

# Best New Business aims for Best Loo Business!

Perfect Example, the award winning domestic cleaning and holiday home services company have extended their cleaning services to include commercial washrooms.

The obvious question is why are they branching into washroom cleaning when they manage and/or clean many of the very best holiday homes, second homes and private homes within the area?

Tina Fairhurst of Perfect Example is quick to answer. “We are a high quality service company and we recognise that a clean and fresh smelling washroom is becoming more and more critical to a professional company’s image. Customers demand much higher standards today and a bad washroom experience can lead to complaints, loss of reputation and of course lost profits, particularly for restaurants, pubs and hotels. The truth is, not many people really want to clean badly maintained washrooms, toilets or urinals and they also may not have the right equipment or know-how.”

One of the worst areas in washrooms is men’s toilets, particularly the urinals. They are notorious with unpleasant smells, no matter how many citrus blocks are thrown in for good measure! In fact men’s urinals can not only smell awful, they can also cost a small fortune to run. The average urinal that flushes every 15 minutes and uses 157,680 litres of water a year! If you consider how much water costs then this equates to over £ 225 a year each as well as the environmental effect.

“We looked very closely at men’s urinals” smiles Scott Fairhurst also from Perfect Example. “We now have three very important new services for washrooms and urinals. The first one stops urinals from smelling using natural bacteria, without the need for expensive dosing systems and it only requires the urinal to be flushed six times a day. In addition to this, the system also dramatically reduces the chances of expensive blockages. The second is a truly effective water management device which, when used in conjunction with the natural bacteria system, can reduce a standard urinal water usage from 157,680 litres down to just 6,570 litres a year. This can save businesses up to 96% a year on their urinal water bills, so once they are installed; they really do pay for themselves. And the third is our flexible deep cleaning service that can be used on a regular or ad hoc basis to bring washrooms or indeed other areas, up to an almost clinical standard. We use the latest technology and mainly environmentally friendly cleaning processes. One of those processes is Steam Cleaning and we have invested quite heavily in the very latest commercial steam cleaning equipment which is a wonderful cleaning process, as it uses no toxic chemicals or any detergents, it simply uses water!

Chantelle Francis, Operations Co-ordinator for Perfect Example, talked about a recent washroom experience that she had dealt with. “Last month we were called to a well known pub and restaurant that had smelly washrooms which had been generating a number of complaints for the owners. Our service team diagnosed the exact causes of the problems which resulted in a deep clean to the washroom and pipes using our environmentally friendly commercial cleaning equipment. We also installed our ‘natural bacteria’ sleeves to the urinals and two of our water management devices to the urinal cisterns. The net result of this was a washroom that smelt and looked very clean, as well as the customer looking forward to saving nearly £ 1500 over the next two years on their water bill and unnecessary washroom equipment alone! The customer’s staff are now much happier in cleaning the washrooms and we have agreed with the owners to three deep cleans a year to help maintain the standards.”

An average person visits the toilet 2500 times a year which is about 6-8 times a day. As we spend about 3 years of our life in the toilet it does need to be hygienic and clean.

### **Notes for Editors**

Perfect Example Ltd are the leading provider of professional Domestic Cleaning and Holiday Home Management Services within North Cornwall.

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