



More Power To You!

Fleet Cleaning Drives SCOTTS PRESSURE WASH SERVICES

by Terri Perrin

On any given day when he's driving to work, Paul Horsley, president of SCOTTS PRESSURE WASH SERVICES of Calgary, sees dozens of potential new customers driving by him. Whether they're small cube vans delivering products in the local area or big rigs on cross-country hauls, they all have one thing in common - they all get dirty.

The trucking industry in both the United States and Canada is one of North America's largest business sectors and, as such, represents an integral and vitally important part of SCOTTS business.

"Securing regular fleet washing contracts is one way that SCOTTS can be assured a year 'round revenue stream and a solid customer base," explains Horsley. "But many of our customers are surprised to learn that we clean more than 90,000 truck and trailer units each year."

What is Fleet Washing?

"The first thing our customers need to be aware of," adds Horsley, "is that fleet cleaning is not to be confused with custom detailing. For a standard wash, we're not polishing chrome and pampering someone's showroom quality Freightliner. Fleet cleaning is an assembly-line style of washing exterior surfaces, to rinse away the grime of

regular highway travel. When faced with a row of several dozen parked trailer units, it can be a daunting task."

With Alberta's tight labor market, securing fleet cleaning contracts also gives Scotts an added advantage, enabling them to maximize billable hours for employees seven days a week. The regular work keeps staff happy, ensures they can be well compensated, and enables them to form solid business relationships with their customers.

"Employee retention is of utmost concern for us," explains Horsley. "We have to be very careful in our screening and hiring process, since our employees are entrusted to service equipment that can be worth millions of dollars. Employees entering private property after regular business hours are responsible for opening and closing storage lots and the associated risks."

Equipment for the job

While some people think a standard power washing unit purchased at a hardware store could be used to wash their vehicles, these types of units are not commercial grade and simply cannot withstand the rigors of daily use. These small units also must be connected to a water source, which limits their versatility in large storage lots.

In contrast, SCOTTS has a fleet of 12 trucks with large industrial grade pressure washers and water storage tanks mounted inside. Not only is the equipment top quality, the service technicians are trained to know what chemical products and water pressure to use on various surfaces. It may look like a simple job, but it's not without unique challenges. Ideally, power washing

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