

IRON SHINE™

Supermarket Floor Care System



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To exceed customer expectations and reduce costs, Kleenco has formulated the IRON SHINE Supermarket Floor Care Program.

According to a study conducted among Americans in 2001, "overall cleanliness" is the number one factor that influences a positive shopping experience.¹

Surpassing the customer expectation for cleanliness is one of the most important priorities for a store attempting to create positive customer experiences². The IRON SHINE program provides the most valuable tool in a supermarket's effort to capitalize on this large and important opportunity. Why?

Because the floor of a supermarket is the most conspicuous visual cue available to a customer. The floor greets the customer when they enter and stays with them, prominently, throughout their experience.

Unfortunately, there is no part of a supermarket that takes more punishment than its floor. To meet customer expectations, most supermarkets invest substantial amounts of money in the maintenance, renovation and sanitation of their floors.

In developing the Iron Shine Program, Kleenco focused on the following key factors

- Value
- Appearance
- Environmental Impact

Value

Organizations invest a considerable amount of time and money in choosing the right flooring for a facility, based on function and aesthetics. To protect this investment, the

IRON SHINE program is designed not only to maintain a high level of appearance, but also to extend the life of the flooring.

According to *ICS Cleaning Specialist Magazine*, "stripping is one of the most labor-intensive floor-care procedures". *Technology of Floor Maintenance and Current Trends*, by William J. Schalitz, notes that exposing the surface of a floor to repeated stripping reduces its life expectancy. Damage includes tile dissolution and increased porosity.

Given the fact that stripping a floor (although periodically necessary) is so costly in labor and materials, and has the potential to incur significant renovation costs in the long term, any floor care program must address these important issues.

Stripping cycles vary widely. Some are as frequent as monthly. Some are quarterly, others are semi-annual and rarely a program will recommend annual stripping. In this arena, Kleenco's IRON SHINE program dominates its competition, extending this cycle to once every three years!

The backbone of the IRON SHINE program is a resilient finish, "Superthon LMC" (liquid metal crosslink). In formulating this product, Kleenco addressed the number one reason to strip and refinish a floor: yellowing and other discoloration. The critical ingredients chosen for this product are all photo-chemically non-reactive. They will not yellow even with prolonged exposure to light.

Catalytic top coating is the latest advance in floor care technology. According to industry expert Bill Griffin, catalytic topcoats improve durability over regular floor finishes, extending stripping intervals.

To dramatically extend its lifespan, IRON SHINE relies on a catalytic top-coating, "Shine-Saver 2", that chemically bonds or "fuses" up to six layers of "Superthon LMC," turning the finish into an extremely tough and resilient wear layer.

In the article "Floor-Care Chemicals Go Green," author Lauren Summerstone reports that tests have shown that "a floor finish coated with a catalytic film followed by high speed buffing lasted 400% longer than the conventional finish alone, delaying the need for stripping. The coating also reduced upkeep expense by 65%".

Appearance

In *Housekeeping Solutions Magazine*, Becky

Mollenkamp succinctly frames the customer's perspective: "Upon entering a store or mall, one of the first things

customers notice is the appearance of the floors. Whether or not the floors look clean has a direct impact on how customers perceive the overall cleanliness of the building as well as the quality of the merchandise being sold". A shoppers guide produced by Kansas State University instructs shoppers to rate a store's attitude towards food safety by looking at the appearance of the store. The condition of a floor thus has a direct bearing not only on a customer's aesthetic experience in a supermarket, but also their comfort with the safety and quality of product being offered.



The Iron Shine Program is designed to declare in no uncertain terms your store is serious about health and sanitation.

- Gloss- Superthon L.M.C. has outstanding lay down gloss and gloss retention.
- Durability - Programs based on the Superthon L.M.C. finish have excellent scuff, heel-mark and overall wear resistance.
- Low odor - Superthon L.M.C. uses a combination of polymers that have low or zero ammonia odor.
- Detergent resistance- Programs featuring SUPERTHON LMC have an extremely high level of resistance to a variety of harsh detergent solutions. At the same time the program maintains the ability to be removed with a mild stripper.

Environmental Impact



In the article "Green Cleaning: Effective and Environmental Floor Care Products," Robert Kravitz points out that, "there are ways other than just using environmentally preferable chemicals to effectively green a floor care program. This can be accomplished by taking steps to reduce floor care cleaning tasks, especially

stripping and refinishing cycles. Do this by installing effective matting systems, vacuuming as often as possible to remove dust and soil, and polishing frequently to maintain the floor's shine and its finish."

In *The Little Green Book: 365 Ways to Love the Planet*, authors Joseph Provey and Owen Lockwood suggest

reducing the use of harsh maintenance chemicals by using frequent sweeping along with cleaning with plant based detergents.

The IRONSHINE program recommends using "Earth-Watch Kleen-Shiner" featuring a plant-based surfactant (a byproduct of wood pulp processing) and "Showcote Power-Scrub" containing corn-based surfactant technology.

As mentioned previously, the Iron Shine program extends the stripping cycle to three years from industry average of twice per year. This dramatically reduces the use of damaging and labor intensive stripping programs. In a large supermarket chain this can mean a savings of hundreds or even thousands of gallons of stripping chemicals. This is a significant reduction and outstanding environmental achievement.



PROGRAM

IRON-SHINE Supermarket Maintenance Program	
Step 1	If needed remove all old finishes and seals by stripping with Showcote Nox-It Plus . For best results neutralize floor after stripping using Showcote Balance .
Initial Application	Apply 4 coats of Superthon LMC allowing 30 minutes between coats for floor to dry.
Achieve Maximum Gloss	Two weeks after initial application thoroughly clean floors using Earth-Watch Kleen-Shiner and apply 2 coats of Superthon LMC allowing 30 minutes between coats for floor to dry.
Foundation Maintenance	Maintain the high gloss look of your floors by frequent damp mopping with Earth-Watch Kleen-Shiner and weekly burnishing using Showcote Shine Saver 2 .
Foundation Renovation	<p>After three months remove the topmost finish layers by deep scrubbing with Showcote Power Scrub. Then recoat by applying two coats of Showcote Superthon LMC.</p> <p>Strip and reapply the Iron Shine Program every three years.</p>

¹ Good Housekeeping Survey Reveals Consumer Shopping Habits (8/21)

²It's Not Always Your Fault. Measuring The Impact Of Economic Factors On

Consumer Satisfaction And Pricing Perceptions - Joel Mincey

Kansas Food*A*Syst — A Food Safety Risk Management Guide for the Consumer,

Floor Care: Make Your Facility Shine with Quality Floor Care

Green Cleaning: Effective and Environmental Floor Care Products