

BSC Lowers Costs, Increases Profitability With Ultra-Durable Floor Finish

The Problem

As a building service contractor, CEI in Austin faces increasing pressure to lower its costs without sacrificing profitability. One of its biggest expenditures has been the labor required to maintain acrylic floor finishes.

The Solution

GlossTek 100, the ultra-durable urethane floor finish from Ecolab, provides a finish that stands up to the toughest applications, with little maintenance required beyond dusting and mopping.

"I love this stuff," notes John Ferguson, regional manager for CEI, a division of Associated Building Services, "You put down a single coat, and then you can all but walk away. You know the floors are going to be shiny, with almost no maintenance. For a BSC, that type of reliability is huge!"

Based in Austin, TX, CEI is a member of the ABS family of companies that offers janitorial services, landscaping, and recycling to clients in Austin, San Antonio, Tennessee, Virginia, Arizona and Colorado. John Ferguson joined the company in 2000. Today, as regional manager, he oversees the work of 1,500 employees who provide cleaning services for high tech companies such as Dell, Motorola and AMD.

"We recently applied GlossTek in the Dell facility in Austin," John explained. "The foot traffic in this building is over 5,000 people per day. With standard acrylic floor finish, we faced an enormous challenge maintaining the shine on the floors. We needed to scrub and recoat at least once per month, but when you have a building that's going 24/7, it's a struggle to keep up.

"GlossTek eliminated that problem for us. We've applied it in common areas of the building, such as the employee entrance,. The GlossTek is holding up beautifully. It just requires dusting and wet mopping; there's no other labor needed."

John compares this to the extensive labor requirements that CEI faced with acrylic finishes. "In addition to the dusting and mopping, we had to buff the floors three to five times per week. Then, we'd scrub the floors monthly to get out some of the ground-in dirt. We'd do a scrub and recoat at least quarterly, and typically strip the entire floor twice a year, putting down six to eight new coats each time. This is very manpower intensive, and costs us a lot of money.

"So far, with GlossTek, the dusting and mopping is all we've had to do. I know the product can be repaired if it gets a scratch, but we haven't had to do that even once yet." When needed, the repair process is extremely simple. It only requires that you screen the finish in a small area surrounding the scratch, and then apply another single coat of GlossTek. The product is self-leveling, for an invisible repair.

CEI is pleased with the results they've seen from GlossTek in every facility. "We're going crazy with this product! Our plan is to put GlossTek in the common areas of all our major accounts," John explained.

"This includes entryways, lobbies, hallways, cafeterias and restrooms. That could be almost 3 million square feet over the next 12 to 24 months."

John has been involved with both sides of the floor finish world. He once sold floor finishes for jan/san distributors, and today uses those products as a BSC. "I've never seen anything like GlossTek. It's incredible! Some people get a bit of sticker shock when they see the initial cost per gallon versus acrylic. But when you look at the total cost of ownership, and consider the type of labor savings involved, it's not an issue any more."

"And then, there's the enormous confidence the product gives me as a supervisor. I know that once I've applied GlossTek, that floor is going to be shiny every morning. Even if a floor technician doesn't show up for work one



GlossTek™

Ultra Durable Floor Finish

day, I'm still okay. The GlossTek will look as good as an acrylic finish that just was scrubbed and recoated. That type of peace of mind is almost priceless.

"We know that GlossTek makes us more competitive as a BSC. I'm confident that I'll be able to use my lower labor costs to win new business. And, I'll improve my own profitability at the same time. That's a powerful combination when you're involved in this industry. GlossTek is the best floor finish I've ever seen. It's for real; it works."

Photos of the Texas State Capital Building where CEI has installed GlossTek

