

# Cleanliness Leads to **Profitability**

5 Problems with a Dirty Office  
15 Ways to Reverse Losses and Increase Profits



**Plus... A Bonus Mini Report!**  
To Hire or *NOT* to Hire a Cleaning Company

## Cleanliness Leads to Profitability

The cost of doing business is one of the major obstacles business owners face. If you manage those expenses well, then it increases your chances of success. If you let your finances get away from you, you could find yourself being amongst the statistics of businesses which failed within its first several years of operation.

Unfortunately, some expenses you cannot control. Did you know that there was a correlation between what you pay at the gas pump and your business expenses? When the prices at the pump skyrocket, delivery costs increase. Production costs rise. And the list goes on.

There are expenses that you can control. Switching providers for your raw material could save you money on producing your products. Moving to a different location could save you on rental costs. A favorite since 2008 has been to let go of employees and automate some of the job duties or outsource them to save on expenses.

Every penny counts when you own a business. The cost of doing business comes out of what you're able to take home. But, you don't want to get rid of any of your employees. You don't run some nameless, faceless corporation. You run a business where you understand the value of the people who guide your ship to float along seamlessly.

One of the biggest expenses companies endure is their cleaning costs. They rarely take it seriously until they run into financial trouble and have to start making cuts.

Cleaning costs and supplies can cost you thousands of dollars a year. Just stocking your bathroom with toilet paper and soap can cost you hundreds or thousands of dollars a year, depending on the number of locations you own. There are ways to save on these costs if you pay attention to the information in this report.

Each penny you save can either go into your pocket or be re-invested into the business. Expenses may be on the rise, but during the tough economic times that burst on the scene in 2008, you can't afford to be taken as prisoner.

A clean office is more critical than soap dispensers and paper towels. The environment in which you run your business has a significant impact on the quality of the service and products that you provide. The cleanliness of the work environment is often the last thing people look at. Instead they worry about cost of raw materials, the cost of distribution and spending more money to create more advertising.

Each of those steps in the supply chain is critical to the success of the business. However, saving a penny and improve the productivity of your facility starts in the office with creating an environment that is conducive to success. The cost of ignoring the importance of a clean work environment is virtually immeasurable.

# 5 Problems with a **Dirty Office**

## 1. Office Environment vs. Payroll and Benefits

Payroll may very well be your biggest expense. You need a competent staff to guide your ship to its destination. What happens when your employees work in an unclean environment? They ask for more sick days. Your bacteria plagued employees delivery poor customer surface due to discomfort with the work environment. The unpleasantness builds so that no one wants to work in your company and no one wants to buy your products.

A clean environment helps your employees enjoy their work experience. Keeping your office clean helps reduce turnover. Make a clean first impression on new hire candidates. Clean offices are more efficient offices and could encourage an increase in profits.

## 2. Cleaning Products and Equipment

Cleaning products have traditionally been made with chemicals so strong that they are toxic to humans. Each year new cleaning supplies are introduced that promise to be faster and more powerful. This isn't always true, even if they try to convince you otherwise in a television infomercial.

## 3. The Customer Experience

It's one thing for your employees to work in a dirty environment. It's another for a paying customer to be scarred by the experience of using your dirty facilities. A customer is 10 times more likely to tell their friends and colleauges about a bad experience than a good one.

Cleanliness makes a great first impression. A dirty facility, such as a resta urant with visible rodent feces, can cause a customer to turn around and walk right out the door. Research shows that first impressions stick with the customer for years and they become the long term perception of your establishment.

There is a light at the end of the tunnel. Customers may actually give you a pass on a filthy bathroom. Instinctively, people understand that public restrooms see a lot of action. However, they will not forgive you if the rest of your business doesn't live up to their expectations of cleanliness. Such disappointments include dirty carpets, over-flowing trash cans, or strange odors in the air. It's almost as if you're telling your customer you don't think enough of their business to keep your facility clean.

## 4. Air Quality

Poor air quality impacts productivity. Sick employees call in. Productivity suffers. Air quality in the office is affected by toxic cleaning products, ineffective cleaning products, bacteria and algae growth and dirty filters in the cooling and heating systems. Unsafe cleaning products can also lead to an increase in medical bills and benefits that you have to cover to insure your employees.

The Environmental Protection Agency reports that in spite the vast knowledge available to business owners, incidences of reported health problems rises every year. Employees have no control over the air pollution in the buildings where they work. It's up to the owner to put a system in place to regulate the air quality in the office.

Keeping your work spaces free from germs ensures a healthier labor staff. Payroll and benefit expenses can be dramatically reduced by keeping a clean office. Sub-standard working conditions can encourage qualified employees to move on to more ideal job positions, which will in turn increase your costs to hire replacements.

Clean your establishment regularly, especially if customers expect tidiness, such as with a restaurant. Proctor and Gamble performed a study that showed 60% of patrons would not return to a restaurant that they deemed as dirty.

## **5. Supply Overuse**

Employees don't feel that they're paying for the supplies so they will be more careless with paper towel, toilet paper and soap use than they would at home. Customers are the same. You'll find that industrial rolls of towel paper run out 1000 times faster than the small rolls you buy for home use. This is because employees and customers tend to overuse the things that they aren't paying for.

## 15 Ways to Reverse Losses and Increase Profits

- 1. Remember, cleaning starts at the front door.** As customers drive by or walk by, they judge your business by the way you keep your entrance. If the front of your establishment is in disarray, they'll think that's the way you do business too.
- 2. Link your office cleaning with your brand.** If your brand promotes quality, then your facilities should be immaculate. Customers associate the way you maintain and manage your offices with your ability to produce quality products.
- 3. Purchase eco-friendly cleaning supplies.** Keep your workspaces clean to reduce or eliminate the spread of germ causing diseases. The flu gets spread more easily in an office with an environment that promotes the growth of bacteria.
- 4. Clean food prep areas throughout the day.** Direct your cleaning staff to clean your food preparation surfaces and break rooms periodically throughout the day to reduce food-borne illnesses.
- 5. Invest a little more in hardware today.** By investing a little more in hardware today, you can reap the benefits tomorrow. For example, sensory-activated faucets and towel dispensers to eliminate the need for employees to touch surfaces that are high in bacteria, which reduces the spread of germs.
- 6. Install hand sanitizing stations.** Workers will be less likely to take germs back to their desk or pass them on to someone else.
- 7. Never stop looking for ways to save.** Even if business is booming, you should still continue to look for ways to lower costs without sacrificing quality. During prosperous times, people tend to waste more. Cost saving strategies should be practiced perennially.
- 8. Switch from liquid to foam soap.** Did you know that foam soap fights germs 50% more effectively than liquid soap? Every time your bathroom runs out of paper towels, your employees increase the likelihood of spreading germs and diseases. 77% more germs are destroyed if a person dries their hands with a paper towel after washing their hands.
- 9. Take back vacuums that don't work properly.** You can cut your workload 30% by purchasing a better quality vacuum cleaner. Also, remember to buy the correct sized liners for your trash cans. You can save hundreds by using liners that actually fit.
- 10. Install regulated paper towel and soap dispensers.** Reduce costs by limiting the amount of soap and paper towels employees and customers have access to. Or at least make it a little more difficult to take more than what's needed!

- 11.** Check your soap dispensers regularly for leaks. Make sure you aren't putting more soap on the floor than in customer and employees' hands.
- 12.** Shop for cleaning supplies with scrutiny. Believe it or not, industrial cleaning supply shops offer coupons and discounts too. Ask the sales person for the best price. Don't be shy about negotiating. If you have the opportunity, let them know what deal another company is offering you to see if they'll match or compete with the offer.
- 13.** Check quality standards, reviews and customer opinions. Cleaning products that aren't effective are a waste of money. Buying the cheapest cleaning equipment is not always in your best interest. If you have to replace it every year versus every three to five years then you are doubling or tripling your expenses instead of saving. By checking quality standards, reviews, and other customer's opinions about cleaning products and equipment before you purchase them, you can save yourself time and money.
- 14.** Compare prices for like products. For example, when buying paper, compare one ply to one ply. Double check that you're not comparing one ply to two ply and thinking that you're getting a bargain basement deal.
- 15.** Buy cleaning solutions in concentrations. Concentrations add value to your money. Dilute cleaning solutions with water to the proper ratios. Glass cleaners, disinfectants and even floor cleaners can be purchased this way.

# To Hire or *NOT* to Hire a **Cleaning Company**

## **Bonus Mini-Report**

To hire or not to hire a cleaning company is going to determine the resources that you have available. If you have a staff that closes your store or restaurant at night, you may be able to delegate the cleaning to them as a part of their job description. You can cut out the need for a cleaning crew.

Certainly, if you hire a cleaning company, you expect professionalism. They use high quality equipment and industrial strength cleaning products. The plus of hiring a cleaning company is that they will know how to handle those industrial chemicals without causing problems, employees getting sick or workers getting injured. They will also know how to operate the equipment safely.

Sometimes, you don't have the equipment to do the job, such as a carpet shampooer. Weigh the pros and cons of renting the equipment versus hiring a cleaning company to come in and do it periodically. Do everything else in-house.

You can offset the cost of hiring a cleaning crew by splitting up the tasks delegated to your cleaning crew and to your employees. If you do hire a cleaning crew, save on costs by cutting the time that they are schedule to perform the service in half. For example, if they clean every other night, cut it down to twice a week.

For your employees, create a daily and weekly task list. Have them initial the tasks after they have been completed. Alternate the cleaning duties so that no employee feels like they are being picked on unfairly.

Another option is to offer overtime to employees who want to make extra money. Use them as the cleaning service. That way you can help employees and help your business at the same time. The expense of paying overtime may still be cheaper than hiring a cleaning company.

Toilet paper can cost you between \$40 to \$120 a case. Using bulk discounts may save you money. Buy soap in gallons instead of cartridges. You will save four times what you would pay on cartridges.

Review the cleaning bill that you receive from the cleaning company you hire. Ask them to list the tasks that they completed. Anything that you notice on the list that you or your employees can handle, eliminate that service from your bill.

Determine how much they are charging you for cleaning supplies. They may be marking up cleaning supplies up by 300%. Tell them in the future that you can buy your own supplies and they can remove that from the bill. Never buy your cleaning supplies from the cleaning company.

Compare rates from different cleaning services if you have to hire a cleaning crew. One cleaning company veteran advises that you check the cars that the owners of the cleaning companies drive, and even their homes. If they are driving luxury vehicles and living in million dollar homes, they may be passing those costs on to you.

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Economic Paper Towels is a wholesale supplier of [white roll towels](#) and [natural brown roll towels](#), [center pull towels](#), [notched roll towels](#), jumbo roll tissue, [standard bath tissue](#), [kitchen roll towels](#), [facial tissue](#), [c-fold towels](#), [napkins](#), [blue windshield towels](#), wipers, seat covers, [dispensers](#), stretch wrap, sanitizers and soap.

Our custom made rolls reach up to 1,000 feet per roll and are 100% recycled, processed chlorine-free, consistent quality and most importantly are competitively priced.

Our customers praise us for giving them options to cut costs without sacrificing quality.

We understand that when it comes to paper towels, toilet paper, and other bar, restaurant and janitorial supplies, that you as a consumer have many options. We go above and beyond to make sure our customers are satisfied, and even further to make sure that our customers' customers are satisfied.

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**Environmental Responsibility Begins  
with Eco-Friendly Supplies**

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