

Euroclean ECB 1500 & ECB 2000 Cord Electric Burnishers

DEMONSTRATION GUIDE



PRIMARY SELLING POINTS

- Dual compression springs for consistent pad pressure, exceptional gloss performance regardless of the operator, and easy adjustment free operation.
- Folding handle for easy pad changing and small footprint for storage.
- Best in class dust control and indoor air quality on the ECB 2000 with full wrap around felt skirt with dual dust ports and collector bag.
- Free floating handle for comfort and reduced operator fatigue.
- Safety features include: SuperFlex safety yellow cord with hospital grade plug, angle activated safety switch and ETL safety approval.
- Flexible pad driver with full harpoon face for full pad contact across the burnishing path for consistently high gloss performance regardless of the floors contours.
- Heavy-duty, durable construction.

DEMONSTRATION TIPS

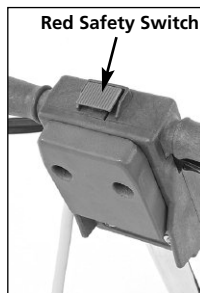
- Understand the customer's needs before you demonstrate the machine. Sell the benefits of the ECB that meet or exceed their needs, and use the features of the machine to close the deal.
- Make sure the floor you plan to burnish is clean and dry, burnishing a dirty floor can degrade or damage the prospects floor. Best practice is to clean the floor with a small to medium size automatic scrubber with a red pad prior to the demonstration. Mopping the floor or at a minimum, dust mopping the floor is required.
- Make sure that the floor you are about to burnish has a suitable amount of floor finish.
- Bring a variety of burnishing pads and experiment with which pads proved the best gloss performance on the prospects floor surface.
- Know your competitors.

DEMONSTRATION CHECKLIST

- Clean and inspect the machine for proper operation.
- Clean and inspect automatic scrubber and bring the proper floor cleaning detergent.
- Mop, bucket and wringer or dust mop.
- A variety of 20 inch burnishing pads
- Product information sheets
- Price book

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Features:



Demonstration:

1. Begin the demonstration by reviewing the customer needs uncovered during the site survey. If a site survey has not been conducted, complete that first and use probing questions to discover and understand the customer's needs. These will be used later to align the benefits of the ECB to their needs.

2. Always bring a ECB 2000 with dust control machine as the demonstration machine.

3. First conduct a static overview of the products features and how those features exactly meet the customer's needs. Start at the rear of the machine.

First point out that the first consideration with powered cleaning equipment is safety. The 50 foot safety yellow cord is important to reduce the chance of slip and fall accidents for the operator and building occupants. Show how the rotating cord hook makes it easy to remove the SuperFlex cord and begin to work.

Show that the red angle activated safety switch will only allow the handle to be activated when the handle is in the operating position.

4. Lower the handle with the easy to use foot pedal and explain the benefits of the dual compression springs.

The dual compression springs provide the optimum force on the floor for superior and consistent gloss performance in one pass regardless of the operator. This makes the machine adjustment free and easy to use.

5. The Euroclean ECB features a folding handle so that you can easily change the pads. It also takes up very little space in a cramped closet or storage area.

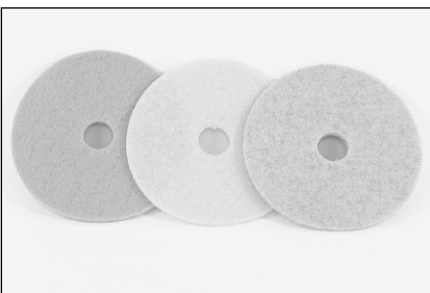
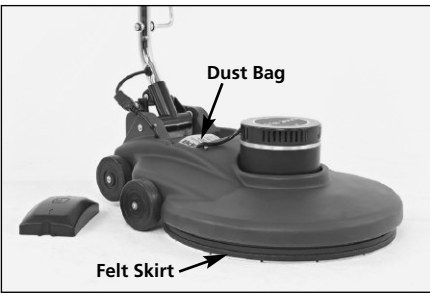
Benefits:

- Safety
- Ease of Use

- Performance
- Ease of Use
- No Training

- Ease of Use

Features:



Demonstration:

6. Notice the flexible pad driver. The flexible pad driver contributes to the exceptional performance of the machine. It allows the pad to follow the contours of the floor for an even shine, edge to edge.

The full harpoon face makes sure the pad stays securely mounted to the pad driver.

7. Explain that the body is made of high density rotomolded polyethylene that is designed for years of hard use and won't dent, chip or crack.

8. Indoor air quality is becoming more and more important. Dust control starts with the wrap around felt skirt. The skirt has been engineered to seal tightly to the floor with the proper size holes to let in just the right amount of air to effectively control the dust.

Remove the cover and show how two ports are used to direct dust, fractured floor finish and pad debris into the dust bag. The dust bag filters the particulates and lets clean air return into the environment.

To demonstrate the effectiveness of the dust control, plug in the machine with the dust bag and cover removed. Tip the machine back at a 45 degree angle and have the customer place their hand over the dual dust ports and then start the machine. A significant amount of air will come from the ports clearly showing the air flow into the dust bag.

9. The first step in the live demonstration is to clean the floor by dust mopping and using an automatic scrubber or a mop with neutral cleaner.

Explain the importance of starting with a clean dry floor.

10. Always bring 3-5 new pads along on the demonstration. Different pads will interact differently with different finishes and can dramatically effect the gloss levels and the success of the demonstration.

Always begin by selecting the least aggressive pad and test it in an inconspicuous area first and move up to more aggressive pads until the best gloss performance is achieved.

Benefits:

- **Performance**

- **Durability**

- **Value**

- **Green Cleaning**

- **Safety**

- **Performance**

Features:



AFTER-SALE SUPPORT — Often the person who buys the machine will not actually be the operator, but they will be interested in hearing about operator training as well as repair and up-time maintenance support. It's important that you close your demonstration by stressing your commitment — and the capabilities of your dealership — to provide the prospect with support which will assure they get the greatest productivity and value from the machine.

Demonstration:

11. Begin burnishing part of the floor walking at a moderate rate and overlapping passes by 2 inches. Do not burnish the entire floor because it is best to compare a section that has been burnished to an area that has not been burnished. For a smooth demonstration, always work away from the cord or outlet.

12. Explain to the customer that the dollar bill test is used to make sure a machine has effective dust control. Place a dollar bill on the floor away from the machine. Start the machine and let the pad and shroud suck down to the floor and then approach the bill and burnish right up next to it. The bill may move slightly but will not be blown away.

This means that the air and dust is not being blown back into the environment but is being controlled and directed to the dust bag.

13. Wipe your hand across the floor surface and show it to the customer. Very little if any dust will be on the floor and your hand. This demonstrates the effectiveness of the dust control system.

If a fairly large area was burnished the dust bag can be shaken out slightly to show the customer the fractured floor finish, dust and pad fibers that have been collected.

14. Now have the customer or main operator use the machine. Make sure you work away from the cord and electrical outlet and manage the cord so they don't have to. Stay close to the operator so if any questions or concerns arise they can be addressed right away.

15. Now it is time to summarize the demo and close the sale. Make certain to talk about how the benefits of the machine satisfy the needs that were discovered during the site survey.

In summarizing the demonstration reinforce the machines:

- safety features • ease of use
- exceptional dust control • low sound level
- maneuverability • gloss performance

Benefits:

Euroclean

14600 21st Avenue North
Plymouth, MN 55447-3408
www.kenturoclean.com
Phone: 800-545-4372
Fax: 866-261-4779

396 Watline Avenue
Mississauga, Ontario, Canada L4Z 1X2
www.kenturoclean.com
Phone: 800-668-8400 or 905-712-3260
Fax: 800-263-5111 or 905-712-3255