

TASKI[®]

The **ULTIMATE**
Cleaning Machines[™]



TASKI AERO

Day Time Cleaning - a Revolution,
or an Inevitable Evolution for the Industry?

Day Time Cleaning is increasingly identified as the way forward for the professional cleaning industry, however, if you intend to reap the benefits of choosing the right vacuum technology is crucial...

The changing face of cleaning

Cleaners frequently leave their jobs. There has long been an inevitability about that statement when describing the professional cleaning industry. A high turnover of cleaning staff has been as certain as the daily build-up of dust and grime that makes their jobs essential to begin with. Many, both inside and outside the cleaning industry, highlight the anti-social working hours as the main driver of this perennial problem.

The focus has often been specifically on how this impacts what was once traditionally a female workforce, however, this is no longer a fair reflection. With attitudes to the working day evolving rapidly, there is a greater expectation of flexitime employment amongst all cleaning staff, combined with the equally growing expectation among customers for cleaners to be seen carrying out their tasks.

This reinforces the contention that there are many factors involved in why cleaning staff are subject to such a rapid and high turnover. They might simply be looking for better pay or working conditions; or it might be due to issues such as, difficulties in finding childcare, inadequately defined career paths and negative attitudes to cleaning, where many outside the sector deny it professional respect.

All of these, and other equally valid factors, have crystallised around the current debate about the merits of Day Time Cleaning (DTC) as the modern cleaning method of choice for the professional industry. Many enlightened and progressive employers are currently investigating how to adopt the method as they attempt to change the negative repercussions of employment patterns in the industry.

Technology to drive a silent revolution

Important and complex political, economic, social and legal factors are deeply intertwined in the discussions, however, aligned to these technological factor is key.

It's not enough to address these varied factors if the technology to drive and ultimately accomplish any required change is unavailable to the cleaning industry.

There is a need for a cleaning solution that can answer the current challenges that confront the industry and that is ideal to lead the transition to DTC, even if this means reinventing traditional vacuum motor design to set new standards of efficiency for the professional market. Customers want cleaners to be seen but that doesn't extend to them being heard as well. With past regulations setting a vacuum cleaner noise limitation of 80 decibels (dB), achieving an ultra-low 50dB - which represents the sound level of a normal conversation - is essential for the future success of DTC.

Shining a light on day time cleaning

The perception of cleaners is of a shadow workforce who carry out their duties in a parallel world of evening and night shifts. Generally physically unseen, the only chance of contact with cleaning staff for the vast majority of day time employees is when they themselves are working late. The presence of these invisible heroes is often acknowledged and appreciated only when the essential tasks they accomplish are visible. In particular, with the spotlessly clean and hygienic environment that is presented routinely at the start of the next working day.

The traditional cleaning model has evolved because of the advantages that it has provided to contractors and professionals - and their clients - over a very long period of time. However, there are downsides to the existing model that are being increasingly recognised in the professional cleaning industry.



In one study in the UK it was estimated the average cleaning staff turnover per annum to be around 70%.¹ This statistic has been extended to the cleaning industry to illustrate a revealing 70-70-70 rule; whereby 70% of labour in the cleaning industry is made up of women, 70% of these women are considered illiterate or cannot read the local language, and 70% of them are typically lost to the industry in staff turnover in a year. According to another study in the US, 185 commercial cleaning contractors found that the average cleaning company had a 300% staff turnover rate.²

Is day time cleaning right for you and your staff?

DTC is a method of working that has developed to meet changing modern environmental, economic and social factors. There are many sides to the debate. Choosing between DTC or continuing with the tried and trusted method within the industry is not a simple black and white decision. Each company will have many issues to consider which will influence any direction they subsequently take. There are gains - beyond addressing the obvious targets of reducing costs and any waste of resources - which make the choice a personal one for each organisation. To some companies these other gains might appear vague and without substantial value, particularly if their focus is exclusively on the bottom line. However, to other companies these are essential to how they are perceived and in remaining competitive in a rapidly changing cleaning sector.

Cleaning as an occupation is not an easy choice – it has a reputation as a job which involves hard physical work, and there is no escaping the reality of completing a series of tasks that are repetitive and monotonous. However, to concentrate on this depiction is to ignore how a cleaning job is often the starting point in an economy for people with energy and commitment. Cleaning also serves as a stepping stone to opportunity, or crucial experience for staff that they can apply in forming their own company in the future.

Regardless of the realities of the staff turnover statistics, there are employees who will stay with your company long-term, who are conscientious in their tasks, who enjoy the job, and who take pleasure from meeting the cleaning standards required - and often in exceeding them. These are the employees who need actively encouraging and rewarding as they are the true face of your brand and the core of your reputation for cleanliness and efficiency.

If you implement DTC it could contribute to these highly valued employees enjoying a more flexible and responsive way of working that fits better with their ambitions and family life. In addition to feelings of being more valued, there will be more opportunities - with the presence of extra people in the facilities and offices they clean - for them to impress your clients as the face of your company. There is no doubt that the daytime represents a more sociable environment. No longer will your employees be the shadow staff. They will be able to provide a highly personal service and it will be more explicit to your clients the vital job they actually do.



Investing in your future

By investing in your DTC regime with new, more efficient vacuum cleaners that incorporate cutting-edge technology, you will contribute to your employees feeling more respected as they go about their daily tasks. This goes hand-in-hand with the quality of clean that is delivered, as well as the ease of working and the more pleasurable user experience that the right choice of vacuum technology provides.

There are some industry observers who contend that DTC will increase your costs, while others pinpoint energy and maintenance savings from not having a night shift and the requirement of providing them with heat, air conditioning and lighting. However, this has to be balanced with all the other factors that will be placed in order of importance by the influence of your key focus, your client's needs, the impact of the specific services you deliver, and the overall aim and ambitions you have for your company and brand image.

DTC has undoubted explicit benefits which will add to your green credentials as a company. Being more responsive to the environmental initiatives and legislation from the European Union, such as those based around improving vacuum energy efficiency and delivering improved indoor air quality, can save money and raise ethical and quality perceptions of your brand and services. You will be able to maximise savings if your vacuum machine fleet provides you with the optimum technology and sustainability available in the market.

The detail is in the cleaning

Inevitably there are balances to be achieved and adjustments to be made if DTC is your preferred method and you want to make it work. Your evening/night cleaning staff currently have a degree of freedom to get the job done that can be denied to staff who operate in the daytime. They will be able to focus on every specific detail and treat every stage of cleaning in a sequential and ordered way. Unlike daytime operatives who will inevitably sometimes have to moderate their activity and make allowances, which can affect the way they work with and around the staff at the facility they are cleaning.

Cleaners will want to avoid disturbing anyone and there is always the chance that staff will not be particularly welcoming - not wanting to be disturbed by a routine cleaning task while carrying out their own duties. It is in these situations that quality staff who, for example, have vacuums that are exceptionally quiet in operation to ensure they make less impact are your greatest ambassadors. This is a two-way street, as for the client DTC makes it explicit what your cleaners do – essentially what they are paying you for. It is in these situations that your highly motivated, brand enhancing staff can then communicate and personalise client contact that isn't burdened by the boundaries of existing interaction, to achieve a better ongoing relationship and mutual benefit.

Do not disturb

It is possible to overcome any disturbance by addressing those areas that your client's staff use infrequently or more intermittently, such as toilet blocks and any communal facilities.

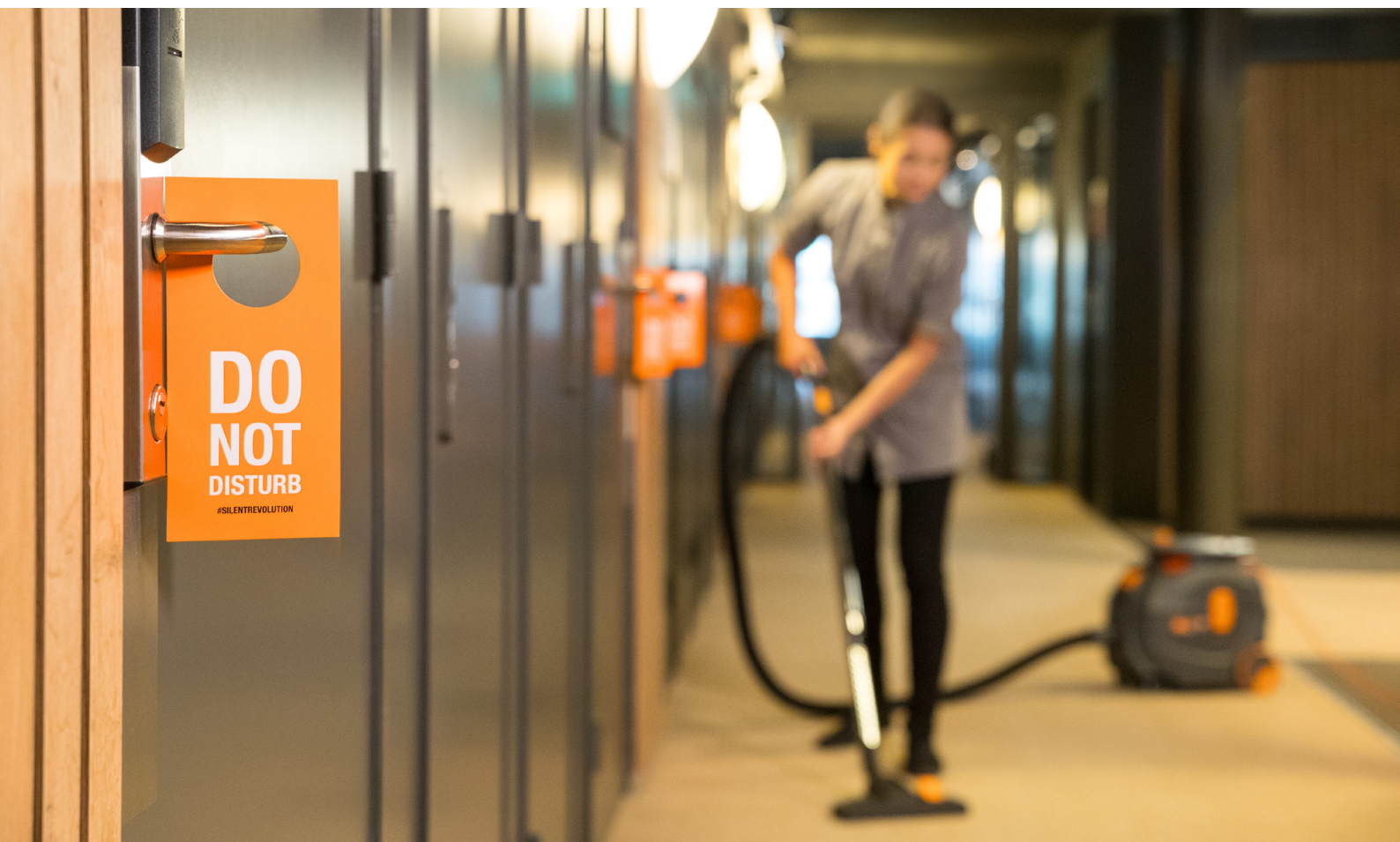
When cleaning in a more populated area during the day, where time is of the essence and where you must do the task and leave, it is critical that you guard against this leading to poor quality cleaning and an unhygienic environment. If distraction and constant re-cleaning are part of your staff's DTC then your regime is neither productive nor efficient.

However, in contrast during the day your cleaning team can be seen as highly responsive – if, for example, there is a spillage to be dealt with. At best they are almost an emergency cleaning personal service and this is reinforced if their daytime availability enables them to promptly carry out any extra tasks that arise.

If you are torn between exclusively adopting DTC and your traditional cleaning shift times, you could implement a combination of the two. "Switching to Day Shift Cleaning (or a combination of Day AND Night) requires no major installations or large capital investments. The only requirement is a stable and well-trained workforce and adaptable tenants."³

With this combination you can prioritise different tasks in different areas that respond to the time of day and the ambient population. This might involve having to avoid an attitude becoming prevalent that jobs can be left for the evening staff. You will also need to show and convince your clients that this "best of both worlds" will benefit them.

Whatever system or combination you schedule ultimately requires a balance between your needs and those of your clients; and if the night time cleaning staff are not required it will deliver an appreciable reduction in labour costs.



Taking the day time route with TASKI

Whatever your decision, motivations and factors - whether it is environmental, social or financial - you will need to be able to rely on the equipment you use to make the most of the opportunities that arise with DTC. DTC brings a number of benefits for both employer and employee, as well as a considered reaction to these external factors.

Diversey have developed the TASKI AERO range of vacuums to be the solution to maximise cleaning across all sectors and environments, and it is particularly suitable for DTC. The TASKI AERO 8/15 tub and TASKI AERO BP backpack vacuums enables cleaning to take place whenever and wherever you choose. The TASKI AERO 8/15 range introduces a new level of ultra-low noise level, low profile design and superior filtration that makes it the ideal solution for discreet cleaning. The TASKI AERO BP introduces a whole new era of freedom that comes from a backpack vacuum. The Lithium battery model extends even further the flexibility and agility which comes from losing the restrictions of the cable.

The TASKI advantage

Diversey is actively engaged in collaborating and consultatively with key global agencies and associations helping develop solutions for the modern DTC way of working. This derives from their experience and closeness to the global professional cleaning industry, the markets it serves and a sustainable business model that always looks to the future.



TASKI has always had a direct understanding of methods, applications and the importance of their results. TASKI products are designed and engineered to perform the best they possibly can within the method or application of the markets it serves. This is not just about improved productivity but about attributes including: minimal use of resources, ergonomics and visual appeal. The TASKI AERO's design and robustness is instrumental in returning excellent ROI, reducing Total Cost of Ownership and in resisting vacuum obsolescence.

How the TASKI AERO meets all your DTC needs

Whatever the pros and cons you will have to weigh up the evidence and address the six key factors defining operation and benefits...

The political factor

With governments looking to bridge the gap between the poorly paid and the costs of providing a minimum living wage, pressure is growing upon service providers to balance their increasing labour costs and the willingness of their clients to pay.

The TASKI AERO range offers unlimited configurations for cleaning, whether in general areas, open plan offices, call centres or circulation areas. Nearly 75% of 2018 EMEA Occupier Survey respondents expect companies to provide collaboration and social spaces.⁴ There is also growing interest in managed workspace and co-working, with use expected to increase substantially in the next three years. However, co-working brings higher infection prevention concerns, which in turn, requires cleaning operations that are highly efficient to safeguard employees.

There are other key figures to consider from these results, with 62% regarding their offices as a key part of talent attraction and recruitment. Open plan spaces (69% operate mainly open plan) and hot-desking (10% - but 23% in France) are also key trends. A total of 69% think their offices promote employee wellbeing.⁵ The TASKI AERO is the perfect solution to maintaining these areas - and all other modern concepts for productive workspaces - by providing performance with exceptional filtration that delivers excellent indoor air quality.

The economic factor

By 2025, the global outsourced market in Facility Management services will be worth \$1 trillion (US).⁶ Pressure from labour scarcity and greater mobility means unsociable working hours are even less attractive for a workforce with more options to choose from. Higher labour rates means attracting quality staff is key. A new five-year forecast shows maintenance costs rising to almost 20%, while cleaning costs are set to rise to 26.7%, according to the building cost information services.⁷ This will be influenced by living ages, which governments have indicated will increase by 25% between 2015 and 2020.

Productivity is key, and with the TASKI AERO's new battery technology there is no requirement for a cable so your cleaning staff enjoy improved flexibility, agility and speed in carrying out all of their tasks, thereby saving on electric costs. Another immediate benefit of using vacuums during the day is a reduction in contract costs associated with night-time pay rates and also in delivering a reduction in labour costs if the commitment to DTC is total. Leading cleaning industry information resource, CleanLink, indicates that implementing DTC can save users between 15-25% in energy costs and between 5-10% in labour costs.⁸

The social factor

Working within the day time or normal working hours offers employees many social benefits. In particular, lower travel costs, greater security and greater engagement with fellow employees and client employees. Cleaning in the daytime also allows mothers to work whilst their children are at school and within normal social hours, for a good quality of life.

Promoting equal rights at work and the advancement of women in their career, can show more women the opportunities they have in the workplace. With the appropriate equal rights initiatives, it is possible to attract, retain, and advance your workforce; building a stronger team from different backgrounds, cultures, genders, and generations.

Companies can start by creating a healthy work-life balance through a flexible work culture and an open discussion with employees. Not only should this understanding be extended towards working mums, but it should also involve the introduction of paternity leave to showcase the awareness of equal rights within your company.

DTC can also contribute to another aspect of staff health and welfare, and this has been highlighted: "Studies have shown that night time 'third shift workers' are reported to have increased problems related to sleep, appetite and digestion, as well as higher accident rates when compared to day shift workers."⁹

The overall shift in risk between DTC and night shifts is acknowledged: "According to SafeWork Australia, contract cleaning can be more hazardous than construction work, one key risk factor is that much of the work takes place after business hours, often overnight. However, by operating commercial cleaning equipment during daylight hours, safety immediately improves. Firstly, user visibility increases."¹⁰

The technological factor

New challenges, pressure on time and a drive for even greater productivity mean companies are actively seeking new technology that can provide them with a total solution. Technologies such as SmartView and TASKI IntelliTrail telemetry - part of Diversey's cloud connected Internet of Clean - means employers can now have complete visibility on employee attendance, compliance and full asset tracking remotely, for twenty-four hours a day.

The TASKI AERO range is the answer to the challenges you face now and in the future, and with its patented Whisper motor technology which has reinvented the vacuum motor design to set a new standard - with one of the most efficient vacuum cleaners in the professional market. Benefits include the TASKI AERO BP's Lithium battery technology, which further enhances the speed of cleaning delivery, safety and resource savings, while future-proofing ensures you will be able to continue to achieve the responses you require to make a success of DTC.

The amount of noise a vacuum makes while operating is rated in decibels (dB). Past regulations set a limitation of 80 dB for the vacuum sound pressure. Through the application of an innovative and patented cushioning technology, the TASKI AERO is extremely quiet with a low 53dB sound level. In the machine's additional Eco mode, the sound level can be reduced yet further to an ultra-low 50dB. To place this in context, a normal conversation is rated at 50 dB while a motorcycle achieves 100 dB.

The environmental factor

Companies providing cleaning services are facing growing pressure to align their commercial, social and environmental practices. The advantage for cleaning service companies that hold true to reduced energy consumption is that they are able to prove the efficiency of their environmental practices during green public procurement tenders. With this established, they are more likely to demonstrate their commitment to the well-being and safety of their employees and in enjoying the advantages of DTC.

With the increasingly favourable green climate and customers more mindful of purchasing products that are environmentally-friendly, energy efficient vacuum cleaners will only become more widely accepted and trusted across the EU region. This in turn will highlight the market-leading benefits of the TASKI AERO. With public procurers facing increasing pressure to meet procurement requirements to work with manufacturers of products that can demonstrate their credentials, new business opportunities will begin to appear in DTC.¹¹

Reducing utilities is a key objective for all cleaning companies, contractors and facility managers. The TASKI AERO's Whisper patented motor and smart airflow design is ultra-efficient and is defining the benchmark for vacuum efficiency while adding value. Using the TASKI AERO can reduce 100kg of CO2 emissions compared to the outgoing TASKI model and is superior to competitor products. Over twelve months the TASKI AERO can save over 40 Euros in energy costs compared to the outgoing TASKI product. Over three years the energy saving will have more than paid for a new machine. Overall, you can be confident you're helping the environment by lowering your energy use and reducing your carbon footprint and environmental stress, to answer a key requirement that is driving the move to DTC.

Modern, motivating and meeting objectives

DTC is a method of working developed to meet modern environment, economic and social factors. Many more sectors and forward thinking businesses recognise the importance of a clean, hygiene and safe working environment and DTC brings a number of benefits for both employer and employees.

The TASKI AERO range of vacuums deliver the flexibility required to help organisations meet their energy objectives for environmental stewardship and sustainability.

“Customers and workers take the visibility of cleaners and floor cleaning equipment in action as proof of a facility’s commitment to cleanliness and safety.”¹² In addition, DTC has a growing reputation as a superior method to keep facilities in hygienic condition, visually appealing and safe.

The TASKI AERO range is the best available vacuum choice to satisfy the many expectations of DTC. It has the capability to meet both current DTC needs and those of the immediate future, while advancing business profitability in a cleaning industry now governed by increasingly different operational priorities.

1. https://www.cleaning-matters.co.uk/page_291718.asp
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3. <https://environmentalserviceconcepts.wordpress.com/2014/10/09/day-vs-night-cleaning/>
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11. <https://ec.europa.eu/energy/en/topics/energy-efficiency/energy-efficient-products/vacuum-cleaners>
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About the TASKI AERO

For more information on all aspects of the TASKI AERO range please visit:

<https://taski-aero.com/>

TASKI is one of four core areas of the Diversey business.

Diversey has been, and always will be, a pioneer and facilitator for life. We constantly deliver revolutionary cleaning and hygiene technologies that provide total confidence to our customers across all of our global sectors. Headquartered in Fort Mill, South Carolina, USA, Diversey employs approximately 8,800 people globally, generating net sales of approximately \$2.7 billion in 2018.

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