

The “Customer is King” at Liverpool Department Stores so Clean Carpet is Key

Liverpool is the largest chain of department stores in Mexico. Established over 100 years ago, it now has more than 60 department stores operating throughout the country under the Liverpool and Fabricas de Francia names. Liverpool’s Director of Prevention and Maintenance, Iñigo Biscargüenaga, and Maintenance Manager, Guillermo Hernandez, have always looked for products and systems that are

efficient and environmentally preferred. Many years ago they were introduced to the HOST System by Fernando Morales of Compañía Internacional Ferma S.A. de C.V., the HOST distributor in Mexico. Over the years they have learned to count on the HOST System to deliver clean and dry carpet for all of their stores.

Maintaining the carpet in a large,

busy store is very difficult but Liverpool has found a way to do it successfully and economically with the HOST System. They found that HOST is an energy saving system that greatly contributes to a cleaner environment since it uses no water and there is no need for drying equipment of any type. Also HOST Dry Carpet Cleaner is 100% biodegradable. This is why it is the choice for carpet maintenance in the Liverpool and Fabricas de Francia department stores.

75,000 Square Feet of Carpet to Maintain

Liverpool Valle Oriente is one of three Liverpool department stores located in the northeastern city of Monterrey, Mexico. The store has almost 130,000 square feet of floor space of which over 75,000 square feet is carpeted. When Liverpool Valle Oriente opened its doors in April of 2003 the facility manager, Juan Barrera Dominguez, was in charge of maintaining the store’s appearance level to insure that there was always an inviting and comfortable atmosphere for the store’s shoppers. The store’s marble and carpeted floors were his biggest challenge.



Liverpool, Mexico’s largest chain of department stores, operates more than 60 stores throughout the country under the Liverpool and Fabricas de Francia names.



The HOST System easily keeps the carpet looking great and free of dirty traffic lanes—even in the busiest areas of the store.

Enrique Martinez, the Maintenance Superintendent at Liverpool Valle Oriente, mentioned, “I originally discovered how well the HOST Dry Extraction Carpet Cleaning System works when I used it at another store. I was faced with the challenge of restoring the carpeting in a Fabricas de Francia store in San Agustin, Mexico, which had been neglected for 4 years and was in very bad condition. I knew that the Liverpool corporate policy was to provide customers with the best shopping experience possible. This included making sure that the indoor environment was spotless. So I was committed to restoring the carpet to the best appearance possible.” That’s when Fernando Morales of Compañía Internacional Ferma S.A. de C.V. recommended the HOST System. “The results were great. From that day on it was easier to maintain the carpet and keep it looking great. After this experience at the Fabricas de Francia store I realized that the HOST System offered a simple and effective

way to properly maintain carpet,” Martinez said.

HOST Keeps Carpet Looking Like New

“When I was transferred to the Liverpool Valle Oriente store, I wanted to use that experience to prove that HOST could be used from day one to maintain the carpets successfully. Humberto Urbina, Maintenance Chief of Liverpool Valle Oriente, and I had the responsibility of maintaining the carpet in this store from the day it was installed in April 2003. We have been very successful; after four and a half years the carpet looks excellent, as if it was just installed.” To understand the magnitude of this job it is important to know what kind of problems Martinez and Urbina face every day.

Liverpool Valle Oriente is the main store in a large shopping center. This store is open 362 days a year from 10:00 a.m. to 9:00 p.m. It employs about 300 people and receives more than 5,000 visitors per day. However,

the number of customers increases significantly when the store holds their special sales three to four times a year. During these events the store opens earlier and doesn’t close until the last customer leaves which can be as late as 2 or 3 o’clock in the morning. As many as 10,000 customers may visit the store in just one day! Imagine the quantity of dirt that gets tracked in as well as the spots from many different sources including chewing gum, candy and grease. The store has a candy department and customers are allowed to take the candy and other types of food and drink throughout the store. Barrera says that the ‘customer is king’ and is allowed free access to the store so there are no restrictions on carrying food or drinks within the store. Therefore there is no way to avoid accidental spills. So keeping the carpet as free of spots and spills as possible is a huge challenge for Urbina and his maintenance staff of 23. They begin their day at 7 o’clock in the morning and frequently work through the evening to keep the store’s floors clean.

To clean and maintain the carpeting, Urbina uses two HOST Liberator® extractorVACs® and one HOST Applicator. He says that the applicator is a very handy tool that helps keep their costs down by applying the right amount of HOST Dry Carpet Cleaner for the conditions. They also use a HOST spotZAPPER® brush in narrow spaces.

When asked if they had used other carpet cleaning methods before they started using the HOST System, Martinez and Urbina replied that they had used both water extraction and bonnet rotary buffing methods in the past, but did not have much faith in the effectiveness of either. The water

“Whatever our customers do to the carpet, we know that we can always count on HOST to achieve our cleaning goals.”

- Humberto Urbina, Liverpool Valle Oriente maintenance chief

extraction method left the carpets wet and this caused problems. For example, an area that was wet cleaned would still be wet when the store opened, so when customers walked on it, it resoiled quickly. There was also a risk of slip and fall accidents when customers stepped onto the marble floors after walking on the wet carpet.

Regarding the bonnet cleaning method, the rotary machines that were used were actually designed to be used on hard floors, like marble or tile, and could create friction and heat that could damage the carpet. Often the tracks of the rotary disk were visible in the carpet after cleaning. In addition, this method left a large quantity of residue that could contribute to faster resoiling and color bleeding.

HOST Saves Time & Money

Urbina explained why he likes using the HOST System. “It’s a quick and easy way to clean. You don’t have to worry about wet carpet because with HOST it’s dry and ready to use immediately after cleaning. Even spots clean up easily and do not wick back. With HOST you can clean any time of the day or night which saves time and money. And, unlike wet methods, you don’t have to make trips back and forth to the janitor’s closet to dump and refill water.” He said the staff finds it easy to carry out all their assigned tasks since the HOST System is simple and they like to work with the HOST machines. As a result the employees assigned to carpet cleaning

do not want to be transferred to other jobs and other personnel request to be moved to the carpet cleaning department.

Martinez and Urbina have designed a maintenance schedule for the store that includes vacuuming about 80% of the carpet daily. They also vacuum and HOST clean borders, points of purchase and main traffic lanes every day which accounts for about 35% of the total carpeted area.

Urbina summarized by saying, “The most critical and demanding conditions are during our special sales promotions. No matter how dirty the carpet gets, I know that I can recover that new, clean look. Whatever our customers do to the carpet, we know

that we can always count on HOST to achieve our cleaning goals.”

HOST Extends Carpet Life

A walk through the store confirms the pristine appearance of the carpet; it looks like it has just been installed. Martinez and Urbina are very proud of what they have been able to achieve using the HOST System. Their store has received positive comments from the Maintenance Corporate Director and other top Liverpool executives. Their pride in what they have accomplished is well deserved because they have successfully extended the life of the store’s 75,000 square feet of carpet by keeping it clean and in excellent condition.



Daily vacuuming and pile lifting are key to maintaining the appearance of the store’s carpet. Carpet maintenance is a sought after duty at the store because the staff finds the HOST System so easy to use.

It's In Our Nature...



The HOST® Dry Extraction Carpet Cleaning System is a proven method for achieving clean and dry carpet that looks its best every day. But did you know that using HOST can contribute to a cleaner environment both inside and outside your facility? In fact, no other carpet cleaning product has the variety of independent certification and research that HOST Dry Carpet Cleaner has.

This summary of independent research and certifications shows that HOST is environmentally preferred and the best choice for green, clean and dry carpet that looks its best every day.


host
GREEN, CLEAN & DRY™

HOST's Environmental Benefits

No other carpet cleaning method can compare.

- HOST is natural, nontoxic and biodegradable
- HOST is the only Green Seal® Certified* dry carpet cleaner
- HOST is the only dry carpet cleaner to receive USDA Biobased certification via ASTM test method D6866-05
- Meets EPA recommendations for Environmentally Preferable Purchasing (EPP)
- HOST Machines are manufactured in an EPA registered facility (EPA Establishment Number 074202-WI-001)
- Improves indoor air quality by significantly reducing dust mite, pet and other allergens
- Can contribute to earning US Green Building Council's LEED credits
- Contains no dyes or heavy metals, does not become airborne and has low VOCs
- Conserves water by deep cleaning with 97% less water than typical high-flow water extractors and creates no wastewater
- Leaves carpets dry so does not promote mold growth like wet cleaning methods can
- Conserves energy since there's no water to heat and no need to run HVAC, dehumidifiers or blowers to reduce humidity or dry carpet
- HOST requires no special disposal and can be composted



**This product meets Green Seal's environmental standard for industrial and institutional cleaners based on its reduced human and aquatic toxicity and reduced smog production potential.*

For more information about HOST's environmental benefits or to request the "HOST Green Brochure" (Form #1373), call 1-800-558-9439 or visit www.hostdry.com.



For Clean & Dry Carpet That Looks Its Best Every Day

Call 1-800-558-9439 for more information or to request a HOST demonstration or visit us on the web: www.hostdry.com.

© 2008
Racine Industries, Inc.
1405 Sixteenth Street
P.O. Box 1648
Racine, WI 53401 USA

☎ (800) 558-9439
☎ (262) 637-4491
FAX (262) 637-0558
www.hostdry.com

host
The Dry Extraction
Carpet Cleaning System