

## Case Study

Residential



Zimp  
Carpet Cleaning

Facility type: Residential High-Rise  
Application: Deep Extraction

**"I can't imagine any truck mount carpet specialist without a CFR Pro-500 unit as a part of their cleaning arsenal. This extractor goes where large truck mounts won't go, such as residential condos in high-rise buildings."**

Bill Coulter

Zimp Carpet Cleaning, Seattle Washington



**Zimp Carpet Cleaning** Many professional truck mount carpet cleaners consider "portable" extractors the tools of amateur carpet cleaners or in-house cleaning departments. Appreciative that they have invested heavily in trucks, and large, expensive equipment, which can even include units with a power take off (PTO) system driven by the truck engine, it's understandable why many of them share that view. Bottom-line, truck mount carpet cleaners can be a tough crowd to please, and it takes a true professional quality and high-performance portable extractor to win their respect.

Zimp Carpet Cleaning in Seattle, Washington, is one of the premier truck mount carpet cleaning firms in the area. The majority of their business comes from high-rise condo and apartment buildings in downtown Seattle, generated from referrals, social media sites, and online urban city referral guides like



YELP. In fact, Zimp enjoys a 4.5 Star Rating (out of 5) on YELP. Dependent upon referrals and on-line recommendations, Zimp works very hard to protect their reputation by ensuring the carpet is spotless and their customers completely satisfied with the results. Adding to their truck mount fleet, Zimp has purchased a new, compact, Ford Transit Connect van, equipping it with a **CFR Pro-500**.

Whenever they have a high-rise job on the 4th floor or above, or simply can't get their larger truck mount units close enough to the building, they dispatch the Ford Transit van with the **CFR PRO-500**. Indicating that the van is easy to park in urban city centers, they unload the **PRO-500**, making one trip up thanks to the design of the unit, which holds the wand, allows them to wrap the hose on one handle, and a bucket with cleaner and spotter on the other handle. Even better, once on the job, the unique features of the **PRO-500** allows Zimp to deliver truck mount results, fast dry times, and they can do the average downtown apartment or condo on a single tank fill, thanks to CFR recycling! With a **CFR PRO-500** they can do jobs they would otherwise have to turn down, but take them knowing they'll deliver the cleaning results necessary to maintain happy and satisfied clients.



"As a business owner, labor is the single greatest expense I face," states Coulter. In an era of ever-tightening budgets and smaller staff, cleaning contractors are asked to do more with less. "In smaller facilities when portability and flexibility are critical, the CFR portable Pro-500 tackles areas that a truck mount won't go," remarks Coulter. Zimp always uses the PRO-500 when cleaning condos in high-rise buildings. The job is done faster and Zimp can move on to the next job, increasing profitability

## FASTER. Getting more done.

- Going where large truck mount extractors won't go.
- No dumps and refills means that solution lasts up to seven times longer.
- Recycling filtration not only minimizes dumps and refills, it reduces water and chemical consumption by up to 85%
- Superior portability means just one trip in and out of the building.

## Indoor Air Facts

- Indoor contaminants such as dust, mold, mites, insect and pest droppings, dander, and others are found to significantly impact the occurrence of asthma attacks.
- More than 20 million people, including over 6 million children, have asthma, accounting for over 10 million outpatient clinic visits and nearly 2 million emergency room visits annually.
- When it is properly cleaned, carpet actually improves indoor air quality by trapping allergens, which are removed through proper vacuuming and deep extraction, achieved with the CFR Pro-500 Recycling, Moisture-controlled Extractor.




PRO-500 with PerfectHeat™



Moisture-controlled cleaning systems meet the requirements of the U.S. Green Building Council LEED E-B.

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Business Profile –  
**Zimp Carpet Cleaning**  
 2011 Sales Forecast:  
**20% increase in Carpet Extraction Services**  
 Target markets:  
**Residential, Commercial, Education**  
 Services:  
**Restorative Carpet Care / Upholstery Cleaning**  
 Product:  
**CFR Pro-500 Portable Recycling Extractor**  
 Marketing:  
**Yelp.com through referrals, online advertising, unique branding on van**