

CASE STUDY: RESORT HOTELS



SPHERGO[®] KITS

featuring *Microworks[®]*

THE PRODUCT The revolutionary ball-grip design of the SPHERGO[®] Surface Cleaning System is ergonomically engineered to reduce stress on the wrist when cleaning flat surfaces, both horizontal and vertical. The addition of telescoping and extender poles also reduces strain on the backs and shoulders of cleaning and maintenance staff.

THE BENEFIT SPHERGO is a total surface care solution that is easier for maintenance staff to use – reducing injury and extending careers. Its return on investment is realized not only in faster, more efficient cleaning, but in savings from reduced sick days and lower medical costs.

THE SALE Distributor representative **Travis FormyDuval** with Genco Inc. met with the parent company of nine hotels in the resort community of Myrtle Beach, S.C. He knew if he could accurately demonstrate the advantages of SPHERGO Kits to beachfront hotels, ownership would see the value and place an order.

First, he met with the group's head of housekeeping, and learned the hotels were using an outdated flat-mop system. It was during this meeting he learned another curious fact: the bulk of the cleaning staff was physically short. In fact, they often stood on buckets or commodes to reach higher places. Travis knew SPHERGO's extender poles were the ideal solution for this dangerous practice.

Travis demonstrated the versatility of the SPHERGO system, and how the tool can be held by hand or with poles that stretch to 62 inches for thorough cleaning from different heights and lengths. Shorter employees can keep their feet firmly planted on the floor and still reach great heights.

An ever-present irritant in oceanfront properties is sand. Guests track it in from the beach, through common areas, and it collects near elevators. SPHERGO'S extender poles allow cleaning staff to reach these parts of the lobbies without ever getting off the elevator, saving valuable time and eliminating possible accidents caused by lugging around mops and buckets.

Travis' demonstration was so successful, he eventually took meetings with the general manager and owner. He was rewarded with a contract for all nine properties.

THE FUTURE With a successful sale under his belt, Travis can now approach other hotel groups in the area with the specific, oceanside-property advantages the SPHERGO starter kit can bring, growing sales throughout his territory.



HOSPECO
CLEAN • PROTECT

Travis says:

"SPHERGO doesn't take up much room on housekeeping carts, and it is useful in so many places within hospitality environments."

EACH SPHERGO[®] STARTER KIT INCLUDES:

- 62-inch telescoping aluminum handle with socket
- 24-inch extended reach pole with socket
- One large surface cleaning tool
- One medium surface cleaning tool
- Three large Microworks[®] flat pads
- Three medium Microworks[®] flat pads
- Three medium Microworks[®] flat specialty pads