

# HOW TECHNOLOGY HAS REVOLUTIONISED MY BUSINESS

## The Benefits of Pure Water Cleaning



### WHAT IS PURE WATER CLEANING?

Pure water cleaning is a method for cleaning Windows that simultaneously gets the best results with the least risk. You may have seen Window Cleaners doing something similar to the image on the left; that is pure water cleaning. Here's how it works;

### WHAT IS PURE WATER?

The water leaving the end of the pole may look like ordinary tap water, but it's actually far from it. In addition to Hydrogen and Oxygen (H<sub>2</sub>O), tap water also contains minerals. For drinking purposes the abundance of minerals is okay, however when it comes to cleaning, the likes of calcium, magnesium and other minerals in tap water remain when the water dries on the glass to leave unpleasant white spots.

### STEP 1: PURIFICATION

Using technology developed by NASA and then adapted to other industries, tap water is forced at high pressure through a multi stage filtration process. That could include sediment and carbon filters, reverse osmosis membranes and a deionising resin, that eventually takes water back to its purest state, meaning it is literally H<sub>2</sub>O and just that.

### STEP 2: AGITATE

Once purified the water is ready to be used to clean. However, even the scrubbing has a little science behind it. The first step is to agitate the window, using brushes designed specifically for the task. By scrubbing the windows debris is loosened from the glass. The pure water fired from jets in the brush then attracts the loose dirt due to the loss of ions in the filtration process.

### STEP 3: RINSE

The windows are then thoroughly rinsed, washing off the dirt solution leaving nothing but pure water on the window. The pure water is then left to dry leaving a crystal clear finish within minutes. The same applies to the sills and frames meaning the whole window is cleaned.

### BENEFITS TO YOU

- Effective cleaning without chemicals
- No soapy residue - windows remain cleaner for longer
- Frames, sills and plastics get cleaned as well!
- Safer for me means safer for you, no ladders or access equipment required
- Added privacy - nobody looking through upper level windows

### BENEFITS TO ME

- Ultra effective cleaning means happier customers
- Cleaning from the ground is safer!
- Less risk of damage to property

