

T.A.C.T. | The Secret to Cleaning Everything (just about)

Thirty years ago, an old fella who'd been a professional cleaner since the 1940s taught me his secret to cleaning anything. I don't know if the acronym was his own creation, but it worked out to a very memorable "TACT". I have had occasion to think about, refer to, and share his concept with others for nearly three decades (and, truthfully, from time to time have claimed its genius as my own). Here it is in short form.

T.A.C.T. represents the four components (or Critical Process Parameters in fancy talk) of cleaning – **Temperature, Agitation, Chemistry, and Time.**

Temperature ... hotter is faster. Hot water usually cleans faster and better than cold water, but moderation is required. Many surfaces are damaged by heat, not to mention that very hot water is an obvious workplace hazard, and causes some cleaning chemicals to break down and vaporize into potential respiratory irritants.

Agitation ... by hand or machine. Scrubbing will clean better than wiping; a rough scouring pad will clean better than microfibre; an autoscrubber will clean better and faster than mopping. However, surface deterioration, including dulling of floor finishes, can result from overly aggressive scrubbing, so again ... moderation.

Chemistry ... the Maunco magic. Chemicals do marvelous things for a complete cleaning program and are essential. The crucial thing is to use as few products as possible, to use them for multiple applications, and to use them as directed. Better quality cleaning chemicals usually results in lower labour costs, and less risk of surface damage or worker harm.

Time ... let it soak. Professional cleaners rarely have as much time on a job site as they would like. There's nothing like letting the bathroom cleaner, wax stripper, carpet spotter, whatever, sit for a while and do it's work. Slow cleaning is almost always better cleaning, if you can afford the time.

All cleaning requires some blend of **TACT** - to clean better and/or faster, lean more heavily on one or more of the four components. In particular, responsible chemistry, and strategically increased soaking time and/or scrubbing can do astounding things and significantly contribute to a safe and healthy workplace. If you have questions, please reach out and let us help.



Cleaning the house fascinates everyone in my family (... they can sit and watch me do it for hours).

Also in this issue ...

- ☑ Belleville Vacuum ... a proud Maunco division
- ☑ Service department climbs to new heights
- ☑ Battling "sign blindness"
- ☑ Introducing our own Willie Nelson
- ☑ A subscriber's special price to clean and inspect your vacuum
- ☑ A subscriber's deep discount on a wildly useful machine
- ☑ Practical art therapy exclusively for our subscribers

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DID YOU KNOW ...

... Belleville Vacuum is a division of Maunco Cleaning Supplies Warehouse?... Belleville Vacuum has the largest vacuum repair shop for domestic and commercial vacuum in Eastern Ontario?... Belleville Vacuum is a warranty centre for just about every brand of vacuum?... Belleville Vacuum sells and installs more central vacuums in homes and businesses than any other company between Ottawa and Metro Toronto?

"Don mended our ancient hand vacuum in no time flat, while we chatted with another customer who was also getting a very minor repair cheerfully done. The people at Belleville Vacuum are so pleasant and efficient. We're lucky to have them."

RICHARD LINE

"I wanted to let you know that Douglas was great. Polite, knowledgeable, on time, all good, except he was a little too tall for my laundry room. But I will give him a pass on that. Thanks for everything!"

JAN MASON

"The cleaner of the vacuum is a vacuum cleaner"



Dropped off like this



Picked up looking like this



Special feature for newsletter subscribers

Mini Tune-Up and Diagnostic Special

\$20 | normally \$50 or more

We'll clean your vacuum inside & out
We'll check over your vacuum for damage & wear
We'll report back in writing what we find

THIS OFFER EXPIRES ON AUGUST 31, 2025



Dropped off like this



Picked up looking like this

Tim provides another example of the "climb-any-mountain-to-help-a-customer" attitude at Maunco and Belleville Vacuum.

... or on our Maunco Cleaning Supplies Facebook page



Everywhere a Sign

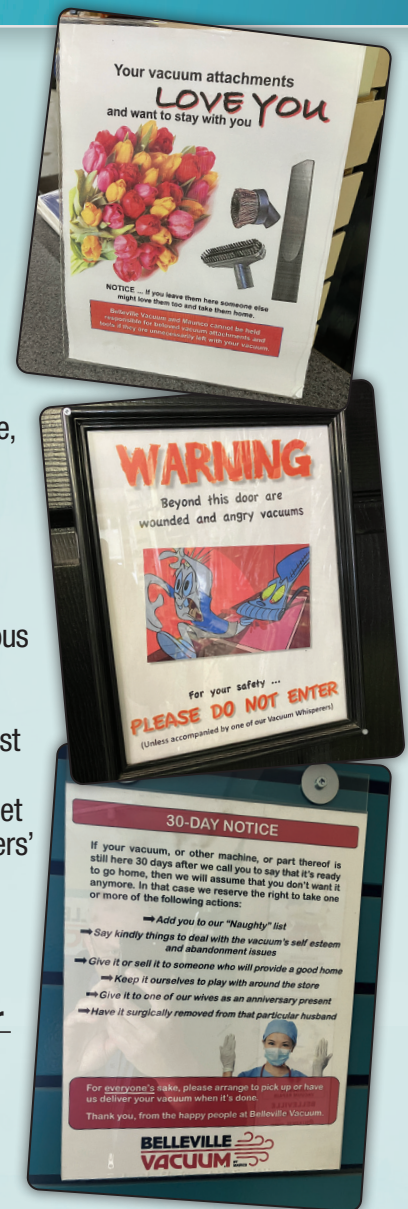
During COVID (and before and since) there were so many signs, saying so many things, it was impossible to give attention to them all. Thus our blindness to most COVID signage, an increasingly dire problem as the pandemic wore on. "Sign blindness" is a real thing. It was first described by psychologists as "inattention blindness", the failure to notice something obvious because so many other obvious things were competing for that limited attention. Marketers invest billions of dollars every year to crack the ever-shifting code to get their message into their customers'

frontal lobes, something that grows ever more difficult as the number of channels for marketing increase.

Effective signage for a business, or for public health messaging, or even for a garage sale, must consider several factors. **Readability** from a distance. **Consistency** with other messaging. **Clear communication** including impactful language and a call to action. **Strategic placement** in its surroundings. **Colour**, bright and striking, perhaps contrasting with its environment. **Visual appeal** with engaging graphics. **Simplicity**.

At Maunco and Belleville Vacuum, we took (and take) a light-hearted attitude toward interior signage. When we absolutely need to create a sign we make it colourful, and funny. We look at what we want to say, and try to find an unusual way of saying it. If we ever do another billboard again we will undoubtedly want to make it more clever than the original one (*that said, the billboard in the picture got loads of attention and resulted in many new customers, so perhaps "clear" beats "clever"*).

Do people pay attention to all of our interior signs? ... probably not. Have we cracked the frontal lobe code? of course not. Do have a heck of a lot of fun thinking about it? ... **ABSOLUTELY!!**





There's at least one old fella at Maunco who isn't social media friendly. However, in spite of his objections (and a little bit because of them), our Social Media Czar (Paul Mackay) is producing our new Facebook page. It is populated with lots of cool stuff all the time so have a look, and follow us if you want.



Introducing Willie

His real name is Paul Reid (and for the record, that makes 3 Pauls', 2 Colins', and 2 Dons' here at Maunco), but for as long as any of his friends can remember he has been known as Willie, owing to his Willie Nelson-like vibe. Willie retired from Cascades in Belleville, after 48 years at the plant. He is one of the most genuinely nice people that you will ever meet and we jumped at the chance to boost our "niceness average" by hiring Willie for a few hours a day to deliver good stuff to great customers.

Willie is a very involved and loving father and grandfather. He has a passion for his Ducati motorcycle and for exploring the backroads of eastern Ontario with his family, on two wheels or four.

Moving Beyond the Mop ... The Advance SC100 Floor Scrubber

The faster way to cleaner floors.

The Advance SC100's convenient, easy-to-use features make it perfect for cleaning small, high-traffic spaces quickly and effectively. The single-pass scrub and dry performance provides quick access to cleaned areas, and the comfortable, two-hand grip combined with its light weight make maneuverability and transport easy for any operator.

A cleaner clean.

With a more effective cleaning system that removes dirt and water rather than spreading it around like a traditional mop, you not only decrease chances for slip-and-falls, but you create a more hygienic environment, as well.

Save time. Reduce costs.

The Advance SC100 Upright Scrubber can help you minimize wasted energy, time and chemicals. Two solution flow settings provide efficient cleaning, and a convenient dosing cap ensures you always use the right amount of detergent—while cutting your overall cost to clean.



\$1,799

WHILE
SUPPLIES
LAST
normally \$2,300



FREE TO NEWSLETTER SUBSCRIBERS

A Douglas Barnes Original "The Scowling Pad"

The Scowling Pad is another industrial art piece by our own Douglas Barnes, central vacuum specialist. The scowl of silent disapproval is intended to be crushed in your fist and used to scrub your surroundings free of the grime of life (we call it Scowling Pad art therapy). If you are a subscriber, a one-of-a-kind Scowling Pad is coming your way.

In the next issue of the Maunco newsletter ... it's all about fabric

- The joy of carpet cleaning
- Understanding upholstery cleaning and deodorizing
- Comparison of wipers – cloth, microfibre, disposable, cost, effectiveness, environmental impact ...
- Discounts and a gift exclusively for newsletter subscribers