



The Dalco Distributor

A quarterly newsletter published for customers and vendors of Dalco Enterprises, Inc.

TENNANT COMPANY'S Technological Breakthrough Dramatically Reduces Carpet Extraction Drying Time

Over the past twenty-five years or so, commercial carpeting has inundated the marketplace in leaps and bounds. Wherever we go in this day and age, including schools, health care facilities, and business establishments, carpeting is part and parcel to every environment.

From a cleaning standpoint, carpeting, like hard floors, has its own unique maintenance challenges. And historically, the number one drawback with carpet extraction programs has always been the excessive downtime because of drying. Depending on the type of carpeting, drying time estimates range from three to eight hours

TENNANT Company, is especially pleased to announce to the cleaning world: **NOT ANY-MORE!**

After months of rumor and speculation, Tennant is about to turn the cleaning industry upside down with their new, revolutionary, dual carpet cleaning system called ReadySpace. This remarkable engineering breakthrough extracts and leaves virtually any carpet surface dry and ready for foot traffic in less than

end-users didn't extract their carpeting on a more regular basis was

This remarkable engineering breakthrough extracts and leaves virtually any carpet surface dry and ready for foot traffic in less than 30 minutes.

because of the extended time it took to dry their carpeting. *Necessity, of course, is the Mother of Invention.*

Targeting soil within the carpet pile, TENNANT's ReadySpace technology removes the dirt that diminishes carpet appearance, luster, and life span. Unlike conventional carpet extractors, ReadySpace relies on sprayer units that apply water to two counter-rotating, specially designed fabric rollers that quickly recover the soil from the carpet. As the rollers turn at a rate of approximately 400 times per minute, they are rinsed with a solution spray and a built-in vacuum extracts the soil from the rollers. Limited moisture actually touches the carpet because the carpet is never directly sprayed with water. The end result, in the vast majority of cases, is a thoroughly clean carpet with absolutely minimum drying time.

Continued on page 3



with light duty extraction to eight to twenty-four hours for deep extraction. Consequently, up to now, the only good time to extract most carpet areas has been at night or on week-ends or, in the case of the school systems, over holiday breaks or during summer shutdown. Well, ladies and gentlemen, Dalco, in the name of the TEN-

30 minutes. That's right, in less than 30 minutes. Such unparalleled drying time will change forever the way you schedule your carpet cleaning.

Approximately three years ago, TENNANT's New Product Marketing Team determined through their research findings that the key reason

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Dalco Directions

By Mark Miller, Sales Manager

I wouldn't consider myself to be a computer "techie" by any means, but like most of you, I do rely on my computer and the World Wide Web more every day. One has to wonder how we functioned without both years ago! I think about the amount of time it used to take me to communicate with sales people and vendors which is done almost instantaneously now with a "send" button. The amount of time it now takes us to find, access and retrieve information is seconds. The quantity of information available to all of us at any given moment is also mind-boggling!

I think all of us are looking for the fastest way to find and access reliable information that can help make our jobs easier and help us through the day. I know I have come to rely on the internet for just about everything. Driving directions, maps, shopping venues, prices, addresses, phone numbers, available inventory, industry news, forms, weather, music, etc.

At Dalco we have just upgraded our website with a new clean look, turbo speed and a many new features. We want this to be the one stop for you, our valued customer to find every answer and need fulfilled. Let me take a few minutes and give you a peek at what we have waiting for you at www.dalcoonline.com.

One big improvement has been the speed at which our site loads. If you are like me, you don't want to sit and wait for two minutes while the website comes up on the screen. This is not a problem when you log onto our web site.

In addition, you will find Dalco's site to be easy on the eyes. It is laid out in a fashion that your eyes can follow without confusion. The left side of the page gives you a menu with numer-



ous options for just about anything you want to know about Dalco and our business. The rest of the page highlights new products, new features, upcoming events and cutting edge technology. I think you'll like this page because when you surf, you'll pull up the page in a few seconds and see what's new quickly. If nothing catches your eye you move on to your next project. The key is the ability to scan and process the page quickly.

If you have never visited our site, let me give you the snapshot of what you can expect to find there:

- Events: Upcoming trade shows, upcoming educational seminars, and on line registration.
- Prior seminar information along with handouts and notes from speakers
- New product introductions and information and on occasion online ordering of a sample.
- Featured products which may be tied into a recent seminar or a special offer.
- Dalco's catalog of products with pictures and pricing.
- Customized ordering site for customers with specific pricing and availability for your location
- On Line Ordering.
- Links to all our key

- manufacturers vendors web sites.
- Links to electronic versions of our quarterly newsletter, The Dalco Distributor
- Spec sheets on specific products can be accessed.
- M.S.D.'s from all our chemical manufacturers.
- Equipment repair information and service request form
- Equipment training information. Ask the Expert provides a quick way to submit your unique question about a product, procedure or application.
- Charts, tips, and other information on chemicals
- Links to other cleaning industry website (ISSA, IEHA, OSHA, etc.)
- Tip of the Month.
- Branch locations/directions/pertinent phone numbers.
- Job postings
- Pictures of some of your favorite support/service personnel

Although the World Wide Web and our website are in their infancy we think we have put together an efficient way for you, our valued customer to gather the latest information. Hopefully a website like Dalco's makes your job easier and allows you to have the most up to date information at your fingertips. Please try us out!



ReadySpace. . . continued from page 1

One of TENNANT's many ReadySpace field tests took place at East Kentwood High School in Kentwood, Michigan with 220,000 square feet of carpet and 2300 students. According to Dean Langworthy, maintenance and custodial team leader at the school, TENNANT's ReadySpace technology lived up to its name. "With ReadySpace's ability to deliver virtually negligible dry time," Mr. Langworthy said, "we didn't get caught in the dry time situations we used to get caught in.

ReadySpace allowed us to clean our carpets, drastically improve the school's appearance, and increase the image of our school - all because the carpets were cleaned, dry and ready for use before people started arriving.

ReadySpace," Mr. Langworthy added, "not only delivered on rapid drying times - 20 to 25 minutes on average - but also on cleaning performance. Because we can now clean our carpets more frequently, we can now schedule restorative extraction cleaning for periods when drying times are far less problematic for our faculty, students, and custodial staff".

In addition to school systems, ReadySpace is also ideally suited for hospitals, nursing homes, hotels and motels, apartment complexes, and all mid to large size business environments where carpet extraction drying times are a cleaning deterrent.

Additional benefits with ReadySpace include:

- Increased carpet cleanliness and appearance because more frequent cleaning is possible
- Increased safety achieved with drier carpets - with carpets that dry more quickly there is less likelihood of wet shoes transitioning from wet carpeting to hard floor surfaces
- Increased intervals between restorative extraction cleaning because frequent ReadySpace cleaning removes the dirt before it penetrates to the base of the carpet fibers
- Decreased wick-back due to less water contacting the carpet
- Decreased mold and indoor air quality issues with a carpet that is drier faster
- Decreased potential for re-soiling

The cleaning industry has been anxiously anticipating a technology like TENNANT's ReadySpace for a long time - one that returns clean carpets to service quickly - in less than 30 minutes. That technology is now.

For more details about ReadySpace, or to schedule a demonstration, contact your Dalco Account Manager or the Dalco branch in your market area.

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Hot Buttered Customer Service

By Don Doman

"Sixteen squirts."

I didn't know what my wife was talking about. I was busy counting out money for my popcorn at the AMC refreshment stand. "He put sixteen squirts of butter in your popcorn," she answered my confused expression.

I looked over as the movie attendant filled my small bag of popcorn with more popcorn and then squirted in more butter. I had asked for "lots of butter." I don't usually get it. This time, I got it.

I received the bag and carried it like a bag of gold dust. It was almost that heavy. The bag was warm and a wonderful smell drifted up to my face. I entered the darkened theatre and walked down the aisle lifting the bag to my mouth so my tongue could pick up the fluffy popped kernels as I looked for a seat. I felt like an anteater at a buttered ant buffet.

Food for the gods. Ambrosia. Richness you can only dream about. Each flavorful handful made its way to my mouth. Ecstasy. It was as if each individual piece had been hand-buttered. Perfection only lasts for so long, however . . . even in a movie theatre. As I got down a few inches, I had to shake off the excess butter. When I reached the half-way point, I had to squeeze out the butter so that I could make it to my lips without dripping all over my shirt. I made it to the three-quarter point and my hot buttered popcorn had turned to fondue. I wanted to continue, but I had to stop. Manfully I thought of drinking it, but reason entered the picture. I put a wad of napkins inside and folded over the top of the bag. I sat it down beside my seat. The buttered popcorn was on my mind for the rest of the movie.

I thought about the popcorn, the young man who applied the rich buttery coating, and their relationship to customer service. It's not often we get what we ask for. Our wishes and desires are

granted so rarely that we are unprepared for it when we find it. That's why when we receive great customer service - someone actually listening to what we're requesting, and then delivering it - we're completely surprised and gratified.

After the movie I picked up my bag and took it out into the hallway. I opened it up and looked down into the glowing golden soup. The napkins had wicked up some of the liquid. I threw them away. The bottom two inches of the bag, which amazingly enough wasn't leaking, was more butter than popcorn. I reverently folded up the bag and reached down inside the garbage container and placed it on the bottom. I didn't want to spill a drop.

Sometimes customer service means just giving a few more squirts of butter.

For more helpful hints on improving worker productivity, visit www.ideasandtraining.com



Passing of Samuel C. Johnson, Industry Pioneer, Noted

SAMUEL C. JOHNSON
(March 2, 1928 - May 22, 2004)

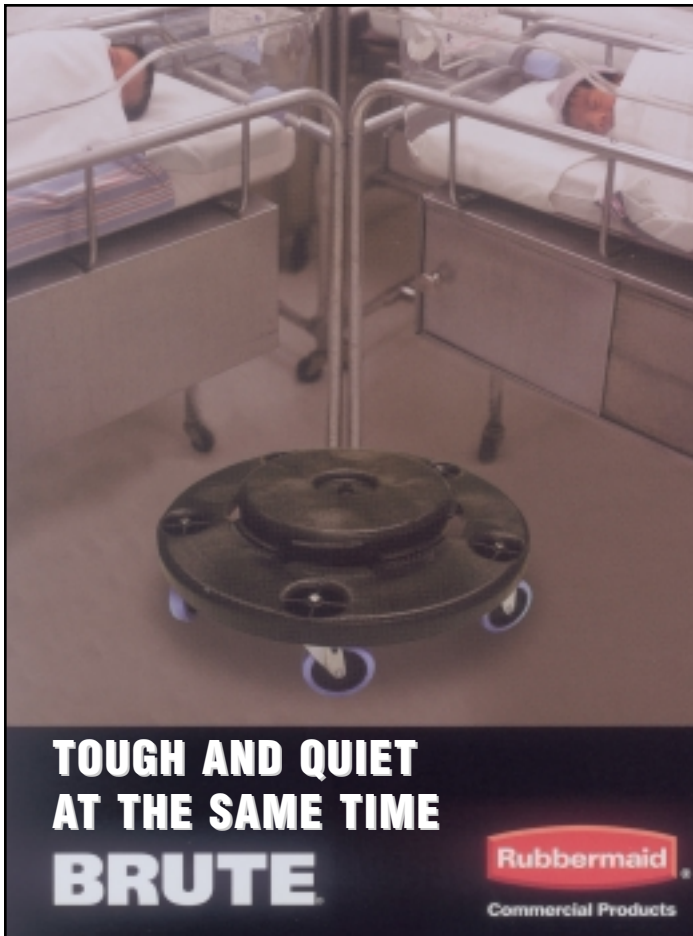
Samuel C. Johnson, the businessman, philanthropist and environmentalist known affectionately as "Sam," died quietly at his home in Racine, Wisconsin, on May 22, 2004. An internationally respected business leader, Mr. Johnson believed "business should serve a higher purpose in life" and advocated corporate practices that valued people as much as profits.

A native of Racine, Mr. Johnson became chairman of S.C. Johnson & Son, Inc. in 1967 and turned a small wax company started by his great grandfather into four global companies employing more than 28,000 people. The fourth generation of his family to lead the family business, Johnson observed that "every generation must bring something new" to the enterprise. He brought diversification, globalization and a large amount of determination. By the time he retired in 2000, he had increased the business 40 times over with such well-known brands as Glade, Raid, Pledge, Edge, Windex and Ziploc.

Mr. Johnson pioneered family-friendly policies that earned his businesses around the world "best place to work" recognition. He was a constant proponent for strong corporate ethics and a farsighted advocate for clean environmental policies. In a much-heralded 1975 decision, Mr. Johnson removed chlorofluorocarbon propellants from his company's products three years before the government required it. Such foresight led to his induction into the U.S. National Business Hall of Fame by Fortune magazine, which called him "corporate America's leading environmentalist."

As his business holdings multiplied, so did his philanthropy. Mr. Johnson gave generously, particularly in the areas of environment, education, medicine, and the arts. His belief that "every place should be a better place because we are there" also led him to champion initiatives to revitalize Racine, home to his family and businesses for more than a century. He served on many of the civic and charitable boards to which he gave, including the Mayo Foundation, the Nature Conservancy, the Smithsonian Institution, the Johnson Foundation, Cornell University, The Johnson Graduate School of Management at Cornell, Prairie School and many Racine organizations. Mr. Johnson was named in 1993 to the U.S. President's Council on Sustainable Development.

Continued on page 7



A Dalco Profile Lee Johnson

Of Dalco's four regional branches, the Duluth area, overlooking the western tip of beautiful Lake Superior, the largest and cleanest of the Great Lakes, containing approximately 31,700 square miles of the earth's freshest water, is also the perfect environmental match for the subject of this issue's Dalco Profile. Lee Johnson, an Account Manager at Dalco Duluth since 1987, not only loves his job, he also loves the breadth and scope of greater Duluth.

During his working career, Lee has had job opportunities elsewhere around the country, but because of his deep passion for Duluth, he never left. More on his perspective later. . .



Born and raised in Duluth, Lee graduated from Morgan Park High School with honors in the late 70's and was a member of the National Honor Society. In 1985, he earned a Bachelor of Business Administration/Finance degree from UMD. In addition to his academic prowess in high school and college, Lee also ran cross country for three years at Morgan Park, earning two letters for his efforts.

Lee's seventeen years at Dalco has been a steady upward climb. According to Trace Mershon,

Duluth's Branch Manager, who also started at Dalco in 1987, "Lee has come a long way since he started selling for us. He's extremely hard working, very well organized, very professional, and takes excellent care of his customers. He's on the job early and often works nights. He's very sincere and is extremely service oriented."

Lee has two special Dalco memories that he shared with us. One is slightly bizarre, the other is reflective of his professional pride. Initially, during his first week on the job, back in 1987, Lee said, "A former national vendor rep was showing me how to properly clean a toilet bowl. Upon completing the task, without blinking an eye, the rep squeezed the bowl swab out in his hand. Let me tell you," Lee said, "that just blew my mind." Later, Lee discovered that the chemical the rep was using was a new, revolutionary disinfectant non-acid bowl cleaner that, technically, was safe on the hands. Just the same, in the seventeen years that Lee has since been in the supply field, he has never once had the notion to duplicate such a zany selling technique. Hmmm . . . needless to say, Lee, we concur with your sound judgement.

The second special Dalco memory for Lee goes back to the early 90's when he was Dalco Duluth's Regional Sales Manager. Because of an unusual set of circumstances, Lee suddenly found himself in a situation where he had to train three new Dalco account managers at the same time. It was a real challenge. But as things turned out, two of the three, Brad Davis and Gary Van Reese, are still in the fold, doing a bang-up job in Duluth. Lee's early tutelage and direction is certainly a big part of the reason why.

As Rod Dummer, Dalco's VP of Sales conveyed to us, "Lee Johnson is one of Dalco's classic employees. A true

gentleman and a top producer. In the Duluth market, Lee has developed and maintained great long term relationships with his customers."

Lee and his wife, Liz, live approximately 20 miles from Lake Superior. Lee says he loves looking at the lake, but he wouldn't want to live right next to it. Lee and Liz have four children: Mike (24), Amy (19), Andrea (16) and Jacob (11).

As we suggested earlier in this Profile, Lee Johnson has an enduring affection for Duluth and everything it represents. And from what he told us about the overall area, he seems to have some poet in him. Here are some of Lee's personal ponderings: "During any given week, while driving my territory, I marvel at the beauty I can enjoy throughout the various seasons. Starting and ending my day really brings a separation between life's daily challenges and the joy of coming home in the evening to my family. Peaceful, very peaceful, when compared to what I see and hear about what other people are doing in their daily lives."

During the summer months, Lee and his family do a lot of boating on the St. Louis River. In the fall, they take to the woods for long adventurous walks, along with deriving great pleasure from riding their two horses on their twenty acre property. Yet, ironically, as much as Lee likes all the seasons, his favorite time of year is "old man winter". Once the snow starts piling up, he can't get enough of snow shoeing and cross country skiing in Jay Cooke State Park.

When all is said and done, Lee Johnson is truly "A Man For All Seasons" and Dalco is more than fortunate to have him on their Duluth team.

Carpet Wicking

Courtesy of JohnsonDiversey Technical Support

Most people have a general understanding of what wicking is, but have a difficult time explaining exactly what happens in the process, what the end result is, and how to prevent it.

Wicking is the process by which liquid is drawn up through an object by way of “capillary” action. In an oil lamp, the wick is the carrier that moves oil through to the top. In carpet, the strand of fiber serves as the wick, and a substance, usually a spilled liquid, is what moves up through the fiber.

Reappearing spots and rapid resoiling can both be results of wicking. These are spots which have apparently been removed, but which reappear, either upon drying or over time.

It works like this: A spot remover is used to get rid of a spot. The remover is designed to detach the soil from the fiber and suspend it in its liquid state. Through a process like blotting or extracting, the spotting agent and the soil are removed. However, if all the liquid is not removed, the soil remains suspended. Over a short period of time, through the wicking process, the liquid is drawn up the carpet fiber along with the soil. When the liquid reaches the top of the strand, it evaporates, leaving behind the soil which creates a reappearing spot. Generally, when spills occur, they spread out under the carpet fibers and down into the backing. If the spill is large, it pools into the flooring substrate increasing the occurrence of wicking. This happens because in the normal spotting process, it is unlikely that the spills are completely removed.

To minimize the risk of wicking: When spotting, be sure to remove all of the liquid. Do not over-wet the carpet and when finished, dry the carpet as quickly as possible.

Samuel C. Johnson, continued from page 5

In 2000, Mr. Johnson produced a moving documentary film entitled, "Carnauba, A Son's Memoir," in which he told the story of retracing his father's 1935 expedition to Brazil in search of the carnauba palm. Mr. Johnson's honesty in the film about his alcoholism and his relationship with his father produced an outpouring of appreciation from alcohol treatment centers, family business organizations and the general public.

Mr. Johnson received many awards over his lifetime, including seven honorary doctorates and over 50 other honors. Among those honors are the United Nation's Lifetime Environmental Stewardship Award, the Charles A. Lindbergh Award for contributions furthering the balance between technology and the environment and the Freedom of Flight Award from the Experimental Aircraft Association. Mr. Johnson was also awarded the Order of the Sacred Treasure by the Emperor of Japan, the Silver Medal of Paris by Jacques Chirac and the Order of the Civil Merit by the King of Spain. Mr. Johnson earned degrees from Cornell and Harvard Business School and served for two years as an U.S. Air Force intelligence officer.

Mr. Johnson is survived by his wife of fifty years, Imogene (Powers), their four children - Curt, Helen, Fisk and Winnie and their spouses; twelve grandchildren; three step-grandchildren; his sister, Karen Boyd; his cousin, Dr. Timothy Louis; and many nieces and nephews. A memorial service was held at the A.F. Siebert Chapel at Carthage College on Thursday, May 27 at 10:00 a.m.

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