

CLUB ROCOCO EXETER - HOST DRY EXTRACTION CLEANING SOLVES A STICKY PROBLEM.....

The Rococo Nightclub in the centre of Exeter has been one of the city's premier nightspots for the past 18 years catering to the large student population as well as a regular following of local residents.



Like many nightclubs, Rococo has been designed to appeal to a clientele that enjoys a lively dance and drinking atmosphere which means a dark space with few windows and a carpet which sees more than its fair share of wear and tear - there are often up to 400 people in the club at weekends and on some of the popular weekday student evenings!

High footfall and drinks spillage, plus a long term problem with discarded chewing gum, means that the carpeted areas of the club - most notably around the bar and entrance areas - need a highly effective and regular cleaning regime.

In 2010, the owners and, in particular, Cleaning Supervisor Linda Sercombe decided that they needed to replace the water extraction cleaning system that had been used since the club opened to improve the cleaning quality and, most importantly, to rid themselves of the problems associated with using a water based system in an enclosed and windowless area - the problems of sticky residues, the smell of damp carpet and the fact that it took sometimes up to four days to dry properly.

Rococo looked into the option of using a Dry Extraction system and approached market leaders, HOST to see if a programme could be devised especially for the club to not only rescue a five year old tired and worn carpet but to alleviate the problems experienced through using a water based system.

Mike Egerton, Managing Director, HOST UK Ltd, "We worked closely with Linda to devise a programme of both cleaning and maintenance for the carpeted areas of Rococo which would not only provide a deep and effective clean but also provide a primary vacuuming system that could be used daily on all high traffic areas of the club. Five years on the carpet is still performing well and the Host Freestyle machine is a regular part of Linda's daily cleaning regime".

The Host Dry Extraction system firstly vacuums and secondly dissolves and simultaneously removes deeply embedded soil from the carpet - the Freestyle machine incorporates an in built vacuuming capability coupled with brushes that ensure maximum dry soil removal. Host "Dry" Extraction Carpet Cleaner is formulated to dissolve both water soluble and solvent soluble soils and then to absorb these soils. The cleaner is a

soft, organic, natural product consisting of millions of absorbent "sponges." These are moistened with a blend of water, detergent, and a safe-to-use cleaner.

The Freestyle machine brushes the moist cleaning sponges up, down, over and around the carpet fibres. The chemicals contact all surfaces of the soiled fibres, breaking the oil bond and dissolving the soil. As brushing continues, the sponges now wipe the dissolved soil away from the fibers.

Carpets do not resoil as quickly because there is no sticky residue to grab and hold fresh soil. Because the Host system does not contribute to resoiling, regular, frequent vacuuming keeps the carpet cleaner for longer. The sponges absorb soil and no soil is left in solution at the base of the carpet – so soil cannot wick back to the carpet surface to appear as a spot some time later. The end result of dry extraction cleaning is clean carpet but importantly carpet that is dry and ready to use immediately.

Linda Sercombe, “ the Host system enables me to give the carpet a daily vacuum which lifts most of the died and pile deep dirt - I then use the host sponges on stubborn or badly damaged areas and once every 3 weeks use them on the entire carpet area.....
The club is open 7 nights a week during the summer months and Host helps keep it smelling fresh and clean in both the bar and seating areas as well as the entrance mats and carpet”.