

## Case Study - Retail

### Top Gun Finds Niche Market

The “top guns” in the contract cleaning industry often detect niche services before anyone else does. James Thompson of A-1 Building Services, Wyoming, MI, spotted the need for a mobile, one-stop floor care service to clean and polish floors in small- to medium-sized stores.

“Retail outlets like American Eagle Outfitters, J. Crew, and others were sprouting up all over the place out here,” says Thompson. “Those stores just need someone to come in four to six times per year to polish their floors. Our mobile floor care service is exactly what they need.”

Many of these retailers have ceramic tile floors. One of the big problems Thompson encounters with these floors is that dirt and grime build up in the grout areas. “We found that a rotary floor machine just could not clean it up. We needed a machine that could deep clean the grout areas to remove the grime.”

To solve his problem, Thompson tried a new type of floor machine, the BR 400 by Tornado® Industries. The BR 400 is an automatic scrubber using cylindrical technology. Instead of a rotary disk, it has two cylindrical brushes on either end of the machine rotating at up to 1,000 rpm. The machine has four to five times the surface pressure of a comparable rotary unit for faster and more effective floor and grout cleaning.

“This machine is really fabulous,” says Thompson. “Not only does it clean the grout areas and shine up the floors, it’s great on wood floors as well.”

According to Thompson, the BR 400 has also been a great work saver, cutting his labor costs in about half. “This mobile floor service was one of the best ideas I’ve ever had,” he says, “and the BR 400 is the perfect machine to handle the job.”



BR400 Automatic Floor Scrubber