionalism consistently to her clients and of course her treasured team of Cleaning Operatives.

Hence, anyone within the business crowned as a Dee Richards Pride Award Champion is someone who has contributed something ‘very special’ to our organisation and has become an integral part of the we clean family!

David Holmes-McClure as our 2019 Champion certainly encapsulates everything this award is about, an individual whose own career progression within the organisation is very much in Dee’s own image where his personal development has dovetailed completely with the growth of we clean since joining the company back in 2013.

David initially joined the business as an Estate Cleaning Operative working on the Brindleyplace contract but was quickly identified by the senior management team as someone who could progress into a more managerial and administrative role within the organisation.

The confidence that the Directors had in David’s ability was illustrated when appointed as the Cleaning Manager for the prestigious Birmingham Hippodrome, a long-standing contract for the company and one by its very nature demanding the highest possible level client care. David adjusted quickly to the fast-paced environment of the Hippodrome, where a consistently busy show / events schedule, high audience numbers and often a quick turnaround tested his managerial, organisational and administrative capabilities to the limit.

David commented:

“I was very fortunate to inherit a great and established team on site who always pulled together and portrayed we clean in a positive light, particularly through the hectic Pantomime season! Hence it was a brilliant opportunity for me to develop a lot of different skills, ranging from people management to addressing an array of differing cleaning requirements as well as detailed quality auditing to meet contract criteria.”



This period at the Birmingham Hippodrome provided David with the ideal foundations to evolve into the next phase of his career as he notes:

“At Brindleyplace I enjoyed some of the essential Health & Safety considerations associated with external estate cleaning and my time at The Hippodrome only served to re-inforce my desire to develop professionally in this critical area of the business”

Again, as the we clean brand continued to expand the Directors were aware that the long-term sustainability of the organisation demanded a dedicated focus on Health & Safety that had previously been managed via Duncan Thomson as part of a wider Training and Health & Safety function within the business.

Paul Concannon Director explains:

“We were determined to deliver a comprehensive internal Health & Safety Management system into our daily operations called ‘we clean SAFE’ plus obtain external recognition of this system via ISO 45001 accreditation and as such it demanded a dedicated Health & Safety Management presence within the Business. David’s experience and enthusiasm for the discipline of Health & Safety made him the outstanding candidate for the role”.

Since taking on the role 3 years ago, David has successfully completed the NEBOSH General Certificate and commenced an NVQ Level 5 Diploma in Occupational Health & Safety, whilst at the same time working alongside Amanda Headland (ISO Lead Administrator) has successfully delivered the ISO 45001 Health & Safety accreditation for the business.

David recently took time to reflect on his year as the Dee Richards Pride Award Champion:

“I feel very privileged and honoured to have been the Pride Award Champion for this past year – one that has certainly presented some ‘unique’ challenges in light of COVID 19. As Health & Safety Manager I felt the huge responsibility to



adapt our policies and procedures to ensure we maximised the safety of everyone associated with our organisation. The support of my colleagues certainly helped me get across the right messages and guidelines for the business and this in light of ever changing government advice – I think Dee would have approved of my ‘desire to do the job right’!

Paul Concannon offered his final thoughts on David as the Pride Champion for the past year:

“David is an extremely popular member of the we clean management team, his friends and colleagues have the utmost respect for him and appreciate the ongoing support he provides consistently on a daily basis. The events of the last 12 months have shown the importance of ‘teamwork and togetherness’ something that David has in abundance. The dedicated professional support he has provided to myself and the other Directors in safely navigating the business and most importantly our staff through this pandemic will never be forgotten!”

For one so special it was so fitting that Dee’s younger sister Joan Taylor was able to spare some time and present David with his well-deserved award!



This photo was taken before the COVID-19 pandemic.

The Standard Bearer

The majority of innovative new products have a lifecycle, they are created after extensive research, manufactured with the hope of disrupting the marketplace, and then they are eventually replaced. Dry Fusion Carpet Cleaning Technology™ is different, this remarkable machine has stood the test of time!

Dry Fusion™ became immensely popular in Australia in the late '90s where it was developed and manufactured, however it initially encountered some scepticism in the UK taking time to gain traction and gather momentum as a superior carpet cleaning system to the traditional 'Hot Water Extraction' methods adopted by the majority of professional carpet and upholstery cleaning operators.

Our Specialist Cleaning Division headed up by Directors, Tim Byng and Steve Rawlings, as Cleaning Industry stalwarts identified the user friendly and safety benefits of this system immediately and quickly set about registering the Business as the first licensed operator of Dry Fusion™ in the UK.

The ability of the system to leave carpets immaculately clean and dry in just 30 minutes was revolutionary in their eyes and has been a factor in the successful development of the Specialist Cleaning Division within **we clean** providing our client base with this real added value service offering.

All users of the system have to go through a thorough dedicated accredited training programme before they can be classified as a professional and approved 'Fusioneers' where the training covers machine operation but also the importance of removing 80-90% of excess dust and debris from carpets before the Dry Fusion Process begins. In addition, approved operators learn to carry out essential 'colour tests' on carpet

fibres to prevent any bleeding or colour runs from the cleaning process itself!

The magic of the system is in the interaction of the Dry Fusion Activator chemical pre-sprayed into the carpet fibres and the Thermo-Pad heated to 80 degrees Celsius via the Dry Fusion Cleaning Rotary Machine that moves across the carpet fibres cleaning and deodorising carpets in one simple action. This process leaves the carpets dry within 30 minutes of completion of works and the combination of the applied heat together with the Dupont™ water-based stain blocker inherent within the Activator chemical ensures that carpets have a degree of resistance to any future staining.

Another attractive feature of the system is that the cleaning process is barely audible, which is particularly

beneficial to clients operating busy office and / or call centre environments where spillages or stains that may need to be dealt with quickly can do so without incurring any disruption to their workplace function.

With new cleaning machinery forever appearing and claiming to be the next best thing, Dry Fusion really has stood the test of time for over 20 years. Director Tim Byng has no doubts that this is the best method for cleaning carpets stating:

"Carpets are a costly building fabric hence it is critical that they are appropriately maintained to prolong their appearance and effectiveness – with Dry Fusion™ we can offer clients 'affordable' periodic carpet cleaning maintenance programmes which not only enhances the aesthetics of their commercial premises but also provides a valuable support to maintaining COVID 19 secure working environments for their staff!"

**For a FREE demonstration please call us on: 0121 453 6191
or contact: info@wecleanltd.com**



"Proactive pest control requires a clear understanding of all potential threats, species, biological make ups and behavioural patterns."

Steve Hurley - Managing Director



Midland Pest Control has been providing commercial pest control and prevention for businesses since the 1990s and have had the pleasure of working alongside We Clean at many prestigious sites throughout the Midlands for a number of years.

Whether your business has a rat or mouse infestation, pigeons, cockroaches, flies, flying ants, biting insects, bed bugs or a wasp nest, our methods are built around expertise, experience, understanding and flexibility.

Working in partnership with businesses in many sectors, Midland Pest Control can tailor specific solutions to your business. With guaranteed efficiency and a prompt response to every assignment, we use the latest tools and technologies to ensure:

- We're never further away than a click or a call when you need us
- We're available around the clock, every day throughout the year
- You're always informed about all procedures and processes

Midland Pest Control are dedicated to providing a wide range of quality professional pest control services, through extensive knowledge and are members of The British Pest Control Association, CEPA BS EN 16636:2015 Certified and Safe Contractor Accredited.

All Midland Pest Control Technicians are fully trained in all aspects of pest control techniques up to a minimum standard of the BPCA Level 2 qualification.

Non-compliance of today's legislation carries the risk of being fined, not to mention the adverse publicity. Protection from pests carries many obvious benefits, and by taking a proactive step with Midland Pest Control you can ensure your business premises and reputation are kept safe at all times.



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Working Together

A desire & passion to do the job right'

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