

The Challenge	The Symptoms	Possible Talk Track	The Solutions
Residue	<ul style="list-style-type: none"> Sticky surfaces. Slippery floors. Dirty/Discolored Grout. Floors look dirty even after just cleaned. 	<p><i>"I'm getting customer complaints of arms sticking to table tops and feet sticking to bathroom floors."</i> <i>"My floors look dirty almost right after I've cleaned them."</i></p> <p>This is because traditional cleaning products and processes leave sticky residue behind on surfaces and floors. Our unique, proprietary hydrogen peroxide technology is different because it combines peroxide with a lean surfactant blend to give you cleaning with little to no residue. No left behind residue means no more sticky surfaces!</p>	<ul style="list-style-type: none"> Residue E-book (E-books>Residue) LVF Blog Post (Website>Blog>LVF-New Cleaning Technology) LVF Wall Charts (Wall Charts>Absolute or E2B2>LVT)
Floor Restoration	<ul style="list-style-type: none"> Discoloration of flooring. Discoloration of grout. Floors never look completely clean. 	<p><i>"My floors aren't the same color as when they were new."</i> <i>"Our grout is so much darker than it originally was."</i></p> <p>That's because traditional cleaning products and processes leave sticky residue behind on floors that attract dirt. Over time, layers of residue and dirt build up causing floors to look dirty even after just being cleaned. Our proprietary hydrogen peroxide technology is different because it harnesses the power of peroxide. Peroxide reacts with the organic soils on surfaces, breaking them up and pulling them out, unlike that of traditional soap based cleaners. Our unique technology combines peroxide with a lean surfactant blend to give you cleaning with little to no residue – making floors and grout look new again!</p>	<ul style="list-style-type: none"> Floor Restoration Blog Post (Website>Blog>Floor Restoration: 4 Steps) Floor Restoration Guide (Cleaning Instructions>Floor Restoration Guide_112) Literature: GC Tile & Grout Renovator, H2Orange2, GC H2O2 Orange Cleaner (Literature>Absolute or E2B2) Wall Charts (Wall Charts>Absolute or E2B2)
Ice Melt Residue	<ul style="list-style-type: none"> White powder on facility floor caused by ice melt. Floors are slippery or look grimy from tracked in ice melt. 	<p><i>"Ice melt mess gets tracked in everywhere and seems impossible to clean off floors."</i> <i>"Do I need a specialty product to clean ice melt mess?"</i></p> <p>Great news! Green Certified Neutral Floor Cleaner can do double duty! It works to clean and remove ice melt residue and replaces both the neutralizer and the detergent with one product. You can clean ice melt mess without harsh chemicals causing damage to your facility or hurting your staff. It works great on rock salt, calcium chloride, potassium chloride and magnesium chloride.</p>	<ul style="list-style-type: none"> Ice Melt Residue Blog Post (Website>Blog>Ice Melt Residue: Clean Up) GC Neutral Floor Cleaner Ice Melt Sell Sheet (Literature>E2B2)
Carpet Cleaning/Extraction	<ul style="list-style-type: none"> Yellowing or browning of carpet. Discoloration due to heavy traffic lanes. Stubborn carpet stains. Carpet odor. 	<p><i>"We have carpet stains that are impossible to remove and customers complain of carpet odor."</i> <i>"Heavy traffic lanes easy to spot, the carpet has changed color in those areas."</i></p> <p>That's because the surfactants or "soap" used in traditional carpet cleaners leave behind residue that attracts dirt and causes carpets to re-soil faster. Our unique, hydrogen peroxide technology is different because it combines peroxide with a lean surfactant blend that penetrates deep into the carpet fibers, breaking down and lifting soils. Our hydrogen peroxide formula removes tough-to-clean stains with ease and destroys odors at the source. It leaves little to no residue behind allowing carpets stay cleaner longer and helps keep carpet stains from reappearing.</p>	<ul style="list-style-type: none"> Literature: H2Orange2 (Literature>Absolute or E2B2) Carpet Cleaning Instructions (Cleaning Instructions>H2Orange2) H2Orange2 Wall Charts (Wall Charts>Absolute or E2B2)
Restroom Cleaning/Restoration	<ul style="list-style-type: none"> Restroom odors. Discoloration of flooring. Hard water stains. Streaking glass and mirrors. 	<p><i>"I'm getting customer complaints of restroom odors."</i> <i>"Mirrors and glass are never perfectly clean—streaks after cleaning."</i></p> <p>This is because traditional cleaning products and processes leave sticky residue behind after cleaning. When floors are sticky from residue, they attract dirt and bacteria causing odors. Residue also causes mirrors and glass to have streaks after cleaning. Our proprietary hydrogen peroxide technology is different because it harnesses the power of peroxide to destroy odors at the source. Peroxide does what traditional soap based cleaners can't, it reacts with the organic source of odors, breaking them up and eliminating them. Our unique technology combines peroxide with a lean surfactant blend to give you cleaning with little to no residue – No more sticky surfaces and no more odor!</p>	<ul style="list-style-type: none"> Product Specific Literature (Literature>Absolute or E2B2) Product Specific Cleaning Instructions (Cleaning Instructions>Pick product) Wall Charts (Wall Charts>Absolute or E2B2)

The Challenge

The Symptoms

Possible Talk Track

The Solutions

Issues with Training

- Complicated training program.
- Product misuse.
- Surface damage.

"I'm spending way too much time trying to train my staff."
"Products are misused causing surface damage and costing me money."

This is because the more products you're using to complete cleaning tasks, the more likely confusion and misuse will occur. Our technology is different – 1 product at 2 dilutions will take care of 95% of your overall cleaning needs. Our products simplify your cleaning process and help you easily train your staff in ten minutes using our Train in Ten™ program. Our color-coded cleaning program and bilingual instructions make it easy to overcome training challenges.

- Training Videos
(Website>Resources Tab>Training Videos)
- Wall Charts
(Wall Charts>Absolute or E2B2)
- Dispenser Guides
(Dispenser Guides>Absolute or E2B2)
- ISU Case Study
(Reference Letters & Testimonials>ISU Case Study)

Odor Complaints

- Bathroom odors.
- Carpet odors.
- Other odors.

"I'm getting customer complaints of odors specifically in our restrooms."
"I'm getting customer complaints of general odors."

That's because traditional cleaning products and processes leave sticky residue behind on floors and surfaces that attract dirt and cause odor from bacteria. Our technology is different because it contains just the right amount of surfactants to thoroughly clean while leaving little to no residue behind – no more sticky surfaces and no more odor!

- Literature: H2Orange2, Carpet Cleaner
(Literature>Absolute or E2B2)
- Product Specific Cleaning Instructions
(Cleaning Instructions>Pick product)
- Wall Charts
(Wall Charts>Absolute or E2B2)

Budget Issues

- Budget tightening.
- Too much time spent training staff on complicated programs – ***time is money.***

"My budget keeps tightening, so I need products that fit my budget and actually work."
"I'm caught spending too much time training staff on complicated programs – time is money!"

Don't be fooled by low case price; look at in-use product cost. Knowing what you spend per quart is essential – and switching from RTU products to concentrates could mean lowering costs from \$3 a quart down to 10¢. Not only do our products yield more in-use quarts, they enable you to perform 95% of your cleaning tasks with just one product at two dilutions. Our products simplify your cleaning process and help you easily train your staff in ten minutes using our Train in Ten™ program – saving you time and money.

- Product Specific Yield Slides
(Yield Library>Material>Absolute or E2B2)
- Market Specific Literature
(Literature>Market Literature)
- 6 Great Benefits
(Literature>6 Great Benefits)
- ISU Case Study
(Reference Letters & Testimonials>ISU Case Study)
- Kathy Hamilton Testimonial
(Reference Letters & Testimonials>Kathy Hamilton_EnviroX_Xcel Testimonial)

Green Needs/ Requirements

- Required to use Green Certified products.
- Specific kill claims required.
- Need products that qualify for LEED credits.

"We can only buy products that are Green Certified."
"I need a product that carries specific kill claims."
"I'm interested in products that meet the requirements for credits towards LEED Certification."

Our products hold a variety of certifications and registrations. If your requirements include Green Certification, we offer products that hold Green Seal and EcoLogo certifications – but if your requirements include specific kill claims, we offer products that hold EPA registrations. Our products also meet the requirements for credits towards LEED Certification. There are a lot of green cleaning product certifications out there so it's important to know exactly what fits your requirements.

- Your Guide to Green Product Cert. Blog Post
(Website>Blog>Your Guide to Green Product Certifications)
- EnviroX Products LEED Credit Qualifications
(Product Certifications>LEED)
- Product Specific Efficacy Information Sheets
(Efficacy Information Sheets>Absolute or E2B2)
- Product Specific Literature
(Literature>Absolute or E2B2)