

PIZAZZ IMPACT



CLEANING CONTRACTORS: WHAT TO EXPECT IN 2015

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Overall cleaning contractors should see the entire [professional cleaning] landscape is improving

West Chicago, IL – The last few years were difficult for many cleaning contractors, but things are definitely looking up, according to predictions just released by Tornado® Industries, a leading manufacturer of professional cleaning tools and equipment.

“Overall the entire [professional cleaning] landscape is improving,” says Sean Martschinke, a CIMS ISSA Certification Expert (I.C.E.) and product manager for Tornado. “While there will be challenges, 2015 will likely be a good year for many in the professional cleaning industry.”

Among Tornado’s 2015 cleaning contractor predictions are the following:

Improving business outlook: The recession hit the cleaning industry hard, as it did most American industries; however 2014 was a turning point, businesses that cut back on professional cleaning services – or eliminated them entirely – will return to more normal cleaning levels and frequencies

More spaces to clean: Commercial building construction is expected to increase in 2015; more buildings means more facilities needing professional cleaning*

Fuel savings: Cleaning contractors are already benefiting from reduced fuel costs; these savings are expected to continue through 2015

Growing market segments: Some market segments will grow faster than others, opening new doors for cleaning contractors. Among them are healthcare related facilities. “As the number of elderly Americans grow,” says Martschinke, “there will be more healthcare facilities in operation, which all need to be cleaned.”

Low bids off the table: With the poor economy, many customers were forced to cut cleaning costs, which often meant selecting the lowest bidding cleaning contractors; with the improving economy, more customers will select contractors based on experience, training, and expertise, with costs important but not the primary concern

Green cleaning: Expect green cleaning to become the norm in 2015; facility managers will expect cleaning contractors to use environmentally responsible equipment, chemicals, and cleaning methods.

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*The Dodge Construction Outlook, which reports on construction trends in the U.S., says commercial building construction will increase by 15 percent; institutional construction, such as healthcare facilities, will advance 9 percent, and manufacturing construction will increase by about 16 percent from 2014 levels.

