

CLEANING UP

News & Views on Our Industry

Introducing the Contractor Club Card

Our previous issue of the Cleaning Up featured an article titled "Partner with Professionals". The title itself delivers a key message for Building Service Contractors when measuring their current janitorial distribution strengths and weaknesses; not all distributors are created equal! When choosing a janitorial distributor, Building Service Contractors need to weigh their choice against six key elements that can impact their business success.

Certainly product selection and pricing is important; however, to get the most bang-for-your-buck, Building Service Contractors need to examine the depth and scope of a professional distributor by its Value-Added offering. In other words, besides price and product selection, what else does your distributor offer

to help you grow your cleaning business? The benefits of partnering with professionals are many and become very clear when you consider the individual service components related to these key elements:

1. Speed & Flexibility
2. Value for Money
3. Strong Service & Clear Communication
4. Training
5. Value-Added Programs
6. Customer Service

Given that today's business climate demands more of Building Service Contractors, does your janitorial distributor do likewise? Distributors who offer status quo "price and product" may appeal to a small minority of cleaners, however, professional Building Service Contractors have a much better growth rate when they choose a distributor partner who has their interests at heart.

A recent trade journal stated that Building Service Contractor revenue is expected to exceed \$16 billion within the next four years! In relation, many industry trade surveys over the years have associated strong revenue growth with strong distributor partnerships. To assist professional Building Service Contractors in growing their business, we have introduced our new "Contractor Club Card" (CCC)

Program, a unique partnership program exclusively for Building Service Contractors. In essence, Wesclean's new program will appeal to Building Service Contractors who want to grow their business through our Value-Added offers and specific discount/saving incentives. Our goal is to enable Building Service Contractors to succeed via a competitive advantage and a host of other perks associated with partnering with a professional.

What Is It & How Does It Work?

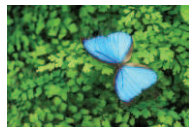
It is said knowledge is power. The Contractor Club Card partnership program grants you access to exclusive savings and knowledge when you become a member. We have three levels of membership that provide unmatched training, support and cleaning expertise to suit your needs. Whether you are a small, medium, or large contractor Wesclean's wealth of cleaning expertise is unmatched in Western Canada. Our senior management team collectively has over 200 years of cleaning knowledge and experience in Retail, Health Care, Hospitality, Education, Industrial, and Commercial cleaning! Add that to our world-class manufacturing partners

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Thank you to our golfers!

For Info on New Products

Visit www.wesclean.com and click on the "What's New?" link.



and it is safe to say we are confident we can help you address cleaning problems on any type of substrate surface; vertical, horizontal, or otherwise.

Our Partnership Program goes well beyond product knowledge. We offer Value-Added propositions to save you money where it is needed the most - in your pocket! For example, is your current distributor plugged into a vast network of support? Savvy Building Service Contractors know the importance of labour productivity. Strong labour productivity can mean the difference between landing the contract and a failed attempt! Our Partnership program offers practical cleaning equipment training and work loading experience to ensure you work effectively and efficiently.

Not to be overlooked is the need to provide Building Service Contractors with qualified training

sessions. We say *qualified* for this reason, ask yourself, when was the last time your distributor provided your cleaning team with on-site "best practice" techniques? Moreover, rather than just showing an informative video, our representatives will facilitate hands-on training. As a professional janitorial distributor, Wesclean representatives work when you work, where you work, even in the evenings!

What about equipment and service offerings?

Does your current distributor offer you factory trained service technicians and parts reliability? What about service plans to meet your budget? When you become a Wesclean Contractor Club Card member you gain access to special service rates and parts discounts. Our goal is to always get you back up and running quickly because we realize your company image and your livelihood is at stake! It has

been said the chances of retaining a retail store cleaning contract mid-winter with a broken auto-scrubber is slim-to-none. As such, it goes without saying that having a reliable equipment service technician on your team is worth its weight in gold. Let us help you pick the right equipment that can be serviced locally.

As illustrated above, the new Contractor Club Card program offers a diverse range of features and benefits to its members. To learn more about the above features, and those not mentioned in this article such as our great sign-up incentives for equipment and commodities, please contact your local Wesclean sales professional today. We look forward to helping you grow your business.

Contact us today!

1.888.337.2929
www.wesclean.com



**Summer Cleaning 101:
Patios & Sliding Doors**

Summer is open-door season, so be sure your doors open smoothly. Grab a bottle of all-purpose degreasing cleaner like Regard Red Devil (R3704202), a screwdriver, and lots of rags. Spray the tracks generously and let sit for a few minutes to soften. Wrap the screwdriver with a rag, and make several careful passes along the track to get any debris out and leave your doors sliding smoothly.



For more information on these and other products, contact your local Wesclean branch at 1-888-337-2929 or visit www.wesclean.com

Welcome to the Next Generation of Floor and Carpet Care!

The Sapphire Scientific System is a totally new, fully-integrated carpet and hard surface cleaning system that powers out dirt and soil in a broad range of conditions. Formulated by long-time industry experts, these products are designed to greatly simplify the cleaning process, helping you to tackle even the most challenging carpet cleaning situations fast! Sapphire's full range of truck-mount vacuums, extractors, and hard surface machines help ensure carpets are left brilliantly clean, and hard surfaces radiant!

Call your local Wesclean Sales Professional to learn more!



Have something you would like to see in an upcoming issue of Cleaning Up?

Mail us your suggestions at mail@wesclean.com



Online Billing

Save a tree...sign up today!



Interested in receiving your Wesclean invoices quickly and efficiently?

Just email us your company name and contact information and we will set you up!

Email info to:
wescleanar@wesclean.com

Did you know?

During the summer, pounds of dirt enters homes and businesses in the treads of sneakers and sandals. Investing in a sturdy entrance mat for each doorway is the easiest way to cut down on time-consuming summer cleaning! Less dirt entering the home means less to clean up after, and more time to enjoy your summer!

For more information on these and other products, contact your local Wesclean branch at 1-888-337-2929 or visit www.wesclean.com

Wesclean Feature Products

EDMONTON
11450 - 149 Street
Edmonton, AB T5M 1W7
(780) 451-1533 Fax (780) 452-0676

CALGARY
36 Highfield Circle SE
Calgary, AB T2G 5N5
(403) 243-0677 • Fax (403) 243-2095

RED DEER
#7, 7973 - 49 Avenue
Red Deer, AB T4P 2V5
(403) 340-8003 • Fax (403) 347-8803

GRANDE PRAIRIE
10136 - 128 Avenue
Grande Prairie, AB T8V 1E9
(780) 538-3380 • Fax (780) 539-7277

LETHBRIDGE
#9, 3205 - 6 Avenue N
Lethbridge, AB T1H 5C1
(403) 327-1120 • Fax (403) 327-1670

MEDICINE HAT
#3 1311 Trans Canada Way SE
Medicine Hat, AB T1B 1J1
(403) 526-7922 • Fax (403) 529-0790

BURNABY
4082 McConnell Court
Burnaby, BC V5A 3L8
(604) 421-7150 • Fax (604) 421-2504

VICTORIA
#2, 6809 Kirkpatrick Crescent
Saanichton, BC V8M 1Z8
(250) 544-1280 • Fax (250) 544-1290

KAMLOOPS
#9, 953 Laval Crescent
Kamloops, BC V2C 5P4
(250) 372-1714 • Fax (250) 372-5535

CRANBROOK
220 Slater Road
Cranbrook, BC V1C 5C8
(250) 426-6816 • Fax (250) 426-3353

REGINA
693 Henderson Drive
Regina, SK S4N 6A8
(306) 781-7103 • Fax (306) 522-1921

SASKATOON
1505 Ontario Avenue
Saskatoon, SK S7K 1S7
(306) 382-1199 • Fax (306) 955-5215

WINNIPEG
2-1832 King Edward Street
Winnipeg, MB R2R 0N1
(204) 985-1330 • Fax (204) 889-1762

P: 888-337-2929
W: www.wesclean.com

Regard Go Green Finishes



Regard Go Green Floor Finish is designed to provide a long lasting gloss without burnishing, while being environmentally preferable. It is easy to apply and maintain and has a fast drying formula! Also available in a Low Maintenance formula. 9.46L 2/case.

Call for Special Pricing
Price expires July 31 2012

NaceCare Vario

A blend of proven features and powerful new technology. The adjustable brush deck, water flow rate, and brush pressure are only a few of its amazing features. Limited Quantities



\$6669.00
Price expires August 31 2012

Orbio

Replace multiple products with just one machine! Reduce or eliminate the need for conventional daily-use cleaning chemicals.



Call for Special Pricing
Price expires August 31 2012

NaceCare PV Vacuums

The PVR380 and 390 vacuums are both part of the ProVac series from NaceCare. The 380 offers 99.97% filtration efficiency, while the 390 includes features such as on board storage for more than just standard vacuum tools. These vacuums are in a class of their own!



Call for Special Pricing
Price expires July 31 2012

PE420 Burnisher

This propane powered, ultra-high speed burnisher gives professionals the options they want to customize a machine to their needs! Limited Quantities



\$3945.94
Price expires August 31 2012

Above prices cannot be combined with any other offer/special pricing/contract pricing. Some conditions may apply

Wesclean's Annual Charity Golf Tournaments 2012

We are pleased to announce, together with our valued vendors and our esteemed customers, Wesclean was able to raise a grand total of \$9000.00 for Vancouver's KKNW Orphans' Fund, \$11000.00 for Brown Bagging for Calgary's Kids Society, and \$10500.00 for Edmonton's Youth Emergency Shelter Society.

Thank you one and all for supporting such worthy causes!

Cleaning Up is published bimonthly by



Working together for a cleaner environment

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OUR MISSION: To deliver in a timely and efficient manner superior cleaning products and excellence of service that meets and exceeds all our customer's requirements helping them perform their roles with efficiency and cost effectiveness. To treat employees and associates with fairness and respect and to be supportive to our suppliers in product and market development which will solidify our position as Western Canada's top distributor.