

Cleaning Times

Multi-Clean[®]
Your Guide to Clean

January 2010

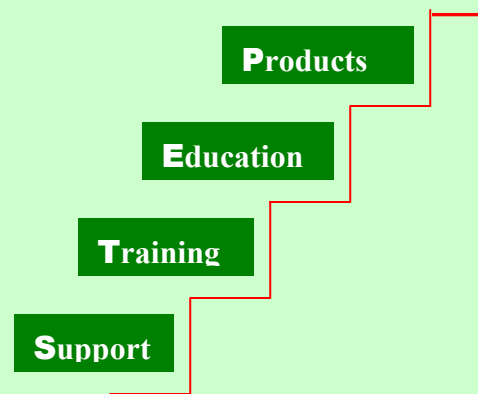
Happy New Year

Dear Cleaning Times Subscribers;

In 2010, we look forward to working closely with our distributors and their salespeople for mutual benefit. At a time when we are all making plans and resolutions for the new year, at Multi-Clean we remain committed to these core resolutions....

1. **Continue to execute our value proposition.** We understand that “value” goes beyond what is expected and involves much more than high quality products. This remains the formula for our current and future success.
2. **Strive to be the best dealer focused company in the cleaning industry.** When other manufacturers are looking for ways to expand at the expense of dealer sales & profits, we aim to be different by pursuing a strong dealer centric business strategy.
3. **Establish a leadership position on green cleaning.** By becoming a recognized expert on everything that is ‘green’ in the cleaning industry, we aim to be the #1 “go to” resource for credible green cleaning education, training and products .

4-STEP Value Commitment



In 2010, we expect end users will continue to look for ways to reduce costs and improve efficiencies of cleaning operations. We firmly believe that acting as a consultant to your customers will help defend your pricing and will protect the bottom line. At Multi-Clean, we will continue to earn your trust by going beyond expectations to help you be successful.

Here's wishing everyone a safe, healthy and prosperous new year.



Mike Tarvin, Vice President, Multi-Clean

“Consultative Selling is the sales method that supports complex buying decisions by providing expert guidance from trusted advisers.”

- Paul Johnson

Encapsulation Cleaning with Multi-Clean ECO2 Clean, Fresh Smelling, Residue Free Carpets in about 1 Hour

If you're not familiar with 'encapsulation cleaning' of carpets, the article link below is a good primer on this technology. Strong interest exists in this low moisture technology because of it's ability to return carpets to service faster and it's superior cleaning performance.

[Article: The Impact of Encapsulation](#)

Multi-Clean **ECO2** (Encapsulating Cleaner with O₂) is an interim carpet cleaner that uses encapsulation chemistry to insure residue free carpets that don't attract soil. It also incorporates hydrogen peroxide, which boosts cleaning power and destroys odors, leaving carpets fresh and clean.

ECO2



This is an amazing demo product!

[CLICK HERE](#) to view a spec sheet on Multi-Clean ECO2.

GREEN CLEANING ADVISOR™Sign Me Up!!!

Attend 2-1 hour webinars that teach you how to use the tool and become a certified GREEN CLEANING ADVISOR.

Upcoming Sessions

Feb 16th and 23rd 9:00-10:00AM Central Time

March: To Be ANNOUNCED

If you are interested, please contact your Multi-Clean, Minuteman, or PowerBoss sales manager to sign up.

GREEN CLEANING ADVISOR Participants

Total Graduates to Date: 34

Attend the Training / Certification webinars to be eligible for a personalized copy of the **GREEN CLEANING ADVISOR™**



Green Tip of the Month by Fagan Solutions, Inc.

Welcome to 2010 and the opportunities that green will bring! Often times, we doubt that things are different or changing until we experience the change. For example, when Al Gore said, "Global Warming is here," I think he was doubted. Had he said, "Climate change," his words might have been more broadly considered. I didn't see climate change as bringing a big change to my world then. Now, things are different. I see and hear it on the news all the time. As matter of fact, right now, I am in SW Florida where they are having the longest cold period in over 70 years! I am experiencing a change (brrr!).

For all distributors, the year 2010 brings the chance to make change happen by educating your customer on *how to go green*. Using the proprietary **Green Cleaning Advisor™** program gives you the tools to show your customers what is necessary to make those changes. In 2010 resolve to **become a consultant!**



Vince Fagan is a 26 year veteran of the Jan-San industry and recognized expert on green cleaning. Vince is a LEED 'Green Associate' and is available to assist Multi-Clean, Minuteman, and PowerBoss dealers in developing their green sales & market strategies.