

WHAT'S NEW AT SCOTT'S



NEW CENTRAL DISPATCH

1-888-320-WASH (9274)

In an on-going effort to improve customer service, *SCOTT'S PRESSURE WASH* has introduced a new North-America-wide central dispatch '1-888' number. Using a central dispatch service streamlines the service booking and quoting process, enabling technicians to concentrate on their activities at the job site. Only weeks after its initial introduction, *SCOTT'S* Central Dispatch is already proving to be more economical for *SCOTT'S* and, most importantly, more efficient for its customers.



NEW WEBSITE COMING SOON!

After several months of planning, organizing and creative effort, *SCOTT'S* will soon be launching a new and improved website. The website will provide existing and prospective customers with the ability to request quotes and contact sales representatives, as well as learn more about the power washing industry in general and *SCOTT'S PRESSURE WASH* in particular.

www.scottspressurewash.com ■



Scott's has **THREE** Full-Service Industrial Truck & Trailer Wash Bays

Open everyday from
8:00 a.m. – 5 p.m.

4747-68 Avenue SE, Calgary



WHEN THE GOING GETS TOUGH...

The tough keep marketing



During challenging economic times, some businesses consider scaling back on all services in an effort to cut costs. According to industry experts, however, marketing is one area that should be viewed as an essential service. When it comes to presenting a professional image, money saved does not always translate into money earned. While it may make sense to cut back on some aspects of your business, budgeting for image management and marketing is now more important than ever.

"At *SCOTT'S PRESSURE WASH*, we recognize the importance of presenting a clean, professional image," explains President, Paul Horsley. "Whether you operate a trucking company, a retail establishment or a restaurant, regularly scheduled power washing and maintenance is crucial during challenging economic times. Not only does a clean business attract more customers, it gives employees a much-needed morale boost and showcases your business as a successful and prosperous enterprise.

It may also decrease maintenance costs, since regularly scheduled power washing makes it easier to identify fluid leaks, breakage and wear in building mechanics, trucks and equipment. When problems are identified early, you can schedule repairs rather than have to deal with complete system failure... saving you money in the long term."

In addition to keeping trucks, buildings and equipment clean, don't underestimate their value as economical and effective marketing tools. Installing new graphics promoting your website or toll-free phone number on the side of a truck, for example, is another way to economically advertise and build your customer base.

As challenging as it may be, one way you can beat the recession is to be proactive in your attitude and actions. Continue to build your business and refuse to give in to negative thinking. When the economy gets better – and it will – you may very likely benefit from less competition and the lessons learned during the hard times. ■



WHAT A DIFFERENCE! These two tanker trucks are from the same fleet. In fact, they are the exact same unit as photographed entering Scott's truck and trailer wash bay **BEFORE**, and then **AFTER**, a professional power washing. It is obvious which one is the better marketing tool!

SERVING THOSE WHO SERVE OTHERS

STAFF STOPLIGHT: IAN CHALMERS



Ian Chalmers started as a mobile service technician with *SCOTT'S PRESSURE WASH* in 2004.

Although he loved the work, a back problem that had plagued him since childhood was aggravated by physical labour. Regretfully, Ian had to take a few months off work for rest and rehabilitation.

During his recovery, Ian said that he really missed the crew at *SCOTT'S*. As it turned out, they all missed him, too! Considering that Ian had been a hard working and reliable employee, Paul Horsley and his team at *SCOTT'S* determined that the knowledge and skills that Ian had acquired were valuable assets to the company.

In 2006, Ian was re-hired as the Sales Representative for Calgary and Edmonton. It is a job he loves. His previous work experience in customer service, combined with his field experience at *SCOTT'S*, provides him with the perfect skill set to build the client base and provide excellent customer service.

"After an illness or injury, many employers would simply let you go and forget about you," says Ian. "But *SCOTT'S* was different. They stood behind me during all of my chiropractic appointments and the resulting missed hours, and created a position for me so that I could still be gainfully employed. I really, really

appreciated their support and confidence in me! I enjoy the various work challenges I face on a day-to-day basis and have fun coming up with creative solutions for my customers."

In addition to enjoying his career at *SCOTT'S PRESSURE WASH*, Ian is now pain-free and loving life in general. He was engaged to Melissa earlier this year (the wedding is planned for August). He recently bought his first home. And he loves the fact that he has a great job in the same city where both he and Melissa's extended family lives.

In his free time, Ian is an accomplished drummer. He and Melissa enjoy spending time with their dog, Kuma, and three cats. He also loves the outdoors and spends many weekends fishing and camping. ■



SCOTT'S PRESSURE WASH is proud to be able to give back to a local non-profit society that gives so much to the community. The Mustard Seed Street Ministry in Calgary has three delivery trucks they use to pick up donated food and other items from various locations throughout the city. When the trucks are in the vicinity of *SCOTT'S* Truck Wash Bays in Calgary, the drivers are welcome to drop in for a complimentary truck wash. The Mustard Seed drivers are grateful for this service... and *SCOTT'S* is equally grateful for the service organization provides to the less fortunate men and women of Calgary. ■

CUSTOMER FEEDBACK WELCOME!

Customer service is the number one priority at *SCOTT'S PRESSURE WASH*. If you're not satisfied with the service we provide, then we're not happy either!

Whether you have a "beef" or a "bouquet" we LOVE customer feedback.

Call Scotts' Central Dispatch at 1-888-320-WASH or email us (info@scottspressurewash.com) to tell us how we did today. ■



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SCOTT'S PRESSURE WASH SERVICES

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*A Division of *SCOTT'S PRESSURE WASH SERVICES*

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MORE NEWS...

SCOTTS IS #1 IN CONSUMER CHOICE AWARDS

SCOTTS PRESSURE WASH is proud to have been selected by the community as “the best power wash company” in Calgary’s annual Consumers’ Choice for Business Excellence Awards. This is the first year that this business category has been included in the awards process.

“On behalf of all of the employees at SCOTTS PRESSURE WASH, I extend my most sincere thanks to our customers,” said Paul Horsley. “Being presented with the Consumers’ Choice Award is a reflection of our customers’ support of our business. We are honoured to be helping our customers manage corporate images that drive their success.”



Our valued customers have always been “Number One” with us...

We're pleased to see they feel the same way about us, too!

SASKATOON UP AND RUNNING

Branch Manager and Service Technician, Trevor Wilson, reports that SCOTTS' launch in Saskatoon has gone extremely well. In addition to servicing existing trucking and logistics companies from Alberta and B.C., with branch operations in Saskatoon, Wilson is also working on new contracts in a variety of industries. ■

CONCRETE CLEANING WITHOUT WATER



SCOTTS is currently field-testing the efficacy of a unique new product that cleans petroleum stains from concrete without the use of water as a carrier, catalyst or neutralizing agent. ReKRETE is considered to be breakthrough technology for the power washing industry, eliminating the need for water before, during or after the cleaning processes.

Minimizing or eliminating water use is an important consideration for power washing companies, as water management and environmental stewardship are essential to the industry.

ReKRETE has proven to be an environmentally-friendly product. It is non-hazardous, non-corrosive and non-toxic (to humans, plants and animals) and virtually eliminates the risk of hazardous petroleum-based chemicals being leached from the concrete and flushed down sewer drains or absorbed in groundwater.

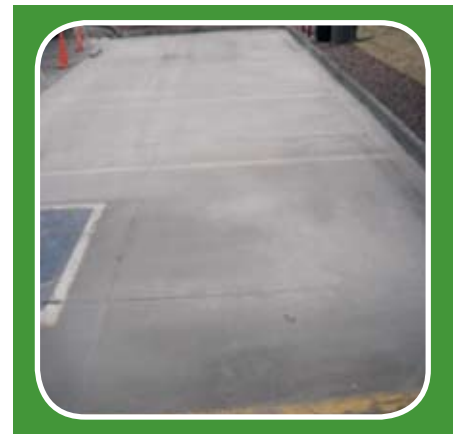
ReKRETE is a dry, finely granulized powder that is integrated with active cleaning agents and chemically

engineered bio-organics that are designed to breakdown hydrocarbon petroleum matter, turning the oil into CO₂.

Once applied to a soiled area, ReKRETE penetrates deep into the concrete pores where petroleum-based stains are trapped. It then breaks down the hydrocarbon chain of the petroleum stain, decomposing and dissolving the hydrocarbons with bioorganic compounds that actually “consume” the stain.

Due to the organic nature of this product, results are not instantaneous. The product is applied and works its magic in about 24 hours. There is no need for power scrubbing, washing or using water reclamation equipment. After this “time driven” process, the granules that are left are simply swept up and disposed of. The main byproduct of ReKRETE is CO₂, which a natural component of the atmosphere that is needed by plants in order to carry out photosynthesis.

For more information, call SCOTTS' toll-free number 1-888-320-WASH. ■



BEFORE and AFTER ReKRETE

This parking lot was stained and uninviting. Just 24-hours after being treated with ReKRETE it looks good as new!

HYDRA'S HOME WORK HINTS

Farm and Garden Equipment



There are many applications where a small power washer – such as the ones sold by HYDRA EQUIPMENT – can help you clean up your 'home work.' A pressure washer can effectively be used to clean farm and garden equipment but there are some important things you should be aware of.

To help you get the job done right, here are some helpful hints from HYDRA:

Location

Stage the pressure washing in an area where wastewater run-off will not contaminate crops, pastures, wellheads, cisterns, animal holding areas, children's play areas or the family vegetable garden. Ideally, you should carry out the pressure washing on a calm day, to ensure that overspray and exhaust fumes are not carried in the wind. In most cases, early morning or late evening is best.

Special Concerns

Be conscious of the heat and exhaust from the pressure washers' engine. In a contained area, exhaust fumes and heat can be deadly to livestock (especially fowl), so an exhaust hose and careful monitoring may be required. There are

federal regulations concerning the use of pressure washers in some agricultural applications (such as dairy barns), so be certain you understand the regulations in your region. The sound of the pressure washer may also frighten animals. If you think this may be a problem, and you cannot move the equipment to another area, move the livestock.



Spray Patterns

Begin by spraying the equipment with plain hot water, moving from the bottom, up. Allow the water to soak for a few minutes and then pass over the equipment a second time, using the appropriate cleaning compounds. For best results, adjust the spray pattern and water pressure when you need extra force to remove heavier build-up. Once you are satisfied with the results, be sure to rinse with clear water. For the final rinse, work from the top, down. ■



PAINTING ADDED TO SERVICE OFFERING

SCOTTS PRESSURE WASH is regularly called to conduct the power washing and painting preparation for both residential and commercial properties. To better serve our Calgary customers, SCOTTS began providing complete power washing and painting services in the spring of 2009.

"We felt that adding painting to our service offering was a natural progression," says Sales Manager, Bill Rokosh. "Many of our loyal customers have remarked in the past that it would be great to be able to hire just one firm to take these cleaning and painting projects from start to finish. Now, they can do that by calling SCOTTS PRESSURE WASH."

Painting projects that would be suitable for SCOTTS' professionals to consider includes:

- Line painting in parking lots and drive-thrus,
- Interior and exterior industrial warehouse space,
- Exterior retail and commercial space, and
- Multi-family condos or townhouse developments. ■



'HOME WORK HINTS' is sponsored by:

HYDRA EQUIPMENT,
your authorized
LANDA
sales and service centre.



For all your home and industrial pressure washing equipment and service needs call:

(403) 771-7774

www.hydraequipment.com