

JOIN THE FIGHT AGAINST THE **VIRUS!**

**A Business Opportunity
in Sanitizing Workplaces**



**HOW IS IT DONE?
WHAT DO YOU NEED?
HOW MUCH DO YOU BILL?**

**All of these questions are
answered in this E-Book.**



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52 Years of Experience in the Janitorial Business

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Introduction

Less than 60 days ago the thought of closing down our way of life because of a foreign virus would have been unthinkable, but today the reality of the Coronavirus is here. Most business are closed, while some are still operating at a diminished capacity. No one would have ever thought that this dilemma offers a unique business opportunity, but it does.

Providing customers with a sanitized building is now a great revenue producer and a helpful way to do your part to keep people healthy.

What Do You Need?

There are several spray units that I would recommend. The best one is The *Protexus* Electrostatic sprayer. With this system the spray is electrostatic and will adhere to any surface. This process is usually good for about a month, however with Coronavirus it is better to do twice monthly. *Clorox* has a unit sprayer that is also quite effective but not as portable. Both *Protexus* and *Clorox* provide the sanitizers for their machines. It is also possible to use a Hudson type sprayer -- I like the *Ryboi*, *Milwaukee* and *Chapin*.

EvaClean Protexus Electrostatic Sprayer

The EvaClean Protexus electrostatic sprayer is the next generation in disinfection control. Protexus sprayers are built to be superior to any other sprayer, mister or fogger for completing many sanitizing, disinfecting, odor control or pesticide jobs. Thanks to a system that uses a combination of electrostatic delivery and advanced battery technology, it has the power to effectively disinfect greater areas more thoroughly and to do so with a minimum amount of training.

To achieve this cleaning power, electrostatically charged droplets create a field in the spray plume that is magnetically drawn to any surface within 6 feet. This electrostatic not only attracts the solution to surfaces as the droplets get sprayed and fall, but they also enable the droplets to reverse direction to coat hidden and hard to reach surfaces that many times will get missed by conventional spraying or misting equipment. Also, the Protexus's sprayer has a unique three-tiered applicator nozzle can be easily adjusted to change droplet size to fit any product's labeling requirement and to provide consistent performance and versatility, while eliminating the waste and overuse of chemicals.

This handheld model offers quick "pick up and go" cleaning thanks to its portable, cordless design. The included battery and charger allow for over 4 hours of continuous use before having to recharge. The unit only weighs a light 3.8 lbs. while empty and about 5.9 lbs. when full. The 3 in 1 nozzle allows for versatility to adjust droplet size and can be switched at any time thanks to the tool-free design. The electrostatic feature has an on/off switch to allow this to act as a normal sprayer as well. Be sure to pick up some EvaClean PurTabs which are simple tablets to create sanitizer and disinfecting solution for this sprayer.

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Pictured: EvaClean Protexus

The Clorox® Total 360™ Electrostatic Sprayer

Clorox® Total 360™ System, is an innovative surface treatment system that combines proven electrostatic technology with trusted Clorox® products to quickly and easily provide superior coverage in even the hardest-to-reach places. Using patented electrostatic technology to optimize product delivery, the Clorox® Total 360™ System is a cost-effective solution for efficient, comprehensive surface treatment that is designed to help keep facilities healthier while saving them time, money and labor. The Clorox® Total 360™ Electrostatic Sprayer with trusted Clorox® disinfecting and sanitizing solutions, provides superior surface coverage for commercial facilities.

Product features :

- Sanitizes and deodorizes surfaces with the Clorox Total 360 electrostatic sprayer
- Kills Salmonella enterica, Pseudomonas aeruginosa and more
- Use on a variety of hard, nonporous surfaces; sanitizes soft surfaces
- Controls mold and mildew

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Pictured: The Clorox® Total 360™ Electrostatic Sprayer

Ryobi Chemical Sprayer

The Ryobi ONE+ 18-Volt Chemical Sprayer features a pump optimized for cordless efficiency that runs off any Ryobi ONE+ battery. Its adjustable spray nozzle works well for a variety of spraying applications. The ONE+ 18-Volt Chemical Sprayer features a cap that doubles as a mixing cup.

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Pictured: Ryobi Chemical Sprayer

Milwaukee M18™ SWITCH TANK™ 4-Gallon Backpack Sprayer Kit

The M18™ SWITCH TANK™ 4-Gallon Backpack Sprayer kit delivers the industry's first interchangeable tank design with no manual pumping. The battery-powered backpack sprayer provides instant, constant and adjustable pressure up to 120 PSI and a 25 ft spray distance. The 5-mode pressure adjustment knob adjusts the pressure between 20 – 120 PSI, giving you the capability to complete a wide range of applications. The M18™ REDLITHIUM™ XC3.0 Battery provides you with up to 12 tanks of spraying per charge.

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The 4-Gallon Sprayer Tank Assembly features a dual diaphragm pump for longer pump life and Viton® seals for increased durability against harsh chemicals. The backpack frame includes wide straps giving you added comfort during extended spraying applications and a handle for convenient transport and storage. The 4-Gallon Sprayer is made up of two components – the M18™ SWITCH TANK™ Powered Base and the SWITCH TANK™ 4-Gallon Sprayer Tank Assembly. The isolated pump, hose, and wand design allows you to add on tank assemblies for different spraying applications, eliminating cross-chemical contamination. It also provides you with the ability to replace the tank assembly at a lower cost of ownership compared to replacing the entire sprayer. In addition to the backpack sprayer, the kit includes one M18™ REDLITHIUM™ XC3.0 Battery and an M18™/M12™ Multi-Voltage Charger.



Pictured: Milwaukee M18™ SWITCH TANK™ 4-Gallon Backpack Sprayer Kit

Chemicals to Use

EvaClean Purtabs Disinfecting/Sanitizing Tablets

Effervescent Disinfecting and Sanitizing tablets are an EPA Registered, multipurpose, economical, and safer alternative to bleach. Purtabs have the ability to Kill C Diff in 4 minutes, and MRSA, Norovirus, Influenza and CRE in 1 minute. PURTABS unique non-bleaching NaDCC chemistry mixes with normal tap water to create up to 5 different concentrations of hypochlorous acid which possesses up to 4x the killing power of hypochlorite solutions yet is less toxic, and 50% less corrosive than bleach. Compared to bleach solutions which can lose up to 50% of their potency in mere hours, PURTABS are stable in an open container for 24 hours and a closed container for up to 3 days.



Clorox Healthcare Hydrogen Peroxide Cleaner Disinfectant

Better surface compatibility, less residue, faster kill times. Hydrogen peroxide disinfectants are designed to use daily on common hospital surfaces. No added fragrances or harsh odors means a better patient experience.



What to Wear When Applying Spray

Since the chemicals and spray are nontoxic, no set uniform is needed. However, to convey the proper image to the customer we recommend using the white Tyvek disposable suits. These suits are available at Home Depot or other big box stores for approximately \$12.00 each. Also, wearing safety glasses is recommended. More often than not, image is very important.

How Do You Do It?

The best way to spray a room is from top to bottom. In your average room, spray from a distance of at least 3 feet. In larger site it is advisable to jot down the room numbers or areas as you complete them.

How Much Do You Charge?

A good ballpark number is between .30 cents a square foot to .50 cents a square foot. If the facility is below 5000 square feet, charge a minimum charge of \$150 to \$200.

Square footage	Low range	High range
1000 feet or less	\$150	\$250
1001 to 2000	\$250	\$350
2001 to 5000	\$350	\$500

What Are Your Markets?

- Office buildings
- Schools and universities
- Day care
- Food service and bars
- Government
- Retailers
- Health clubs
- Banks and Saving & Loan
- Medical facilities
- Public transportation
- Condos and apartment buildings
- Warehouses

How To Market?

Presently, marketing this service is easy. I billed over \$10,000 in 3 days with over 70% margins. I recommend the following marketing methods:

- Postcard mailing
- Online website
- An email blast can bring in results.
- Let your current customers and friends know about the service.

Try to quote twice-a-month services until the virus slows down. Afterward, let your customers know that it is a good idea to resume the service starting in September and continuing through April of the following year. Services should be continued each year thereafter.

5 Tips to Sanitize Your Office from Top to Bottom

~by Kara Masterson~

Working in an office, you have many people walking in, touching your belongings. Often they are coworkers, but other times they are clients who come in from the streets. Protect your health along with the clean, professional look of your workspace with these 5 tips.

1. Set Up a Regular Cleaning Schedule - Cleaning is meaningless if you do it only once a year. Set up a monthly cleaning schedule. Get used to this task as the most effective way to master it. The first step to follow through with your goals is to plan and set dates without forgetting them.

2. Know the Differences Between Words - Cleaning is not the same as disinfecting or sanitizing. You clean to remove dirt and germs on the surface, but the germs may still exist. Disinfect to kill the germs and bacteria that cannot be seen. Sanitizing is the process of cleaning or disinfection to remove germs.

3. Pinpoint the Most Unclean Areas - It does not make sense to spend your time cleaning areas that are rarely used. Find the heavy traffic zones where everyone's feet or hands have been. Sanitize rugs that are harbors for dirt and bacteria.

4. Use Sanitizing Products - The most commonly used product for sanitation is the hand sanitizer. You can use antibacterial soaps, too. Learn more about the pros and cons of every product. Some air fresheners claim to have sanitizing sprays that remove germs in the air. Review the wide range of selections that are being promoted for office use. Make sure that products do not have negative side effects on your health. If your sinuses flare up, use products like Dymista and supplements to build your natural immunity. Read a number of reviews on sanitizers, regardless of how popular they are with people you know.

5. Clean the Least Expected Places - Germs are found everywhere, even in places where you least expect them. In your office, start cleaning places that you do not clean often. Start with the walls, doorways and other areas that have collected years of dirt and debris.

Information about COVID-19 from The World Health Organization.

The COVID-19 outbreak, which began in December of 2019, has been declared a pandemic by the World Health Organization. The respiratory illness, which is caused by a never-before-seen coronavirus, has spread across the world and claimed more than 6,500 lives in three months. The epicenter -- Wuhan, China -- experienced the worst of the initial outbreak but now large, secondary outbreaks have occurred across Europe and in Iran and South Korea. The WHO was first alerted to the disease on New Year's Eve, and in the following weeks researchers linked it to a family of viruses known as coronaviruses, the same family responsible for the diseases SARS and MERS, as well as some cases of the common cold. On March 11, Tedros Adhanom Ghebreyesus, WHO director-general, announced the outbreak would be declared a pandemic, the first time a coronavirus has caused such a spread. The situation continues to evolve as more information becomes available. We've collated everything we know about the novel virus, what's next for researchers and some of the steps you can take to reduce your risk.

What is a coronavirus?

Coronaviruses belong to a family known as Coronaviridae, and under an electron microscope they look like spiked rings. They're named for these spikes, which form a halo or "crown" (corona is Latin for crown) around their viral envelope.

Coronaviruses contain a single strand of RNA (as opposed to DNA, which is double-stranded) within the envelope and, as a virus, can't reproduce without getting inside living cells and hijacking their machinery. The spikes on the viral envelope help coronaviruses bind to cells, which gives them a way in, like blasting a door open with C4. Once inside, they turn the cell into a virus factory -- the RNA and some enzymes use the cell's molecular machinery to produce more viruses, which are then shipped out of the cell to infect other cells. Thus, the cycle starts anew.

Typically, these types of viruses are found in animals ranging from livestock and household pets to wildlife such as bats. Some are responsible for disease, like the common cold. When they make the jump to humans, they can cause fever, respiratory illness and inflammation in the lungs. In immunocompromised individuals, such as the elderly or those with HIV-AIDS, such viruses can cause severe respiratory illness, resulting in pneumonia and even death.

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Extremely pathogenic coronaviruses were behind the diseases SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome) in the last two decades. These viruses were easily transmitted from human to human but were suspected to have passed through different animal intermediaries: SARS was traced to civet cats and MERS to dromedary camels. SARS, which showed up in the early 2000s, infected more than 8,000 people and resulted in nearly 800 deaths. MERS, which appeared in the early 2010s, infected almost 2,500 people and led to more than 850 deaths.

What is COVID-19?

In the early days of the outbreak, the media, medical experts and health professionals were referring to "the coronavirus" as a catch-all term to discuss the outbreak of illness. But a coronavirus is a type of virus as we explain in the section above, rather than a disease itself.

To alleviate the confusion and streamline reporting, WHO has named the new disease COVID-19 (for coronavirus disease 2019). "Having a name matters to prevent the use of other names that can be inaccurate or stigmatizing," said Tedros Adhanom Ghebreyesus, director-general of the WHO. "It also gives us a standard format to use for any future coronavirus outbreaks." The Coronavirus Study Group, part of the International Committee on Taxonomy of Viruses, was responsible for naming the novel coronavirus itself. The novel coronavirus -- the one that causes the disease -- is known as SARS-CoV-2. The group "formally recognizes this virus as a sister to severe acute respiratory syndrome coronaviruses (SARS-CoVs)," the species responsible for the SARS outbreak in 2002-2003.

How long does coronavirus live on surfaces?

The Centers for Disease Control and Prevention estimates it could be viable for hours to days. A preliminary study published this week found the virus could be detected in the air for up to three hours after it was aerosolized with a nebulizer, up to four hours on copper, up to 24 hours on cardboard and up to two to three days on plastic and stainless steel.

What to Do After The Crisis

This crisis will end someday and when it does, those who employed your services should be thanked for the opportunity. It will be a great time to promote your annual flu and cold season programs, offering monthly services from September thru April.

Final Thoughts

This service in addition to your regular offerings, creates a stronger bond between you and your present customers. This is also a great way to retain business with customers who do not regularly bid out their services. By providing this unique service, it puts you miles ahead of your local competitors. Good Luck Spraying.

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About the Author

Wayne Baxtrom, The Janitorial Coach, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry.

Wayne offers Janitorial Business Programs for startups and seasoned pros. To learn more about how Wayne can help your business grow, visit www.TheJanitorialCoach.com and schedule your free Discovery Call.