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Working together for a cleaner environment

For 30 years, Wesclean Equipment & Cleaning Supplies Ltd. has had an integral part in keeping work environments, and the environment at large, cleaner and safer. Founded in Edmonton in 1975, Wesclean has grown to be the dominant distributor of sanitation supplies in Western Canada, employing over 175 people in 18 locations across Western Canada. As well, its formation of the Institutional Sanitation Organization with Swish Maintenance and Larose & Fils Ltd. in Eastern Canada has allowed Wesclean to provide coast-to-coast coverage and consistency to best serve national accounts.

“Our competitive edge is our people... that includes our employees and our suppliers,” says Neil McLennan, Chairman & CEO of Wesclean. “When we started up, we figured no one would know who Wesclean was, so we built on the reputation of quality suppliers.”

“And as we’re celebrating our 30th Anniversary, many of those suppliers are still doing business with us,” notes Karen Hamilton, Marketing Manager. There’s another thing: Wesclean has firmly established itself as a name, as a leader in its market.

Giving Wesclean its biggest competitive edge is its vast inventory of quality products backed by superior service. “We have our own in-house testing and training facilities,” explains

Wayne Milford, Vice President of the Prairie Region. “Before we endorse a product, we make sure we test it.”

The company’s value-added services ensure the products purchased are working the way they’re intended. Key value-added services include: WHMIS (Workplace Hazardous Materials Information Systems) and Procedures Training, Floor Care Training, Carpet Care Training, Restroom Care Training, Propane Certification, Slip/Fall Information/Testing, Equipment Audits, user friendly E-Commerce, a comprehensive On-Line Catalogue, and many others. Each location also has a mobile service unit that can go out to job sites if a piece of equipment breaks down.

“Our customers mostly work at night, so we make sure we provide access to real people 24/7,” says Wes Dziwenko, Purchasing Agent. “We have emergency numbers they can call.”

“Many of our mobile service vans have articulated hoists and can lift almost any type of auto-scrubber on its side and in most cases repair it on site,” adds David Burgess, Business Development Manager. “Our mobile service vans are like a service department on wheels. They’re stocked with all the right equipment that’s needed to do the job.”



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A hands-on company

The managers of Wesclean have been reported to show up at customers' worksites in the wee hours, showing contractors how to best use a particular cleaning product. It doesn't stop there. "Karen (Hamilton) and I went with a contractor to a job and spent six hours there," says Carolyn VanLeeuwen, Accountant from the Edmonton head office. "They couldn't believe that the marketing manager and the accountant of Wesclean would care enough to go out to a job and see how it's done."

"We're a hands-on company," explains Reid Toreson, President of Wesclean. "It's important for us to train our people so everyone here has an understanding of the business and an understanding of what our customers' needs are... which is why we invented the Wesclean Cleaning College, which is a CD-based training program on how to use all our products. That's for our staff and our customers."

"We don't only train the shippers and receivers. Our sales personnel and others in the office go through training as well," says Jack Padavell, Controller at the Edmonton office. Padavell, an accredited instructor also teaches the in-house dangerous goods course.

Bill Shepherd Executive Vice President states, "Our policy of promoting from within the company whenever possible ensures that we are able to keep key personnel in all our branches." The majority of our Branch Managers have risen through the ranks. Our longest serving employee Shirley, Credit Manager, recalls 28 years ago when she started it was a one person office. She did everything from licking stamps to processing all the paperwork.

Working for a Cleaner Environment: not just a slogan

There are a number of companies coming out with environmentally safe products. "We're ahead of the curve when it comes to environmental issues," says Andrew Bacon, Vice President Mountain Pacific Region, from Wesclean's Burnaby location. "Our products are good for the environment and for the people using them, from a health perspective... and that has a positive effect on the air quality of a building and the occupants of that building."

ECOgent is Wesclean's flagship environmentally friendly general purpose cleaner. "We have exclusivity on it," Bacon says. "We asked the manufacturer for third party verification. In fact, it's the only product that has the European Flower designation, the biggest environmental designation you can get in Europe. Only 500 products worldwide have that."

REGARD for cleaning your environment

For 30 years now, Wesclean has been supplying customers with national brand name products and the most reliable service in the industry. Wesclean understands the challenges associated with facility cleaning, maintenance and the environmental impact related to cleaning products. After many years of research, Wesclean now has, above and beyond its already impressive roster of national brand name products, its own "REGARD" brand of products.

"We felt it was time to have our own brand," says Neil McLennan, Chairman & CEO. "It's something we spent a lot of time working on with a key manufacturer we trust." As the exclusive supplier of REGARD cleaning products in Canada, Wesclean's REGARD brand is a specifically formulated

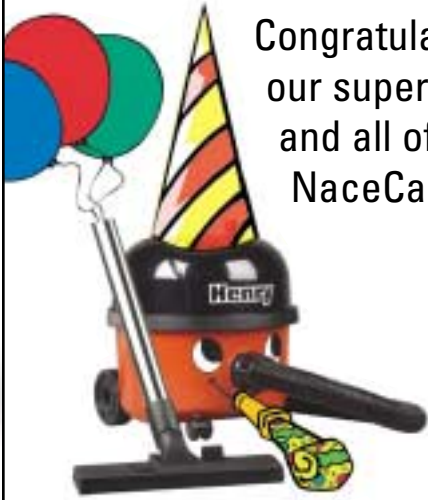
cleaning system for all types of cleaning environments. What makes the company's REGARD brand impressive, and competitive, is that it is designed to maximize labour savings, improve performance and reduce costs.

The REGARD brand includes different varieties of floor care strippers, floor care sealers, floor care finishes, general cleaners, maintainers, cleaner degreasers, disinfectants, aerosols and bowl cleaners.

To meet the changing needs of its customers and provide a complete product offering, Wesclean will constantly be adding to its REGARD line-up of products. REGARD aerosols and restroom care products are amongst the latest products available to customers.



**One thing is clear: Over 30 years,
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Value-added services

To say that Wesclean goes the extra mile for its customers would be an understatement. Its comprehensive array of value-added services ensures the products purchased from Wesclean are working the way they're intended.

Wesclean personnel are fully trained to provide their customers WHMIS (Workplace Hazardous Materials Information Systems) awareness training supported by video and workbooks, both on site or at Wesclean's office.

Wesclean's Floor Care Training includes basic introductory courses as well as hands-on intermediate and advanced courses, all fully supported by CD-Rom, video and workbooks. The company's Computer Floor Cost Analysis of "best practices" also ensure that customers make the best buying decisions.

Providing everything from basic video and workbook training to accredited training for professionals, Wesclean also offers Carpet Care Training. Wesclean's sales professionals also demonstrate specific tasks, in sequence, involved in Restroom Care Training, an important but often overlooked aspect of facility management.

Wesclean also offers a complete array of Slip/Fall Information including video, industry information and articles, plus manufacturer contacts. To ensure operators working with propane equipment are trained to work safely, Wesclean provides Propane Certification.

Wesclean also offers a wide variety of Dilution Control Systems designed to fit personal and building requirements, and several professional development software management tools for Computer Housekeeping Programs, to help save time and increase performance.

Always looking to improve the efficiencies of its customers' systems, Wesclean provides: an Inventory/Ordering Management System to assist in ordering and inventory management; monthly, quarterly and yearly Computerized Usage Reports that give a complete list of all products purchased over a specified period; a Computerized Paper Cost Analysis of paper and labour required to service towel and tissue needs; and a Quality Maintenance Consulting Program with an industry specific Q & A program. Wesclean can also provide an In-house Leasing Program to better service customers. Their Redistribution Program in some of the smaller centres enables customers from all over to purchase superior products the same as the larger centres.

Noted for its superior level of service, Wesclean has several Preventative Maintenance programs that reduce costly downtime on cleaning equipment. Its service technicians also do Equipment Audits to evaluate customers' equipment programs and recommend courses of action to help customers effectively budget their capital equipment purchases. And of course there is the added benefit of the fact that Wesclean's Mobile Service Vans will repair equipment in the field. Wesclean's professional service technicians will even service equipment that wasn't bought from Wesclean!



ISO: Institutional Sanitation Organization cleaning solutions

The Institutional Sanitation Organization is a great example of how Wesclean works to create winning strategies for the benefit of its customers. ISO is the formation of three regional market leaders in cleaning supplies, service and distribution, Swish Maintenance, Wesclean and Larose & Fils Limited, combining their resources to form a company specifically designed to service national accounts. With their wide ranging abilities, broad market knowledge and numerous outlets, these three firms give ISO the capability to provide local support on a national level.

Coast to coast, ISO experts work to custom design an integrated system that allows customers to make their facilities cleaner, for less! For its many national customers in the cleaning business, the ISO advantage includes: reduced total operating and procurement costs, more highly motivated employees with behavior changes resulting from improved training, increased productivity, less risk, and increased life of equipment.

The national cleaning solutions provided by ISO allow for reduced transactions costs, reduced shipping and receiving time, standardization of cost savings, and what matters most on the surface: improved appearance and greater consistency that will increase customer satisfaction.

Congratulations to Wesclean on 30 great years!

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E-Commerce does business better and faster...

Bryan Nycholat came to Wesclean as the Manager of Information & Communications technology in 1998. His mandate was to develop and maintain an integrated technology information system that would set the standard for excellence in the industry.

"The vision was to enhance our competitive advantage and that of our customers through the synergic utilization of interactive information technology. It was from this vision that Wesclean's e-commerce, intranet & extranet systems were born", says Bryan.

The most impressive accomplishment of Wesclean's interactive technology is its e-commerce program known as Wesclean.commerce, it is the leading site in the industry.

Wesclean.commerce is not an "off the shelf" generic program; it is designed specifically to meet the unique needs of the company and its customers. Wesclean employs a team of highly qualified professionals who collaborate with customers to ensure the development of a system that works for them. Since Wesclean is not dependant on third parties for program development or support they are able to respond quickly to customer needs for program enhancements, modifications and customization.

Wesclean.commerce offers customers a tremendous opportunity to significantly reduce the transactional costs of doing business by reducing the time it takes to place an order by 90% while virtually eliminating order errors. The on-line order system confirms price and product availability and customers can place orders any time of day or night 365 days a year.

The program provides customers with a comprehensive menu of "Reports" designed to help them manage their product usage and control costs more effectively, there is even a budget control application that manages budgets. Of course there is an on-line product catalogue complete with pictures, specifications and MSDS information complimented with customer specific order templates with lockout capabilities to ensure that only approved products can be ordered for a specific location. "The system is rich with features many of which are not found on other e-commerce programs", says Nycholat "after years of progressive development we would have to write a book to cover it all. We focus on the utilization of technology for business purposes, forgo the "bells & whistles" in favor of functionality and business value. The dynamics of our e-commerce program are incredible yet the design is "intuitively obvious" therefore it is extremely user friendly. We strive to develop a strategic technological alliance or partnership with our customers, it's a win-win proposition. The bottom line is that e-commerce saves our customers a substantial amount of time & money, as a result we do 7 times the industry average in e-commerce trade. Wesclean.commerce demonstrates our commitment to providing our customers with an easy, efficient & cost effective method to do business and clearly positions Wesclean as the partner of choice for business-to-business electronic commerce."

Leading edge technology

For the past seven years, Wesclean has been a market leader in e-commerce.

What Wesclean's online technology provides is information for better management decisions. For instance, Wesclean's online Q/A analysis and its proprietary Cleaning Management Systems software allows facilities managers from single site, or multi-tenant buildings, or national chains an independent, unbiased evaluation tool. David Burgess, Business Development Manager, explains that this tool "allows them to measure the performance of their contractors in real time and ensure that their retail, grocery or industrial sites are always up to the standards when it comes to cleanliness and safety for workers and the public."

Regarding what's new...

As Wesclean embarks on its 31st year in business, it is proud to promote its own brand of cleaning products, the REGARD line. "We went to one of the top suppliers in the industry to create a line of floor care and restroom care products that are tailor-made to the Canadian environment," says Neil McLennan, Chairman & CEO.

Wesclean has had a long history of establishing itself as a leader, and while there will undoubtedly be plenty of "firsts" in the next 30 years as the company continues to grow, one thing will never change, as Wesclean President Reid Toreson says: "Our customer is number one with us." ■

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