Floor Care Essentials

Improve the Effectiveness and Efficiency of Your Floor Care Program
Agenda

• The Importance of Floor Care
• Mastering the Fundamentals
• How to Select a Floor Finish
• Innovations in the Marketplace
The Floor Care Experts

Mary Beth Arthur
• P&G Professional, National Technical Service Manager
  • Floor Care Expert
• IICRC Certification

Joe Davis
• P&G Professional, Northeast Sales Account Executive
  • Floor Care Expert

John Howard
• Category Account Executive, P&G Professional
  • Responsible for NA PGP Floor Care System launch
• Cleaning Industry Management Standard (CIMS), ISSA Certification Expert

Mike Weber
• P&G Professional, Technical and Science Liaison
  • Floor Care Research Specialist
• Ohio State University – Chemical Engineering
Why Is Floor Care So Important?

Mary Beth Arthur
P&G Professional
What is Floor Finish?

Finish: A clear film used to beautify and protect; chemically removable and easily renewable

A
Renewable
Restorable
Wear Layer
Why is it Important?

It’s an Important First Impression!
Clean, shiny floors are a reflection of your business

Less expensive to maintain a finish
than to repair or replace a floor!

Protects Against…
Traffic damage
Maintenance procedure damage
Slips and falls

Floor Fact
Facility appearance ratings can drop by as much as 75% if floor shine makes a bad first impression.
How is Shine Created?

Light hits a smooth surface and bounces light waves back causing light to “reflect”

Damaged, scuffed and soiled surfaces prevent a high shine
Soil and Scratches – Effect on Shine
Actual Before & After Photos

Before – Low Shine  
After – High Shine

Floor Fact
It’s a common misconception that a floor’s finish has “walked off.” The finish is still there, it’s just worn and dull.
Why Does Floor Finish Need Care?

**Floor Finish Fact**

One coat of floor finish, applied at ~1800 ft$^2$ per gallon, will dry to a film thickness of 1/10,000 inch

OR

3 coats = plastic food wrap
5-10 coats = human hair
40 coats = 1 coat of paint
50 coats = bond paper
Mastering the Fundamentals

Joe Davis
P&G Professional
Mastering the Fundamentals is Key!

"Basketball instruction is directed to the simple fundamentals of the game."
- John Wooden

Mastering the basics is key to success in any profession...including floor care!
Review of the Fundamentals

A. Prevention
   • Floor matting program

B. Daily/Routine Maintenance
   • Dust Mopping
   • Damp Mopping or Auto-Scrubbing
   • Low speed buffing
   • High speed burnishing

C. Interim Maintenance
   • Scrub and Recoat

D. Restorative Care
   • Strip and Refinish
Prevention: Mats

What is a mat program?
• Outside Matting – Gross soil/moisture knock-off
• Foyer/Entryway – Further soil knock-off
• Inside Matting – Final moisture removal

Why have a mat program?
• It can cost $600 to remove one pound of dirt after it gets walked into a facility
• Over 26 pounds of dirt can be tracked into a facility by just 1,000 people through an entrance in the average 22 day work month → That’s a possible removal cost of $15,600!
Daily/Routine Maintenance

Dust mopping
Damp mopping
Auto-scrubbing
Low-speed buffing
High-speed burnishing
Dust Mopping

**Why Dust Mop?**
- Remove larger debris
- Make damp mopping more effective

**Key Tips**
- Always dust mop BEFORE damp mopping/auto scrubbing
- Use a clean dust mop
- DO NOT USE oil-based dust mop treatments

**Floor Fact**
Oil based dust mop treatments leave a haze on the floor that can attract even more dirt.
Dust Mopping

Dust Mop Removal

Scuffing black heel marks
Light pits & scratches
Heavy scratches
Surface dirt
Partially imbedded dirt
Totally imbedded dirt

TILE
Myth or Fact?

For better cleaning performance, add more cleaning chemical to your mop bucket or auto-scrubber than the instructions recommend.
Answer

Myth

Less is more!

*Always follow the manufacturer’s recommended dilution*
Damp Mopping

Why Damp Mop?
• Remove particulate and oily soil
• Prevents finish from darkening or yellowing from embedded soil

Tips
• Follow manufacturer’s recommended dilution
• Use a clean mop head
• Start with clean water – change solution as needed

Floor Fact
It’s easy to tell when to change the mop water. If it looks dirty, then it’s time to change.
Auto-Skrubbing

Why Auto Scrub vs. Damp Mop?

• More Efficient
  • Time savings
  • Better soil removal
• Less chemicals = cost savings
  • Less product/green message

Tips

• Always dust mop first
• Follow manufacturer’s recommended dilution
• Choose pad appropriate for “cleaning”
Damp Mopping & Auto Scrubbing

Dirt Removal

Scuffing black heel marks
Light pits & scratches
Heavy scratches
Surface dirt
Partially imbedded dirt
Totally imbedded dirt

TILE
Why Is Floor Care So Important?

Daily/Routine Maintenance

Mike Weber
P&G Professional
Myth or Fact?

*I do not need to clean the floor before burnishing or buffing*
Myth

There are a lot of reasons to clean **before buffing**…

*How many can you think of?*
Reasons to Clean Before Buffing or Burnishing

• “Shiny dirt” results from not cleaning first

• Dirt left behind gets imbedded into the finish

• Pad picks up dirt while burnishing and scratches and dulls the finish

• More dust and dirt is generated during burnishing
Low Speed Buffing

Why Buff?
- Repair the finish to a smooth shine
- Delay the need for recoat
- Budget cannot afford burnisher

Tips
- Always clean floor first
- For durable finishes, use…
  - A spray buff to aid ‘repair’
  - A mop-on maintainer for efficiency
- Choose pad appropriate for spray buffing
  - Red pad is starting point
A high-shine burnishable UHS finish can be used to give my floors the highest possible shine, even if I do not burnish regularly.
Answer

Myth (generally)

Burnishing is necessary to “polish” a UHS finish to restore and maintain its high-shine
High Speed Burnishing

Why High Speed Burnish?
- Much more efficient than low-speed buffing
- Repair the finish to a smooth shine
- Delay the need for recoat

Tips
- Always clean floor first
- Select finish that matches…
  - Your burnishing frequency
- Choose appropriate pad
  - White pad is starting point

Floor Fact
Normal burnishing removes 1/20th of a layer of finish.
Burnishing

Scuffing black heel marks
Light pits & scratches
Heavy scratches
Surface dirt
Partially imbedded dirt
Totally imbedded dirt

TILE
Interim Maintenance

Mike Weber
P&G Professional
Myth or Fact?

*I can extend the time between scrub and recoat with an improved daily/routine floor maintenance program.*
Fact

Proper cleaning and maintenance, along with the right floor care product selection, can help you extend the life of the floor finish.
Why Scrub and Recoat?

• Shine restoration when buffing/burnishing is not enough
• New finish look!

Tips

• Deep scrub with 2-4X cleaner
• Pad choice and pad time are critical
• Clear water rinse before applying finish
Scrub and Recoat Considerations

- **Deep scrub**
  - Pad selection
  - Cleaner selection and dilution

- **Floor prep**
  - Neutralizer – needed?
  - Clear water rinse

- **Recoat**
  - Finish selection
    - Choose a finish to match burnishing frequency
  - Number of coats
  - Dry time
Finish Film Formation

Showing the Importance of Proper Coat Thickness

A gross over-simplification....

1. Evaporation

2. Packing & deformation

3. Diffusion of water

4. Coalescence of particles

Sketch Courtesy of Rohm & Haas / Dow
Myth or Fact?

I love to strip and refinish often.

I would rather strip and refinish frequently, than waste time cleaning the floor so often.
You can delay stripping and refinishing indefinitely, if you maintain a clean floor on a regular basis.

And besides… The floor will look so much better when cleaned!
Restorative Care – Strip and Refinish

Why Strip and Refinish?
- When the floor has darkened/yellowed
- When scrub and recoat will not give new appearance

Tips
- Use a safe stripper – Avoid the long-term risks
- Clear water rinse before applying finish
- Choose the right finish

Floor Fact
In a few minutes, you will hear about a stripper that is both safe and effective!
Good Habits = Better Results

A fundamentally sound floor care program can lead to….

• Improved daily/routine floor appearance
• Reduced daily/routine floor care labor and cost
• Longer time between scrub and topcoat
• Longer time between strip and refinish

And therefore….

• Lower cost and better appearance!
Floor Care Maintenance Cycle

Daily Maintenance
- Dust Mopping
- Damp Mopping or Auto Scrubbing
- Buffing / Burnishing

Decision
- Looks Good!
- Looks Poor

Looks Good!

Looks Poor
- Scrub & Recoat
- Strip & Refinish

Interim

Restorative

$ $ $ $
Floor Finish Selection

Mary Beth Arthur
P&G Professional
Definition of Your Maintenance Program

Defined as Habits and Frequency of:

- Dust mopping
- Damp mopping/auto scrubbing
- Buffing or burnishing
- Deep scrub and recoat
- Strip and refinish
Critical Decision

• A critical decision in floor care is choosing the right finish to match your burnishing frequency

• Each and every finish is formulated with a different burnish response

Floor Fact
There is usually a trade off between burnish response and finish durability.
Floor Finish Selection

Durable finishes
- Stand-up to scuffs, scratches and heel marks
- Have higher wear resistance
- However...less burnish response

Co-Polymer Technology

- Acrylate "Durability“ Component
- Styrenated Acrylic Polymer “Shine” Component
“Burnishable” Finishes

- Designed for “polishing”
- Lower wear resistance (with exceptions)
- More “scrub durability”
- Can be modified to give:
  - Better wearability
  - Better mark resistance

Honeycomb-like co-polymer structure
P&G Pro Line Innovation

John Howard
P&G Professional
The P&G Pro Line floor care system is a total system approach to floor care that leaves your floors looking better for longer.

- **High performance floor stripper with ease and safety in mind**
- **Lasting shine floor finishes**
- **Superior cleaning performance with our floor finish cleaners**

Our Total System Approach

Brilliant Shine that stands the test of time
Our New Finishes

- Designed for specific maintenance/burnishing habits
- Outstanding application in a broad range of temperature and humidity conditions
- Burnish with Propane or Electric
- Meet % VOC Regulations in all states including California (Carb VOC Compliant)
- All of our new finishes are classified UL as to slip resistance
- New Directions is DfE certified
Premium Ultra High Speed Floor Finish

- For customers who want the ultimate in wet look gloss
- Exceptional gloss build
- Designed for daily burnishing (5-7x week)
- Exceptional burnish response

- 20% solids
- 3-4 coats after stripping in first 24 hours
  - Can build to 6 coats total after first 24 hours
- 2-3 coats after deep scrub

AS TO SLIP RESISTANCE
Ambassador

Ultra High Speed Floor Finish

• For customers who want a wet look gloss without daily burnishing
• Excellent initial shine
• Designed to burnish 3-5x week
• Excellent burnish response

• 20% solids
• 3-4 coats after stripping in first 24 hours
  • Can build to 6 coats total after first 24 hours
• 2-3 coats after deep scrub

AS TO SLIP RESISTANCE
Highly Versatile Floor Finish

- For customers who want high durability and flexible maintenance procedures
- High initial shine
- Designed for moderate burnishing (1-3x week)
- Exceptional wear resistance

- 20% solids
- 4 coats after stripping
- 2-3 coats after deep scrub
High Affinity

Premium Durable Floor Finish

- For customers who want best in class durability and a high depth of gloss
- Ultra high shine
- Designed for infrequent burnishing (0-1x week)
- Exceptional gloss build

- 22% solids
- 3-4 coats after stripping
- 2 coats after deep scrub

AS TO SLIP RESISTANCE
High Performance/Low Maintenance Floor Finish

- For customers who want good durability, low maintenance and value
- High initial shine
- Designed for infrequent/zero burnishing (0-2x month)
- Excellent durability and value

- 19% solids
- 4 coats after stripping
- 2 coats after deep scrub
Low Maintenance Floor Finish

- For customers who want durability at a lower cost
- Excellent initial shine
- Designed for infrequent/zero burnishing (0-2x month)
- Designed for slow drying conditions

- 17% solids
- 4 coats after stripping
- 2 coats after deep scrub
Zinc Free Floor Finish

- For customers who want a zinc free (green) floor finish and low maintenance
- Meets DfE criteria
- Exceeds GS 40 requirements
- Designed for moderate burnishing (0-2x week)
- Great initial shine

- 20% solids
- 4 coats after stripping
- 2 coats after deep scrub
Our Cleaning Advantage

Removes More Particulate Soil

59% more

Without

Damaging the Finish

P&G Pro Line #32 Finished Floor Cleaner vs. Diversey Stride

1:256 Mop
1:512 Auto Scrubber

P&G Pro Line Finished Floor Cleaner
Diversey Stride Floor Cleaner

Percent Soil Removal

P&G Pro Line
Diversey Stride

Finished Floor Cleaner
Floor Cleaner
P&G Pro Line Floor Stripper is Safe AND Effective

Safety and Performance

Protect your associates

Protect your guests

Protect the environment

P&G Pro Line Floor Stripper goes 2x the distance of other floor strippers with equal performance!

1:8
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Questions and Answers

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