

**INTERNATIONAL CEILING & WALL
CLEANING, INC.**

Products & Information Catalog

Where Opportunity Begins



Absol ute and **Ver-Brite** from ICWC is a proven state-of-the-art ceiling cleaner that makes all the others obsolete. **Visit us at:** <http://www.icwc.com>

Date: 03/28/2000

WITH ICWC YOU'RE IN EXCELLENT COMPANY



OUR COMPANY

Not often does a company revolutionize an industry, as our superior product line has. ICWC is the world's leading manufacturer of ceiling and wall cleaning products. Since 1980, our research and development has created state-of-the-art products. We developed Vera-Brite™, the world's original enzyme-based ceiling and wall solutions, awarded first prize for the "Most Innovative Product of the Year" in 1988, at LeMans, France. Vera-Brite opened up an entirely new industry. This industry will not be virgin, as it is now, forever. People who get involved now have a golden opportunity for success. Most important is that ICWC understands that without your success, we fail. Fact is, "Your success means our success" and that belief is what has made us the world leader. Join the ICWC family now.

OUR GOAL

Our goal is to establish mutually beneficial, long-term business relationships with our product users. We are dedicated to providing the best support, service, equipment and products in the world to our customers. ICWC is the world's foremost innovator of products in this industry. We plan to continue to be the market leader and product innovator in our industry.

YOUR OPPORTUNITY

You need a complete package that includes all the elements of a turn-key business. This should include a proven and effective cleaning system and training in marketing, selling and the correct application of the cleaning solutions. The most important elements required for your success are the marketing materials and the sales training. Their quality will mean the difference between your failure and your success. ICWC's unsurpassed knowledge in these areas provides you with all the necessary information, materials, ideas and techniques needed to build a successful ceiling and wall cleaning business.

OUR SUPPORT

Technical and marketing support during your initial growth period is critical. It is important that you look for a company that has its own marketing, advertising, customer service, research and development, manufacturing, quality control, service and technical support departments. This will ensure that all marketing and technical ideas and procedures have been field tested and proven effective before being passed on to you, the contractor. Since 1980, we have specialized in ceiling and wall cleaning. This expertise has made us the world's most successful company in this industry.

YOU'RE INVITED

If you are serious about your future, join a world leader. Let us help you become successful. Many businesses fail shortly after starting because of a poor product line or marketing. Since 1980, we have been building a worldwide market that is just now becoming recognized. It remains a ground floor opportunity with a proven track record of high earnings, large-untapped market, and Unlimited growth potential. With ICWC you can become a part of this golden industry.

WHAT MAKES THE ICWC SYSTEM

THE WORLD'S FINEST, WITH NO EQUAL COMPETITION?

1. **ICWC**™ is the world's leading manufacturer of ceiling, wall, and interior restoration and cleaning products.
2. **ICWC**™ has continuous research and product development, so you can always depend on the best.
3. **ICWC**™ IS system was especially designed by experienced cleaners for ceiling, wall, and interior restoration and cleaning.
4. **ICWC**™ solutions are the "world's original enzyme based ceiling/wall cleaners".
5. **ICWC**™ solutions are the safest, most advanced in the world.
6. **ICWC**™ solutions contain no bleach or strong oxidizing agents.
7. **ICWC**™ guarantees all products. (Equipment, Supplies, and ICWC™ Solutions.)
8. **ICWC**™ system allows you to spray up to 8,000 square ft. per hour, with one machine.
9. **ICWC**™ equipment is the best value on the market.
10. **ICWC**™ equipment is guaranteed to operate effectively.
11. **ICWC**™ cleaning machine is lightweight and durable; best engineering in the industry.
12. **ICWC**™ developed the first true double tip spray assembly in 1980.
13. **ICWC**™ system saves time, labor, inconvenience, materials and money.
14. **ICWC**™ has a ceiling, wall, and interior restoration training school. (Since 1980)
15. **ICWC**™ has a proven Marketing program.
16. **ICWC**™ offers technical support after the sale.
17. **ICWC**™ offers the best after-the-sale technical and marketing support available in the industry today.
18. **ICWC**™ total system costs less, and there are no franchise fees or royalties.
19. **ICWC**™ products are used worldwide, Cleaning millions and millions of square feet of ceilings, walls, and other interior surfaces each year.

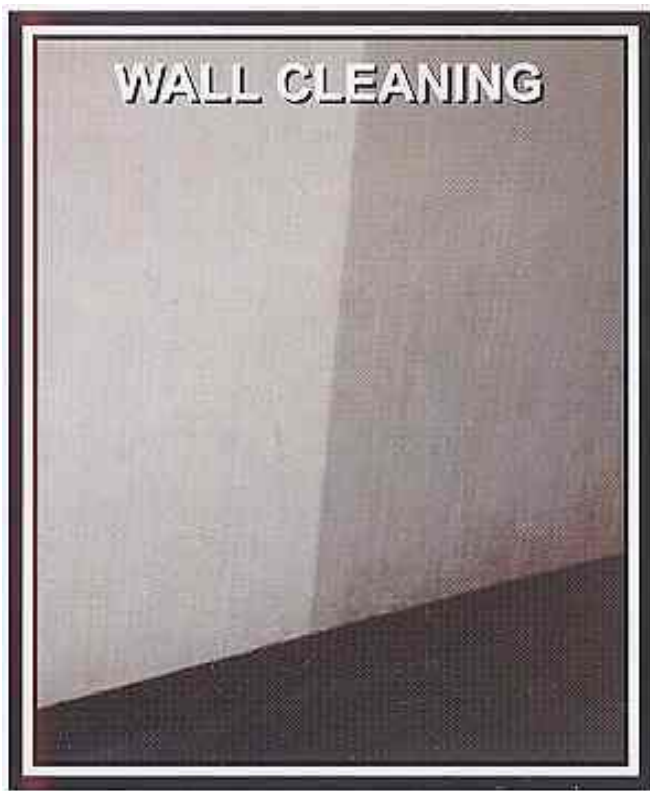
CALL : 1-800-628-4422 TODAY



THE FACTS ABOUT CEILINGS

FACT: There are billions and billions of square feet of ceilings in the world today

- FACT: 500 billion square feet of acoustical ceiling tile has been installed since 1960 (is estimated).**
- FACT: Millions and millions of square feet of ceilings are replaced each year because they are dirty**
- FACT: Replacing ceilings is up to 100 times more expensive than cleaning.**
- FACT: Replacement is very slow, very messy, and very inconvenient.**
- FACT: VERA-BRITE™ cleaning is very fast, without mess or inconvenience.**
- FACT: Millions and millions of square feet of ceilings are repainted each year because they are dirty.**
- FACT: Painting is more expensive than cleaning.**
- FACT: Painting covers over the bacteria, fungi, and soils.**
- FACT: VERA-BRITE™ solutions remove bacteria, fungi, and soils.**
- FACT: Painting is messy, slow and closing off an area is usually necessary.**
- FACT: VERA-BRITE™ can clean ceilings that can not be painted without mess or inconvenience**
- FACT: Painting ruins the acoustical value of many ceilings.**
- FACT: Cleaning with VERA-BRITE will restore acoustical value, while leaving a bright, clean ceiling.**
- FACT: Painting ruins the fire rating of some ceilings. (violates fire codes in most cities)**
- FACT: Cleaning with VERA-BRITE™ will restore the fire rating.**
- FACT: Ceilings are found in virtually every building, commercial or residential, in the world.**
- FACT: VERA-BRITE™ solves the problems of painting or replacing at a fraction of the cost.**



THE FACTS ABOUT WALLS

FACT: Each year billions of square feet of walls are repainted or recovered with new wall coverings, because they are dirty.

FACT: Walls become soiled from smoke, grease, air pollution and present health hazards when dirty.

FACT: VERA-BRITE solves the problems without painting or replacing at a fraction of the cost.

FACT: There are billions and billions of square feet of walls in the world today that will need cleaning.

FACT: There are thousands of different types of wall coverings like wall-paper, vinyl wall covering, fabric wall covering, brick stone, marble, gloss paint, flat paint, wood, plastic, and many others.

FACT: VERA-BRITE chemicals can clean virtually every type of wall.

FACT: Painting is messy, slow and closing off an area is usually necessary.

FACT: VERA-BRITE can quickly clean many walls that can not be painted.

FACT: Painting or recovering covers over the bacteria, fungi, and soils.

FACT: VERA-BRITE solutions remove bacteria, fungi, and soils.

FACT: Replacement is very slow, very messy, and very inconvenient.

FACT: Cleaning is very fast without mess or inconvenience and at a fraction of the cost.

FACT: VERA-BRITE restores walls and ceilings to a percentage of their original color and appearance, without damage.

1555 Sunshine Drive
Clearwater, Florida 33765



I recently returned from a Distributors Training School and to my amazement found out that one of the attendees was put into a position by a certain other company that was misleading and to me very deceitful.

The Ceiling Cleaning Industry is a very small entity of the vast cleaning empire. Companies who try to pressure their opportunities down potential customers throats by commissioned sales persons should be looked at very carefully. In the efforts of people like Anthony Mougianis of Alexander the Great Distributing ,who are succeeding at giving people an opportunity to become a major contributor in this industry, are constantly hampered by these companies taking peoples good earned money and giving them nothing in return. When a company will not give you the MSDS sheet or sell you a sample of their product to try ,unless you put a \$1000.00 deposit down I would be very leery of. Their sales people are also on the phone with you twice a day trying to get you to commit. These people are not hands on personnel but strictly working commission machines. When you purchase from them they receive 40 to 50% of the total dollar amount. You as a customer could take that extra \$4000 to \$6000 and purchase more solution which would put money in your pocket instead of the salesmen's.

In summary, I would like to express the importance of doing your homework on the company or companies of your choice . The Internet is a vast ocean of information and will definitely aid you in your search for the organization that will best suit your needs.



REF: OSHA ALERT FR Vol. 5 No. 114

PERMISSIBLE EXPOSURE LIMITS

The following information is provided to you as a courtesy of ICWC.

If you are contemplating having the ceilings of your facilities cleaned, or if you have recently contracted for these services, your facilities are responsible for the consequences that may possibly occur due to chemical suspension in the air.

The Occupational Safety and Health Administration (**OSHA**) has recommended that an eight (8) hour TWA PEL Test for Permissible Exposure Limits (as defined in the Federal Register, Vol. 57 No. 114) be conducted on chemical products used in the ceiling cleaning industry. Failure to insure compliance with above directives may cause your facility to run the risk of being responsible for chronic and acute effects on a person or persons entering the area that has been cleaned.

As the pioneer developer and major manufacturer of ceiling and wall cleaning products,

International Ceiling and Wall Cleaning, Inc. is concerned about claims being made for products on the market that may be untested and unsafe. Ask your service provider for proof (in writing) for the testing and compliance for the chemical product they have or will be using in your facility.

ICWC is pleased to advise you that we have the proof that our product meets or exceed the recommendations established by OSHA. They have been tested to the level of exposure established as the highest level an employee may be exposed to without incurring the risk of adverse health effects. The test was preformed and the samples were analyzed by Wisconsin Occupational Safety and Health Laboratory, an American Conference of Industrial Hygienist (AIHA) accredited facility. The results of the analysis show concentrations of the chemicals sampled were below the applicable OSHA PEL after one hour of application.

DO NOT RUN THE RISK OF LIABILITY.

If you are considering the services of a ceiling-cleaning contractor, feel free to contact us for verification.

Sincerely,

Lorne A. Stamler
Research & Development

Phone:727-441-1700

Fax:727-441-6807

Email: icwc@icwc.com

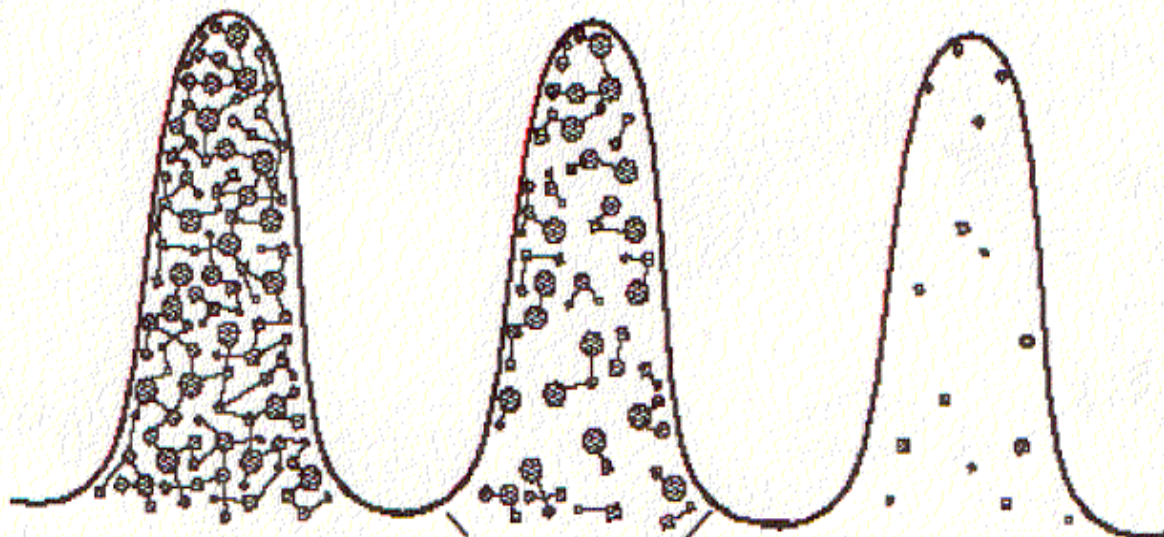
What You Don't See... *Is worse than what you do!*

Over time, soil and dirt molecules build up within the pores of various surfaces.. When heat and moisture are introduced an incubator effect is created, causing dust mites, germs, bacteria and fungi to grow. They feed on the organic matter in the soil and dust. Vacuuming alone can not take care of this contaminated layer. Sanitizing with VERA-BRITE™ is necessary.

Surface pores are contaminated with:

Smoke	Bacteria	Germs	Pollen	Mildew
Cooking Oil	Viruses	Fungi	Grease	Dust mites
Decaying organic matter		Infectious or allergenic agents		

The VERA-BRITE™ Attack A Deep Cleaning Process



Contaminated pore filled with atmospheric airbound molecules of soil. These individual molecules link forming layers over a period of time.

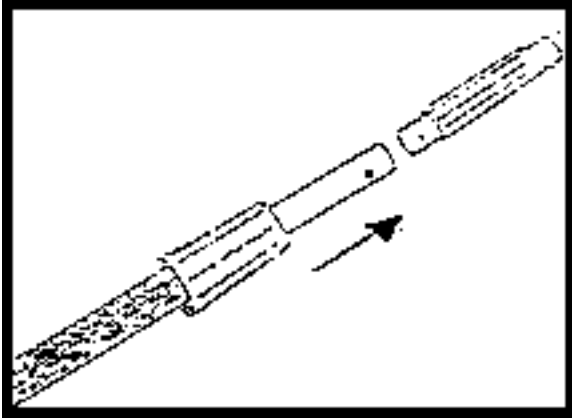
VERA-BRITE™ Solutions attack the soil molecules.

After VERA-BRITE™ has broken down the soil molecules, they are dispersed into the atmosphere through the process of evaporation.

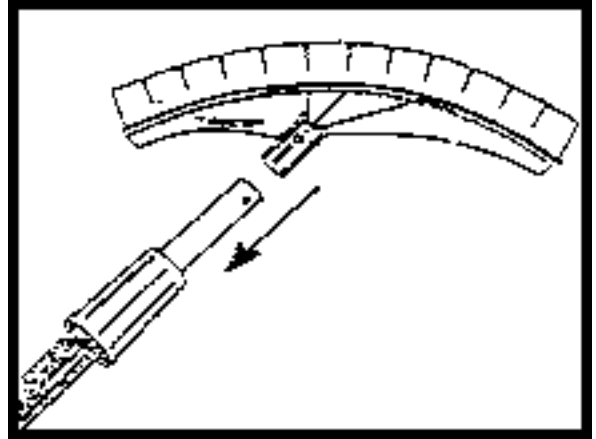
Cleaning surfaces helps remove the source of viruses, allergies, and asthmatic conditions!

ICWC Grid Wiping System Instructions

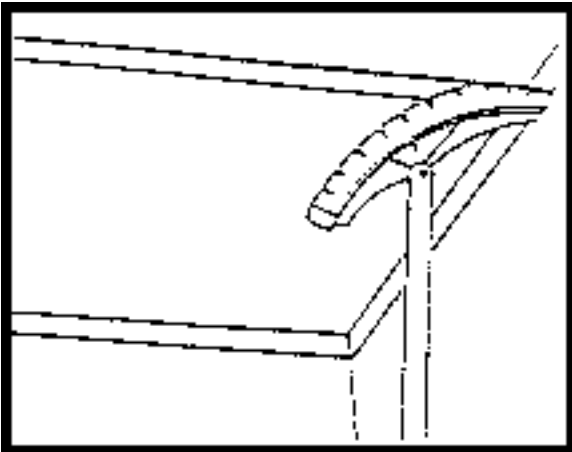
4 - Times Faster than Conventional Grid Wiping Process



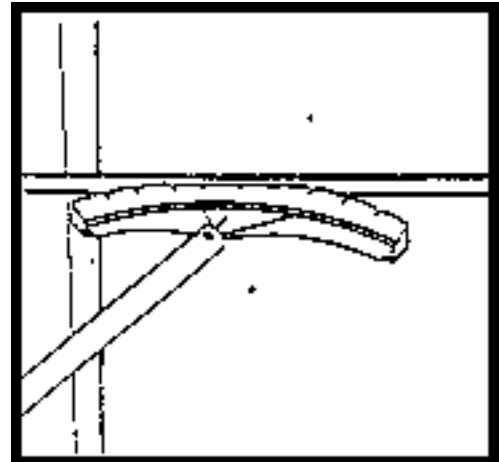
1. Remove the plastic cone from the extension pole by pressing the silver buttons and pulling. Insert the grid wiping tool into the end of the extension pole.



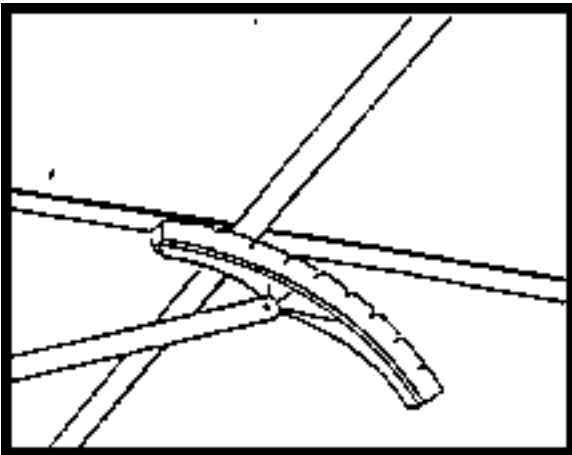
2. Remove retaining pin from tool. Secure tool onto the pole by inserting the retaining pin into the hole on pole. (You may need to tap lightly with a hammer.)



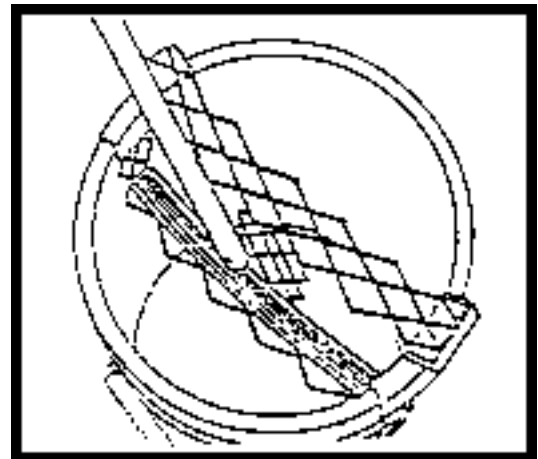
3. Start wiping at edge of grid using the end of the sponge as shown above. Then gently pull the extension pole towards you approximately two feet.



4. Using the opposite end of the sponge, let it rotate along the grid while slowly walking backwards.



5. Continue to let the sponge rotate until the entire surface of the sponge is soiled.



6. To rinse the sponge, push it to the lower rack of the rinsing tool. Apply pressure to squeeze out dirt. Release and then wring out excess water by placing on the upper rack of rinsing tool and applying pressure.

HAVE YOU CLEANED A CEILING LATELY?

[By Lorne Stamler

[August] 30,19991

IF Not ,, Why?"

Every time we talk about diversifying or expanding our existing business, we think about Duct Cleaning, Carpet Cleaning and Blind Cleaning, but very few add the most profitable: **CEILING CLEANING**. There are many reasons for companies to get involved in ceiling and wall cleaning. The main one is that it is an add on business that companies can do for as little as \$199.00. If your company has a piece of equipment that has spraying capabilities at 100 PSI or lower, you can be in the business without the high expense of costly new equipment. Many companies today already have existing accounts, yet they do not mention to their customers that they can clean their ceilings. If you wait too long, there will be other companies soliciting this service and what was once your account becomes your competitors. **"DO NOT LET THIS HAPPEN TO YOU."**

With the growing concern on environmental issues, dirty, greasy and dusty ceilings have become a part of the total picture. With the emerges of safe, bio-degradeable, non-toxic ceiling cleaning solutions, it is now possible to save your clients from the costly expense of replacing or painting their ceilings.



The biggest problem that exists from people who thought about adding this service, is they don't have enough time. Everybody has the time that owns an existing service business. They are already marketing their company to existing accounts and potential new ones. If you carry around a post card or brochure of the ceiling cleaning process, you can mention this at the same time you are presenting your existing services. Marketing is a numbers game. The more people you contact, the better chance you have of obtaining new customers. From these new accounts, the ceiling cleaning service may lead you into other areas of work and visa versa.

If you have accounts that need ceiling cleaning services and you don't want to do the work, you can contact International Ceiling and Wall Cleaning. They will find you a contractor in your area. You will be able to negotiate a referral fee from the contractor and still make a profit. "Never say you do not provide this service."

To find out more on how you can get involved in the ceiling cleaning industry, do some research on the Internet, look in Services Magazine or contact your local supply house in your area. Make sure that the products you use are safe and meet the OSHA Standards for Permissible Exposure Limits. You can start making that extra income from doing one ceiling cleaning job a month, with NO large

DON'T LEAVE DOLLARS ON THE TABLE

*Lorne Stamler is with International Ceiling & Wall Cleaning, Inc.
1.555 Sunshine Drive, Clearwater, Florida 33 765. Phone: (800)
628-4422; Fax: (727) 441-6807; Website: www.icwc.com Email:*

**START YOUR OWN
BUSINESS
&
PROFIT**

**FROM
CEILINGS
AND WALLS**

UNLIMITED POTENTIAL

To Register Call:

1-800-628-4422

e-mail: icwc@icwc.com

website: <http://www.icwc.com>

What you'll learn...

- How to effectively clean ceilings and walls
- How different solutions clean ceilings and walls
- Different ceiling and wall types
- What surfaces can be cleaned
- Correct spraying and wiping techniques
- How to sell large corporate accounts
- How to set up maintenance programs
- How to price for profit
- What Systems are available today
- How to tap residential and commercial markets
- How to qualify job sites
- The latest marketing techniques
- How to start your own direct mail programs
- How telemarketing can be effective
- How to hire salespeople
- How to plan sales routes
- Effective selling tools
- How to get started in this industry
- Who your markets are
- How to educate customers

This workshop is for you if...

- You are a carpet cleaner, painting contractor, building service contractor, or a ceiling/drywall installer.
- You like potentially high profits.
- Your competitors are catching up with you.
- You like saving your customers money.
- You want a business with unlimited growth and profit potential.
- You are not getting as much business as you used to.
- You want to start a business of your own.
- You are already in the ceiling and/or wall cleaning industry and want to learn more.
- You want to invest only a minimal amount of money.

Upcoming Training Seminars...

International Ceiling & Wall Cleaning, Inc., or simply ICWC, is the pioneer of the ceiling and wall cleaning industry. With over 75 years of combined experience, the ICWC staff are specialists with varied exposure and years of hands-on experience. We have conducted Educational Seminars across the country as well as abroad and are frequent guest speakers at national trade shows and conventions. Throughout the years ICWC's corporate office team has cleaned several million square feet of ceiling and wall surfaces; we will pass this experience and knowledge on to our students. All ICWC instructors are directly involved with the day to day operation of International Ceiling & Wall Cleaning, Inc. and are always readily available to answer any technical questions.

SEMINAR SCHEDULE

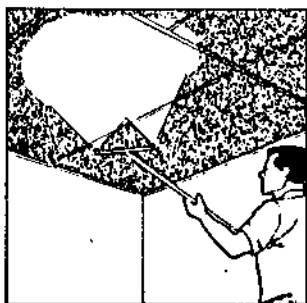
Training Seminars take place on the last Friday of every month at ICWC's corporate office in Clearwater, Florida. All Seminars begin at 9:00a.m. and conclude at approximately 5:00p.m. Call 1-800-628-4422 to inquire about upcoming dates in other areas of the country or to request a location near you. Along with monthly training held at ICWC's corporate office, Seminars are also frequently scheduled in major cities throughout the country.

Yes! I want to learn more!



HOW TO USE

Please read How-To sheet for superior results. The difference between marginal results and superior results comes down to education and technique. Follow the steps outlined here for a superior job with the ABSOLUTE SYSTEM. The techniques and tips in this 'How To' guide have been proven in the field. Speed, accuracy and the proper use of the solutions and tools are the key to success and a good looking job.



QUALIFY THE PROJECT

Before starting do a test area to qualify your final result. It is best to do a partial area and to mask half the area so a very crisp line of before and after will be visible so you can determine what type of surface you are dealing with (see Fig. A).



Fig. A

TYPES OF SURFACES

Maintenance: Surface cleans back to 90%-99% of original appearance.
 Cleaning: Surface cleans back to 80%-90% of original appearance.
 Restoration: Surface cleans back to 50%-80% of original appearance.
 Damage: Surface does not clean, replacement or masking necessary.



Fig. B

COVERING

Absolute Solution is guaranteed not to damage synthetic carpets, drapes, furniture or fabrics. It is necessary to cover electronics, fabrics that might bleed, paper and other natural fibers (see Figs. B & C). You may also cover items that are easier to cover than to wipe off overspray (chrome, glass, etc.). It is best to use a paper/plastic drop cloth. The solution may make hard floors slippery.



Fig. C

CEILING PREPARATION

REMOVE DUST, SOOT & CARBON—To remove soot and dust (normally around air diffusers), you can vacuum (see Fig. D), use an air compressor (100+ psi) or just brush with a soft brush. Remove as much dust and soot as possible. Glacier tile may require air pressure cleaning. Use a chemical sponge to remove carbon, smoke damage and thick oil soot found around air diffusers (see Fig. E). It is best to work in toward the air diffuser, fan or fixture. After removing dust and soot you are ready to begin spraying.

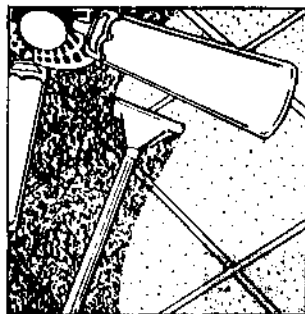


Fig. D

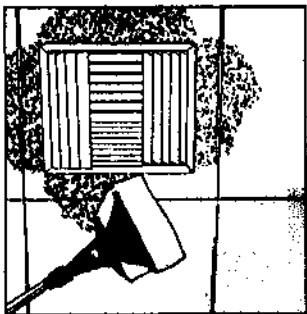


Fig. E



Fig. F

TIPS

Attach enough extension so spraying trigger is at waist level (see Fig. F). Do not spray holding assembly overhead. Prime the pump; with tips off place end of extension in mixing tank and spray. When solid stream appears the pump is primed. Attach proper tips to begin. Walk backwards when spraying; this allows the sprayer to view the

amount of solution being applied. Spray enough solution on the surface to wet it but not so much that it drips off. Spray in even strokes and never in a sweeping motion. Overwetting will cause streaking. If an area is especially soiled, it may require several sprayings and agitation with a sponge.

EDGING

Start by cleaning the edges of the ceiling. Do the entire perimeter first. Attach single tip and be sure there is an even spray pattern. Spray holding the tip 10 inches below the ceiling and far enough away from the wall so no solution gets on the wall. Be sure to have a wiper wipe the wall behind the sprayer in case

any overspray does get on the wall. Clean streaks will not occur on the wall if the excess solution is wiped in time (see Fig. G).

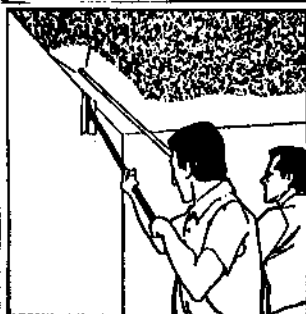


Fig. G

DOUBLE TIP SPRAY ASSEMBLY

The double tip covers almost three times as much area as the single tip. Hold the sprayer 10-12 inches below the ceiling and parallel to it (see Fig. I). Part of the ceiling will be missed if you hold the double tip too close to the ceiling. Make sure both tips are spraying even fan patterns.

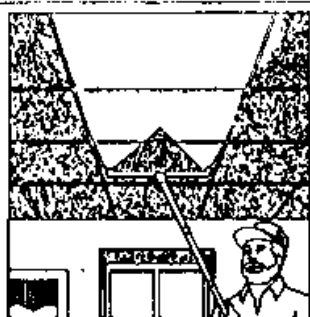


Fig. H

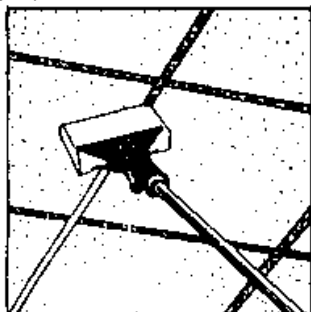


Fig. I

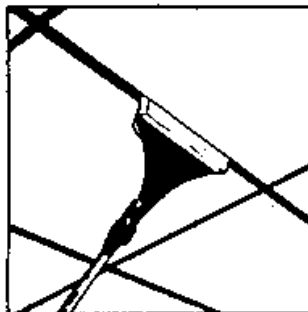


Fig. J

WIPING

Walk backwards when wiping. This allows you to watch the sponge for position and cleanliness. Rinse sponge often and change rinse water as needed. Don't let dirty sponge touch clean porous surfaces or a stain will occur. Use just the corners of the sponge when wiping (see Fig. I). If the ceiling has recessed gridwork, cut the sponge to fit (see Fig. J).

NON-POROUS SURFACES

All fixtures will need to be sprayed and wiped. The solution will not damage lights, speakers or any other type of fixture (see Fig. K). **CAUTION:** DO NOT spray solution directly into smoke alarms and when wiping do not jar

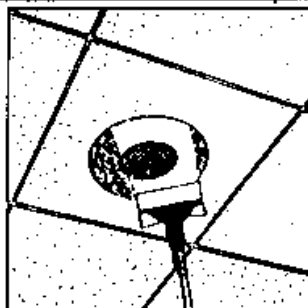


Fig. K

FIXTURES/CEILINGS

sprinkler heads. Where there is a non-absorbent ceiling, the entire area will have to be sprayed and wiped. Let the solution emulsify the grime and wipe in three to five minutes. If surface becomes tacky, simply respray.

VENTS

Place a drop cloth directly below the fixture and spray enough solution into the fixture that the dirt and grime drips out with the excess solution (see Fig. L). Repeat if necessary but do not overspray the ceiling tile around the fixture.

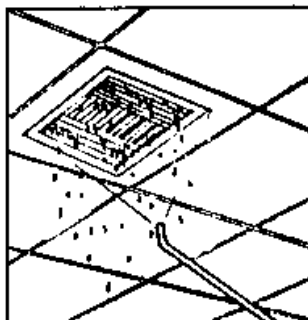


Fig. L

WALLS

Spray from bottom up and if non-porous, wipe from the top to the bottom. Light agitation may be needed on badly soiled surfaces (see Figs. M & N).

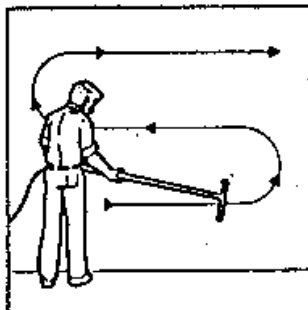


Fig. M

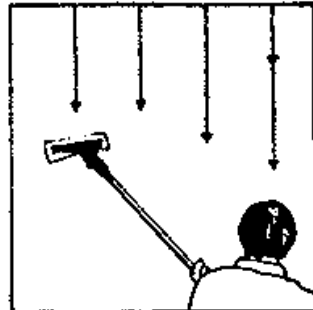


Fig. N

REPAIR DAMAGE

Stains (water, mold, soaked in carbon, etc.) can be lightened by normal cleaning but may not be removed. Stained surfaces are damaged and should be replaced or masked.

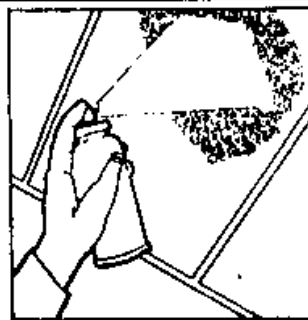


Fig. O

Use the aerosol tile restorer to mask the damage of stains (see Fig. O). If you must replace a tile, it is best to put the new tile in an out of the way place. Put an older tile in the more visible location to avoid a checkerboard effect.

STEP 6

STEP 7

STEP 8

STEP 9

STEP 10

STEP 11

The Truth About Ceiling and Wall Cleaning

If ceiling cleaning is so simple and profitable, why do so many building service contractors fail at it? The answer might surprise you.

By Lorne Stamler

Many articles have been written about adding ceiling and wall cleaning to an existing service business, and about how phenomenally profitable this add-on can be. Phenomenal profits are indeed possible. But even more common is the contractor's lament: "I tried, but no one wants the service."

The main reason why prospective customers do not want this service is because they have never heard of it. Or they don't understand the process. This lack of awareness affects the customers' acceptance when approached by the contractor. Furthermore, if the customer doesn't know the service is available, he sure isn't going to flip through the phone book to find a contractor to do the work.

Who is responsible for developing customer awareness? Is it up to the end-user, the consumer, to know about and understand the service? Or is it the responsibility of the contractors, who as service providers should be knowledgeable, to better inform and educate the customers in their area?

Ceiling and wall cleaning contractors earn \$80 to \$350 profit per hour. But these numbers are only true when the customer accepts your bid for service. Ceiling and wall cleaning, just like any other service, requires hard work. To reach the point in our industry that carpet cleaners have achieved, our focus must be on actively seeking customers through education on a broad scale. You can't simply buy the equipment and solution, place an ad in the *Yellow Pages*, and then expect the phone to ring off the hook. Without customers looking for your service, or at least with a general knowledge of what you are offering, the ceiling and wall cleaning industry will remain just a specialty service for a select few.

Contractors now in the industry understand what it takes to be successful at ceiling and wall cleaning. Whether they throw in the towel (as many do), or whether they create an educated consumer market in their area, is the choice that each independent contractor makes.

For those who choose to quit, it may be a lack of time or effort, funds, or marketing ability. For those who earn a substantial income by cleaning ceilings, their business continues to grow and thrive on the word-of-mouth advertising and education of past customers, thus leading to even more service work and larger accounts.

Needless to say, areas of the country with cleaning contractors who spend the most time educating their customers seem to produce the greatest volume of

service work and make the most money. They are more successful than the next guy not because their cleaning technique is better or because they have the biggest sprayer, but because they are constantly creating customer awareness and educating the market about the unique service they offer.

Actually, becoming a ceiling and wall cleaning contractor is rather simple and inexpensive. It costs less than \$4,000 for a complete package that can yield up to \$18,000 in service. With three or four major manufacturers of products and equipment, information is readily available for the asking. Choosing the right company and knowing what to expect from a supplier may be more confusing.

You should expect a complete equipment package including spray machine, grid sponges, extension poles, drop cloths, and all the accessories, ample supply of cleaning solution in order to recoup your initial investment quickly, enough marketing material to promote your service to a broad customer base, in-depth, comprehensive training by an experienced instructor, and ongoing technical support by a knowledgeable staff.

A few more advanced and specific things to ask are:

- Is the cleaning solution non-toxic, biodegradable, and without high oxidizers?
- Can the supplier provide valid Material Safety Data Sheets?
- Are OSHA-PEL (Permissible Exposure Limits) tests for the cleaning solution available? This is very important since the solution will be sprayed in the air.
- Does the company maintain a respectable track record? Have they been in business for awhile?
- What is the pH of the cleaning solutions, mixed and unmixed?
- If the solution is an enzyme product, what enzymes are used?

The unbelievable potential of ceiling and wall cleaning is not determined by back-breaking labor or never-ending hours on the job. The level of profitability a contractor chooses to achieve is determined by the marketing and education that can be offered to the consumer. ■

Lorne Stamler is with International Ceiling & Wall Cleaning, Inc., 1555 Sunshine Drive, Clearwater, Florida 34625. Phone: (800) 628-4422; fax: (813) 441-6807; Internet: WWW.ICWC.COM.



ADVANTAGES

DISADVANTAGES

Cleaning

1. Saves Money
2. Extends Life
3. Restores Fire Ratings
4. Restores Its Acoustical Value
5. Increases Light Reflection
6. Little or No Business Interruption
7. Improves Image

Painting

1. Cost More
2. Loss of Life
3. Loses Its Fire Rating
4. Loses Its Acoustical Value
5. Lingering Odors
6. Excessive Business Interruption

Replacement

1. High Tile Cost & 10% Minimum Waste
2. 100% New
3. Remove Old/ Creates Mess
4. Clean Fixtures
5. Install New/ Dispose Tile
6. Excessive Business Interruption

Introducing: THE ABSOLUTE™ SOLUTION

the inexpensive alternative to painting & acoustical tile replacement.

Ceilings and walls trap odors, smoke, oils, cooking grease, films, nicotine, dust mites and many more unsanitary pollutants. These films reduce light by as much as 60%, dull the appearance of the facility and create an unhealthy environment. Cleanliness also affects employee productivity and customer attitudes. Deep cleaning ceilings and walls will brighten hard floors, make carpets look cleaner and give your facility a healthier, brighter look and show you care about your people and their environment.



POROUS

GUARANTEED SAFE:

Properly used, The Absolute Solution is guaranteed not to harm synthetic drapes, carpets or furniture. It is non-toxic, biodegradable, odorless and contains no bleach or heavy oxidizers.



NON-POROUS

CLEANS MOST CEILING AND WALL SURFACES:

The Absolute Solution will safely and effectively clean: Celotex ceiling panels, plastic ceilings, pop-corn and textured ceilings, ceiling fixtures, enamel paint, latex paint, sealed and unsealed wood, fabric ceilings, vinyl wallpaper, flocked wallpaper and hundreds of other surfaces too numerous to mention.

COMPARE THE COST: CLEANING IS CLEARLY SUPERIOR!

REPLACING
 \$.80 - \$4.50 Sq. Ft.
 Highest Cost
 Dust and Debris
 Cost of Disposal
 Labor to Remove
 Business Interruption
 Very Messy
 Must Cover Everything
 Must Replace Fixtures
 10% - 20% Waste Factor
 Trained Labor Required
 Ladders Necessary

PAINTING
 \$.40 - \$.80 sq. ft.
 High Cost
 Leaves Odor
 Eliminates Acoustics
 Destroys Fire Rating
 Business Interruption
 Can Stain Carpets, Etc.
 Cover Most Everything
 Special Paint for Fixtures
 Several Coats
 Labor Intense
 Ladders Necessary

CLEANING
 Low Cost
 Removes Odors
 Improves Acoustics
 Improves Fire Rating
 No Business Interruption
 No Mess
 Little or No Covering
 Cleans All Surfaces
 Cleans Fixtures
 Easy To Do
 No Ladders Required

YOU DON'T REPLACE OR DYE CARPETS JUST BECAUSE THEY ARE DIRTY, SO WHY PAINT OR REPLACE CEILINGS AND WALLS WHEN AT A FRACTION OF THE PRICE THEY CAN BE CLEANED?



Copyright 1989 Absolute Systems

**CALL TODAY FOR MORE
 INFORMATION AND A *Free*
 DEMONSTRATION**

MAIL IN THE CONVENIENT CARD BELOW

Cleaning Solutions



VERA-BRITE SOLUTIONS

All I.C.W.C. products are safe for people, the environment and most building materials. All solutions are enzyme based detergents. They are biodegradable, non-toxic and odorless. No strong oxidizing agents are used. Be assured that our products are as effective and easy to use as they are safe.

All are available in concentrate or ready to use form (except Absolute,

concentrate form only)

THE ABSOLUTE SOLUTION

The Absolute Solution is the world's only tap water friendly, enzyme-based ceiling and wall cleaning solution. It effectively cleans all types of ceiling and walls. It is ideal for porous and non-porous surfaces. Absolute Solution **DOES NOT** contain chlorine or any hazardous materials. The world's most universal cleaner for all types of surfaces.



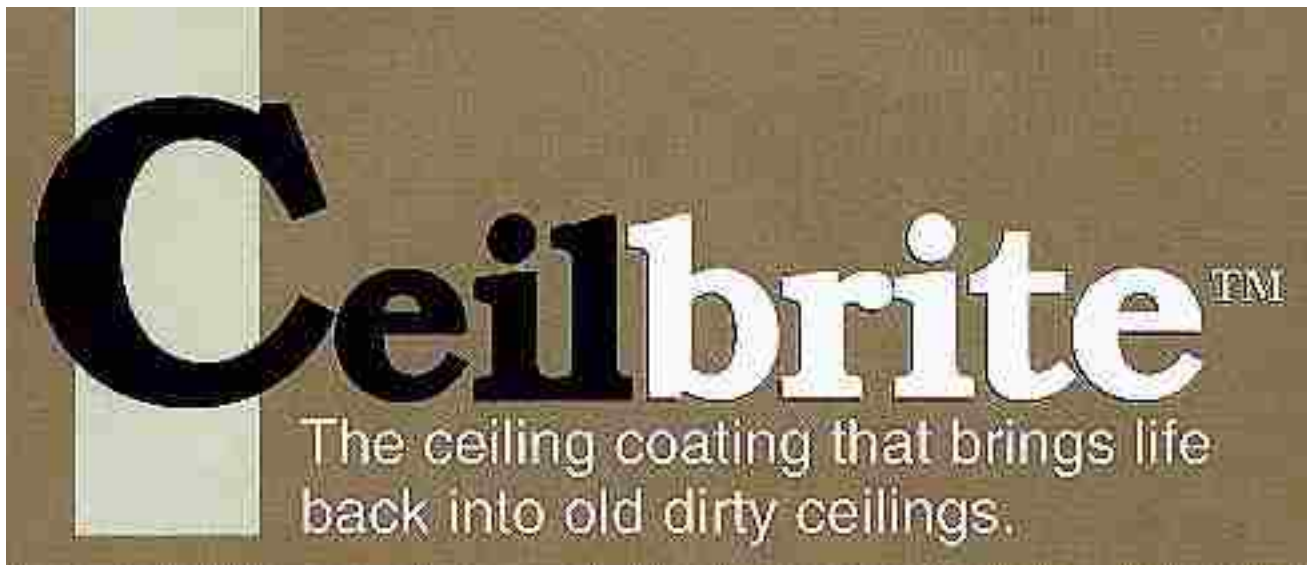


VERA-BRITE "SUPREME"

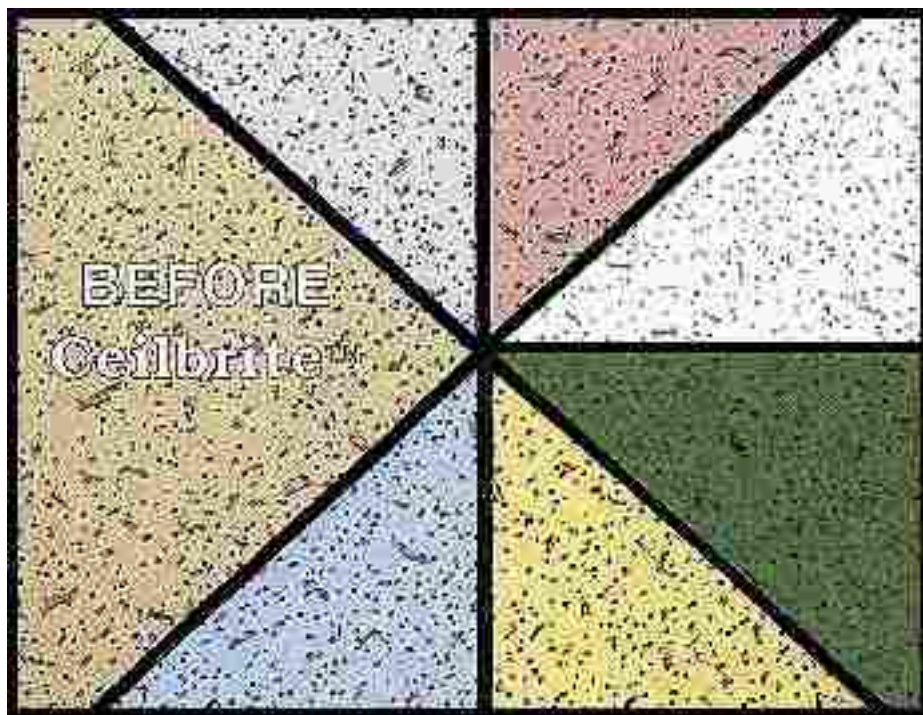
The world's third enzyme-based ceiling cleaning solution. It's the world's best porous ceiling cleaning solution. Not intended for cleaning walls or non-porous ceilings. It's extra strength is excellent for heavily soiled surfaces and restoration-type cleaning. Supreme is unmatched in cutting your overall labor costs. The unique qualities of this solution makes it the best choice for porous ceilings.

NOTE: *Supreme is available in both Concentrate or Premix form.*

Absolute Solution is Concentrate form only.



The Industries Most Advanced Restoration Process For Water Stains, Smoke and Fire Damage and Uncleanable Acoustical Ceiling Tiles



DESCRIPTION

Ceilbrite is classified as a specialty coating designed specifically for application to soiled / aged acoustical ceilings. When Ceilbrite is applied in accordance with recommended procedures, results are as follows :

- One-Coat Application*
- 300 sq/ft per Gallon Coverage*
- Improves Acoustical Quality*
- No Sticking of Tiles to Grid System*
- No Warping of Tiles*
- Grids and T-Bars Coated Simultaneously*

BENEFITS

- Save money - cut the cost of replacement by 50% and more
- Improves and maintains sound absorbing capabilities
- Ensures a Class A fire rated surface as defined by the National Fire Protection Association
- No sticking of tiles to grid systems because it is not a paint
- Easy to maintain that new look.... It is a scientifically formulated coating that can be cleaned after applied

- Can be tinted to change decor

SPECIFICATIONS

Appearance.....	White
Odor.....	No Characteristic
Flash Point.....	None
Specific Gravity.....	1.26
Storage.....	Keep container closed when not in use (DO NOT FREEZE)
Packaging.....	5 Gallon Pails

National Test Results Available Upon Request

Equipment



ICWC EQUIPMENT PACKAGE

Includes

- * ICWC Cleaning Machine
- * Single Spray Tip
- * Double Spray Tip
- * One Ft. Wand Extension
- * Two Ft. Wand Extension
- * Hose Extension Kit
- * Detail Spray Gun(for wall)
- * Spare Parts Package
- * Vacuum Kit/with attach
- * ICWC Grid Wiping Sys.
Grid Wiping Wringer
Sponges(12)
- * 4-8ft. Pro Poles (4)
- * 6-18ft. Pro Poles (4)
- * Fixi-Clamp (5)
- * Operational Manual
- * Video Tape(Technical)
- * Pro Ceiling Sponges(12)
- * Pro Drop Clothes(24)
- * Chemical Sponge(12)

STOCK # 10 INST 1



Sensei

Ceiling Cleaning System with Vacuum

by I.C.W.C.

STANDARD FEATURES

HOUSING: Rotational Molded Polyethylene
CAPACITY: 6 gallon solution / 5 gallon recovery
MOBILITY: 2" front casters / 6" rear dolly wheel
HANDLES: Front grab handle / rear dolly handle
PUMP: Diaphragm demand / 50 psi
VACUUM: Single three stage
WEIGHT: Machine only - 48 lbs.
HOSE SET: Solution / 20' length
WAND: 3 1/2' wand with single tip

OPTIONAL FEATURES

PUMP: 100 PSI
HEATER: Internal in-line heater 130 degree F
VACUUM HOSE: 25' with cuff & enlarger

ICWC CEILING AND WALL CLEANING SYSTEM

- * Tile Restorer 12 White, 12 Eggshell
- * Sales Presentation CD-Rom
- * 600 Sales Postcards
- * Sales Presentation Brochures(300)
- * Commercial Brochures (200)
- * Sales Presentation Folders (50)
- * ICWC Training School
- * Training Materials
- * 40 Cases of Absolute Solution

Special Sale Price
\$5995.00

*(Others Charge \$14,000.00 for
the same type of package)*



This investment returns \$28,000.00 Gross Profit

Portable Electric Sprayer

20 MAC 3500

The 20 MAC 3500 Electric Sprayer is an ideal start up machine for small ceiling and wall cleaning jobs. It is recommended to have one of these sprayers as a backup to the Professional I.C.W.C. Sprayer 20 MAC 111. This machine comes complete with 25 foot hose, 3 1/2 ft. stainless steel wand, trigger gun and handle attachment and a single tip spray assembly.

Ideal for small jobs, demonstrations and a second machine for those big jobs that have two or more areas to clean at the same time.



Specifications

- * 2 1/2 Gallon Solution Tank
- * Also holds 1 Gallon Jugs
- * 115 Volt Pump, 50 psi
- * Tough Polyethylene Case
- * Weighs 15 Lbs Empty
- * 4 Swivel Wheels
- * One Year Warranty



Equipment

ICWC EQUIPMENT PACKAGE

Includes

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- * Two Ft. Wand Extension
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the same type of package)*



This investment returns \$28,000.00 Gross Profit

Products & Equipment Catalog

Ceiling & Wall Cleaning Machine

This 6 gallon machine offers a variety of options to meet the needs of commercial ceiling cleaners. The fold-over handle allows easy transport and storage. The **SENSEI** is equipped with 2" swivel front casters and 6" rear dolly wheels which makes it very maneuverable. Has single 3 stage vacuum.

Price: \$1695.00
Order# : 20 SEN 3
Type : Equipment

[Buy now!](#)



Portable Electric Sprayer

Smaller unit with 50PSI pump and 2 1/2 gallon solution tank. Comes with 3 1/2 ft. wand, trigger gun and single tip.

Price: \$769.95
Order# : 20 MAC 3500
Type : Equipment

[Buy now!](#)



Absolute Ceiling Cleaning Solution

Absolute is a 2 part mix and is "Tap Water" friendly. Come in a case with 4- Concentrate & 4- Activator. Makes 4 gallons of Ready to Use product.

Price: \$56.25 / Case
Order# : 80 ABS C
Type : Solution

[Buy now!](#)



Activator

You can replace old Activator in your Absolute Solution or order extra for disinfecting jobs. Price is per bottle.

Price: \$ 2.50 / bottle
Order# : 80 ACT 1
Type : Solution

[Buy now!](#)



Products & Equipment Catalog

Professional Conversion Kit

Conversion Kit is used to convert a piece of equipment you already have to a ceiling cleaning sprayer. Comes with trigger gun & handle, single tip sprayer, 20ft hose and 3 1/2 ft wand.



Price: \$259.95
Order# : 60 CON 4
Type : Accessories

[Buy now!](#)

Single Tip Spray Head Assembly

Single Tip attaches to all wands and will spray a 2 x 4 tile in 3 passes. Screen, washer and 9501 tip



Price: \$49.95
Order# : 60 STA 1
Type : Accessories

[Buy now!](#)

Double Tip Spray Assembly

Double tip will cover a 2 x 4 tile in one pass and is used for the main spray of the ceiling. This is your money maker.



Price: \$95.95
Order# : 60 DTA 1
Type : Accessories

[Buy now!](#)

Stainless Steel Wand Extensions

12",24",42",60" stainless steel extensions used to attach to your other wands. Has a Quick connect and nipple on respective ends



Price: \$35.95-\$49.95-\$75.95-\$89.95
Order# : 60 SSP 12-24-42-60
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

Standard Spray Gun

Standard Spray Gun that attaches to your 3 1/2 ft wand that comes with both spray machines.

Price: \$79.95
Order# : 60 GUN 1
Type : Accessories

[Buy now!](#)

Detail Spray Gun

Detailed Gun connects to all spray machines and is used for spraying walls, bathroom stalls and other areas where there is not a lot of room.

Price: \$89.95
Order# : 60 GUN 3
Type : Accessories

[Buy now!](#)

Hose Extension Kit

This extension attaches to your 3 1/2 ft wand and is used with 18 foot extension pole to reach ceilings as high as 24 feet.

Price: \$35.95
Order# : 60 HOS 1
Type : Accessories

[Buy now!](#)

Spare Parts Package

Includes: 1 quick connect, 3 spray tips, 1 check valve screen, 6 nipples for wand, 3 rubber washers for spray assemblies.

Price: \$59.95
Order# : 60 PP 3
Type : Parts

[Buy now!](#)

Products & Equipment Catalog

Vacuum Kit Assembly

Vacuum Kit contains 2--5ft extension tubes, 1-3ft extension tube, 2--brush head assembly with long hair insert, 1--short hair insert. Tubes adapt to 1--1/4" OD hose.



Price: \$179.95
Order# : 60 VAC 1
Type : Accessories

[Buy now!](#)

Vacuum Brush Head / long hair insert

Vacuum head Attachment for Vac Kit with long hair insert brush. Can be purchased with short hair insert as well.



Price: \$32.95
Order# : 60 VAC 2
Type : Accessories

[Buy now!](#)

Long & Short Hair Brush Inserts

Replacement inserts for vacuum brush head. Short hair for wet vacuuming and long hair for dry vacuuming.



Price: \$12.95
Order# : 90 VAC 1 - 90 VAC 2
Type : Accessories

[Buy now!](#)

Vacuum Tube

4 1/2 ft. vacuum tube to add extensions to vacuum kit.



Price: \$44.95
Order# : 90 VAC 3
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

25 ft. Vacuum Hose (1 1/2" OD)

Vacuum hose to attach to vacuum kit and wet dry vacuum



Price: \$51.95
Order# : 90 VAC 9
Type : Accessories

[Buy now!](#)

Vacuum Hose Cuff (hose to tube)

Attaches to 25 ft vacuum hose and reduces to fit vacuum tube.



Price: \$5.95
Order# : 9 VAC 13
Type : Accessories

[Buy now!](#)

Vacuum Hose Cuff Enlarger(vac to hose)

Attaches to vacuum hose to attach to wet/dry vacuum.



Price: \$8.95
Order# : 9 VAC 14
Type : Accessories

[Buy now!](#)

4 Ft. to 8 Ft. Professional Extension Pole

Extension pole for attaching fixi clamps and other accessories.



Price: \$39.95
Order# : 60 EXT 48
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

6 Ft. to 18 Ft. Professional Extension Pole

Extension pole for attaching fixi clamps and other accessories. Maximum extension 18 Ft.



Price: \$79.95
Order# : 60 EXT 618
Type : Accessories

[Buy now!](#)

Grid Wiping System

System comes with grid wringer and 12 revealed grid tools. Used for revealed style grid work.



Price: \$129.95
Order# : 60 GW 2
Type : Accessories

[Buy now!](#)

Grid Wiping Wringer

Wringer for use with grid wiping sponges. Fits in an open 5 gallon bucket.



Price: \$96.95
Order# : 90 GWW 1
Type : Accessories

[Buy now!](#)

Ceiling & Wall Sponges

Sponges to be used for wiping ceilings and walls. Fits into regular Fixi Clamp



Price: \$36.00/dozen
Order# : 60 SPNG 10C
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

Chemical Soot Sponges

Soot sponges used to clean carbon off of ceilings and walls. Sponge is used dry.



Price: \$3.75 / ea.
Order# : 90 SPNG 6
Type : Accessories

[Buy now!](#)

Revealed Edge Grid Sponges

Replacement grid sponges for grid wiping system. Comes 12 in a package.



Price: \$39.95
Order# : 60 GWS 21C
Type : Accessories

[Buy now!](#)

Sponge Holding Fixi Clamp

Holds ceiling and wall cleaning sponges and fits on the end of extension poles.



Price: \$32.95
Order# : 90 FIXI 1
Type : Accessories

[Buy now!](#)

Professional Cone

Replacement cone for all extension poles.



Price: \$5.95
Order# : 90 EXTC1
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

New Deluxe Paper/Plastic Drop Cloth

9'x12' paper plastic drop cloths for covering areas while cleaning. Paper on one side to absorb, plastic on the other so solution doesn't come through.

Price: \$71.40/ dozen

Order# : 60 PPDC 1C

Type : Accessories

[Buy now!](#)



Ceiling Tile Restorer— White 12 oz.

Aerosol tile restorer for covering water stains and other marks on tile.

Price: \$9.95/ ea.

Order# : 90 TRW 1

Type : Accessories

[Buy now!](#)



Ceiling Tile Restorer— Eggshell 12 oz.

Aerosol tile restorer for covering water stains and other marks on tile.

Price: \$9.95/ea.

Order# : 90 TRE 2

Type : Accessories

[Buy now!](#)



Tile Restorer Assorted 6/6 White/Eggshell

Aerosol tile restorer for covering water stains and other marks on tile.

Drop Cloths

Price: \$119.40/ dozen
Order# : 80 TRA 1C
Type : Accessories

[Buy now!](#)



Products & Equipment Catalog

CeilBrite Interior Coating

If a ceiling can not be cleaned then you can coat it with CeilBrite. Used with an airless paint sprayer and does not affect the fire rating or acoustical value of the tile.



Price: \$104.50 / 5 gallon pail
Order# : 80 CB 5G
Type : Solution

[Buy now!](#)

Immersion Heater

Fits into 5 gallon open bucket, used to warm up solution to 110 degrees.



Price: \$64.95
Order# : 90 HEAT 1
Type : Accessories

[Buy now!](#)

Fan Brush

Attaches to Fixi-clamp and used to dust fan blades and remove other particles from ceiling.



Price: \$22.95
Order# : 90 FIX F1
Type : Accessories

[Buy now!](#)

Handi-Brush

Stiff brissel brush attaches to Fixi-clamp and pole.Used to scrub brick wall and some sheet rock ceilings.



Price: \$13.95
Order# : 90 FIX H1
Type : Accessories

[Buy now!](#)

Products & Equipment Catalog

Sales Presentation Brochure

One sided marketing brochure to give to your potential customers.

Price: \$30.00/ 100pkg.
Order# : 60 BRC 10
Type : Marketing

[Buy now!](#)



Commercial Brochure

Two sided marketing brochure to give to your potential customers.

Price: \$35.00/ 100pkg.
Order# : 60 MKT 9
Type : Marketing

[Buy now!](#)



Full Color Postcards

4"x6" - 2 Photo postcards, 300 per package and can be mailed to potential customers.
"Did You Know Ceilings Can Be Cleaned".

Price: \$40.00/ 300pkg
Order# : 60 CARD 2
Type : Marketing

[Buy now!](#)



Sales Presentation CD-rom (Win95/98)

Self running presentation to show your potential customers what you will provide for them.
Must have at least 16 megs of ram to run.

Price: \$19.95
Order# : 90 CD 1
Type : Marketing

[Buy now!](#)



Products & Equipment Catalog

Operations Manual

Full detailed manual on the how to's of ceiling cleaning with sample marketing forms and a whole lot more.

Price: \$149.95
Order# : 90 MAN 1
Type : Marketing

[Buy now!](#)



Training School

Full day of inhouse training at our Manufacturing facility. Hands on spraying and full training on the ceiling cleaning business.

Price: \$99.00
Order# : SF
Type : Marketing

[Buy now!](#)



Video Training (Ceiling Cleaning)

This is a 12 minute training video on the steps and procedures of cleaning porous and non-porous ceilings. Great employee visual aid.

Price: \$19.95
Order# : 90 MKT 6
Type : Marketing

[Buy now!](#)



Sales Presentation Folders

4 - color 3 picture folder for presenting your business to new clients. Contains inside pockets for letters and brochures and has a place for your business card.

Price: \$27.50 / 25pkg.
Order# : 60 MKT 1
Type : Marketing

[Buy now!](#)



Online Ordering

ONLINE ORDER FORM

1. Select the items that you wish to purchase.

Check the boxes next to the items you wish to purchase. You will have a chance to preview your order summary before it is finally processed. **Shipping and Handling will be added at warehouse. You will receive a confirmation call with the Total Amount.**

Click on Item to view

Item	Description	Price
Absolute Solution Concentrate	1 Case (makes 4 gallons) Ceiling Cleaning Solution	\$ 56.25
Supreme Concentrate	1 Case (makes 4 gallons) Ceiling Cleaning Solution	\$ 56.25
Activator	Vera-Brite Activator for all solutions (1-10 ounce bottle)	\$ 2.50
Sensei Ceiling Cleaning Machine	Comes with 3 1/2ft wand and single tip assembly	\$1695.00
Portable Electric Sprayer	Comes with 3 1/2 wand and single tip	\$ 769.95
Pro Conversion Kit	Converts an existing machine for ceiling cleaning	\$ 259.95
Single Tip Assembly	Single tip spray assem for all wands	\$ 49.95
Double Tip Assembly	Double tip assembly for all wands	\$ 95.95
1 Foot Extension	1 Foot extension tube for wands	\$ 35.95
2 Foot Wand Extension	2 Foot extension tube for wands	\$ 49.95
5 Foot Wand Extension	5 Foot extension tube for wands	\$ 89.95
Detail Spray Gun	Detail Spray Gun	\$ 89.95
Hose Extension Kit	Hose Extension Kit (for high ceilings)	\$ 35.95
Spare Parts Package	Spare Parts Package	\$ 59.95
Vacuum Kit	Vacuum Kit (2 brush head- 2- 5ft vac tubes,1-3ft)	\$ 179.95
Extension Poles	4 to 8 Feet extension pole	\$ 39.95
Extension Poles	6 to 18 Feet extension pole	\$ 79.95
Grid Wiping System	Grid Wiping System	\$ 129.95
Fixi-Clamps	Fixi-Clamps to hold sponges	\$ 32.95
Ceiling Sponges	Ceiling Sponges (12 per case)	\$ 36.00
Wall Sponges	Wall Sponges (12 per case)	\$ 36.00
Chemical Sponges	Chemical or Soot Sponges (each)	\$ 3.75
Revealed Grid Sponges	Revealed Grid Sponges (12 per case)	\$ 39.95
Pro Drop Clothes	Pro Drop Clothes (12 per case)	\$ 71.40
Ceiling Tile Restorer(White)	Ceiling Tile Restorer (12 per case White)	\$ 119.40
Ceiling Tile Restorer(Egg)	Ceiling Tile Restorer (12 per case Eggshell)	\$ 119.40
CeilBrite Interior Coating	CeilBrite Interior Coating (5 gallon pail)	\$ 104.50
Fan Brush	Fan Brush	\$ 22.95
Sales Presentation Brochures	Sales Brochures (100 count - one sided)	\$ 30.00

Online Ordering

<u>Commercial Brochures</u>	Commercial Brochures (100 count - two sided)	\$ 35.00
<u>2 Picture Postcards</u>	2 Picture Postcards (300 count)	\$ 40.00
<u>Sales Presentation Folders</u>	Sales Presentation Folders (25 count)	\$ 27.50
<u>Video Training Tape</u>	Video Training Tape	\$ 19.95
<u>Operations Manual</u>	Operation Manual	\$ 149.95
<u>CD Sales Presentation</u>	Sales Presentation CD-rom	\$ 19.95
<u>Web Page Creation</u>	Web Page Creation with Domain Name Registration	\$ 600.00



Date _____

Quotation No. _____

Company _____

Mailing Address _____
Street Suite# City State Zip

Job Location & Address _____

Contact Person _____ Phone _____

Cleaning the ceiling will save you money. It can also improve your image to the customers and employees, restores fire retardation ratings, brighten and improve lighting, reduce odors and restore acoustical value. It is the most sensible choice.

SERVICES INCLUDED

- Cover surfaces
- Vacuum
- Clean
 - ceiling(s)
 - walls
 - air diffusers
 - air returns
 - grid system
 - lights
 - other objects
- Clean up

AREA(S) AND SERVICES

Subtotal _____

Extra Services

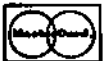
- Balancing
- Touch up(ceiling restorer)
- Other

Subtotal _____

**SANITIZES
WHILE CLEANING**

Terms: Due upon receipt.

Total _____



**Our Factory Trained
Cleaning Team Guarantees
Your Satisfaction**

Signature _____

Estimating and Preparing a Quotation — *Preparing a Quote*

These important steps will determine your profit or loss. The following formula and worksheet will be helpful for those just starting out.

Vera-Brite™ Solution	gal. @ \$		
Labor	People for	hours @ \$	p/hour =
	People for	hours @ \$	p/hour = _____
Transportation	_____		=
Supplies	_____		
Miscellaneous	_____		=
			Subtotal
Profit per hour \$	x estimated hrs.	=	Total \$

Estimating and Preparing a Quotation *Demonstration Techniques.*

Sometimes your sales presentation and pictures of before and after just aren't enough. In order to convince a customer you must demonstrate Vera-Brite Solution in action.

1. Listen to your customers and try to give them what they want.
2. Have everything you need with you to properly perform the demonstration.
3. Be prepared to do more than one demonstration area. Know the areas that the customer wants tested. Try to avoid areas where the solution won't clean. (If the customer insists on a demo in an uncleanable area, let him know that all surfaces can't be cleaned. Move on to a more favorable demo area.)
4. Stress problem solving and cost savings to the customer. Emphasize the fact that the product will not harm their facility and is safe to their employees.
5. Don't waste the customer's time. Have pertinent information about the job filled out before arriving for the demo. After the demo, present your quote and get the order while the advantages, benefits and actual results are fresh in your customer's mind.
6. Schedule more than one demo a day, preferably do all of your demos the same day. This will allow you to maximize the efficiency of the solution, your equipment and your time.
7. Always have a MSDS sheet available.
8. Always maintain a professional appearance and manner.

Estimating and Preparing a Quote — Estimating Worksheet.

ESTIMATING CHECKLIST FOR PREPARING A QUOTE

Date _____ Kind of Business _____ Job Description _____

Ceiling Height: _____

CEILING TYPE: POROUS NONPOROUS

Acous. Tile _____ Plaster _____ Other _____ Describe _____

Comments: _____

Tile size: _____

Other necessary information:

Tile type: _____

Electrical outlets:

Ceiling Condition: _____

location(s): _____

Stains: _____

Water Supply:

Air diffusers:

Type of faucet : _____

Sizes: _____

Distance to job(s): _____

Total: _____

Deep sink available: _____

Air returns:

Parking:

Sizes: _____

Total: _____

Where: _____

Lights:

Distance to job: _____

Sizes: _____

Total: _____

Speakers:

	No. of Rooms	Square Footage
Area 1	_____	_____
Area 2	_____	_____
Area 3	_____	_____
Area 4	_____	_____

Sizes: _____

Total: _____

Other ceiling objects requiring wiping: _____

Describe floor: _____

Describe obstructions: _____

Diagram of area(s):

Estimator: _____

Photo Gallery of Cleaning



Alexander the Great

Email: info@alexanderthegreat1.com



Ceilx - Ron Selvidge



Ceilx - Ron Selvidge

Send us your photo of the best job you did and get it published on our Web Site. Monthly contest for the best picture submitted. You could win product , equipment and more which adds up to **Money!!!** Also include a description of the job and how much **Profit** you made.

Mail To:

I.C.W.C Photo Contest
Department 1000
1555 Sunshine Drive
Clearwater, Florida 34625

To Order Call: 1-800-628-4422	I.C.W.C. Retail Price List <i>1555 Sunshine Drive Clearwater, FL (USA) 33765 Fax: 727-441-6807</i> Website: www.icwc.com Email : icwc@icwc.com	Technical Support Call 1-727-441-1700
Item #	Description	Price
SOLUTIONS		
80 ABS C	Absolute Solution Concentrate (4 concentrate/4 activator) makes 4 gallons	\$ 56.25
80 ACT 1	Vera-Brite Activator (per 10oz. Bottle)	\$ 2.50
Conversion Chart: 1 gallon of mixed solution cleans approx. 500 – 700 sq/ft		
ICWC CEILING CLEANING SPRAYERS		
SEN 3	Sensi Ceiling Cleaning Machine (includes 3 ½ ft wand & single tip assembly)	\$1695.00
20 MAC 3500	Portable Electric Sprayer (with 3 ½ ft wand & single tip assembly)	\$ 769.95
EQUIPMENT ACCESSORIES		
60 CON 4	Professional Conversion Kit (complete spray wand assembly / hose & single tip)	\$ 259.95
60 STA 1	Single Tip Assembly	\$ 49.95
60 DTA 1	Double Tip Assembly	\$ 95.95
60 SSP 12	1 ft. Stainless Steel Wand Extension	\$ 35.95
60 SSP 24	2 ft. Stainless Steel Wand Extension	\$ 49.95
60 SSP 42	3 ½ ft. Stainless Steel Wand Extension	\$ 75.95
60 SSP 60	5 ft. Stainless Steel Wand Extension	\$ 89.95
60 GUN 3	Detailed Spray Gun	\$ 89.95
60 HOS 1	Hose Extension Kit	\$ 35.95
60 PP 3	Spare Parts Package (see details on website)	\$ 59.95
60 GUN 1	Standard Spray Gun	\$ 79.95
ICWC SUPPLIES		
VACUUM ACCESSORIES		
60 VAC 10	Vacuum Kit Deluxe (includes all (*) items below)	\$ 259.95
60 VAC 11	Vacuum Kit (same as above without hose, cuff & enlarger)	\$ 179.95
60 VAC 5	Long Hair Brush & Head Assembly (*)	\$ 32.95
90 VAC 1	Long Hair Brush Insert	\$ 12.95
60 VAC 6	Short Hair Brush & Head Assembly (*)	\$ 29.95
90 VAC 2	Short Hair Brush Insert	\$ 9.95
90 VAC 3	Vacuum Tube 36 inches (*)	\$ 29.95
90 VAC 4	Vacuum Tube 54 inches (*)	\$ 44.95
90 VAC 8	25 ft. Vacuum Hose with cuff & enlarger (*)	\$ 69.95
90 VAC 9	25 ft. Vacuum Hose (1 ½)	\$ 51.95
90 VAC 13	Cuff (hose to pole)	\$ 5.95
90 VAC 14	Enlarger (vacuum to hose)	\$ 8.95
EXTENSION POLES		
60 EXT 48	4 ft. to 8 ft. Professional Extension Pole	\$ 39.95
60 EXT 618	6 ft. to 18 ft. Professional Extension Pole	\$ 79.95
GRID WIPING SYSTEM		
60 GW 2	Professional Grid Wiping System (1 wringer / 12 revealed edge sponges)	\$129.95
90 GWW 1	Grid Wiping Wringer	\$ 96.95
SPONGES		
60 SPNG 10C	Ceiling & Wall Sponges (12 per case)	\$ 36.00
90 SPNG 6	Chemical Soot Sponges (each)	\$ 3.75
60 GWS 21C	Revealed Edge Grid Sponges (12 per case)	\$ 39.95
<i>Page One</i>		
Item #	Description	Price

	ACCESSORIES & MISC.	
90 FIXI 1	Fixi Clamp (for holding sponges)	\$ 32.95
90 EXTC 1	Professional Cone (for extension poles)	\$ 5.95
90 PPDC 1	Deluxe Drop Cloth (9'x12' Paper/Plastic) each	\$ 5.95
60 PPDC 1C	Deluxe Drop Cloth (9'x12' Paper/Plastic Case of 12)	\$ 71.40
90 TRW 1	Ceiling Tile Restorer White (12oz can each)	\$ 9.95
80 TRW 1C	Ceiling Tile Restorer White (case of 12)	\$119.40
90 TRE 2	Ceiling Tile Restorer Eggshell (12oz can each)	\$ 9.95
80 TRE 1C	Ceiling Tile Restorer Eggshell (case of 12)	\$119.40
80 TRA 1C	Assorted Tile Restorer (6egg/6white) case of 12	\$119.40
80 CB 5G	CeilBrite Interior Coating (5 gallon pail)	\$104.50
90 FIX F1	Fan Brush (fits on end of extension pole)	\$ 22.95
90 FIX H1	Handi-Brush (fits on fixi clamp)	\$ 13.95
	ICWC MARKETING MATERIAL	
	FULL COLOR BROCHURES (8 ½ X 11)	
60 BRC 10	Sales Presentation Brochures (1 sided)	
	100 quantity	\$ 30.00
	200 quantity	\$ 58.00
	300 quantity	\$ 85.00
	400 quantity or more	CALL
60 MKT 9	Commercial Brochures (2 sided/one photo)	
	100 quantity	\$ 35.00
	200 quantity	\$ 67.00
	300 quantity	\$ 99.00
	400 quantity or more	CALL
	FULL COLOR POSTCARDS (4 X 6)	
60 CARD 2	2 Photo Postcard (pictures on front/place for address on back)	
	300 quantity	\$ 40.00
	600 quantity	\$ 75.00
	900 quantity	\$105.00
	1200 quantity (*)	\$120.00
	(*) Every 300 thereafter	\$ 30.00
	PRESENTATION MATERIAL	
60 MKT 1	Sales Presentation Folders	
	25 quantity	\$ 27.50
	50 quantity	\$ 52.00
	100 quantity	\$ 100.00
90 CD 1	Sales Presentation CD ROM	\$ 19.95
	ICWC TRAINING	
90 MAN 1	ICWC Operations Manual	\$ 149.95
90 VID 2	VHS Video Tape Training (How To)	\$ 19.95
SF	Training School (1 day seminar)	\$ 299.00
	<i>Prices subject to change without notice</i>	
Item #	Description	Price