



World of cleaning methods - full text

A methodical approach to cleaning technology

Wetrok solutions shine through

A professional approach to cleaning buildings combines an uncompromising attitude to hygiene with the efficient use of personnel, equipment and materials. By clearly focusing on client-specific solutions, Wetrok is leading the way as a manufacturer of high-quality cleaning products.

Wetrok is the Swiss pioneer of cleaning technology. 55 years ago, Wetrok emerged as one of the first specialist cleaning technology companies and established a dominant position in the Swiss market over the years. Today, Wetrok is active in over 35 countries, with more than 90,000 clients. Wetrok's success in the market is based on an offer concept which prioritises individual client requirements, rather than being product-driven. According to this outlook, machines, equipment, cleaning materials, and cleaning products are subservient to a holistic solution designed to maximise the benefit to the client.

One-stop shop

The Wetrok success story started with single-brush machines, scrubber-driers, and both wet and dry vacuum cleaners, all of which found immediate favour in the market. With these systems, the company was effectively introducing the professionalisation of building cleaning and setting new industry standards in the process. The next logical step was to develop a wide range of cleaning, care and protection products, with modes of action tailored to specific cleaning processes. Wetrok is one of the few companies with an international outlook able to operate as a one-stop shop for all professional building cleaning requirements. This includes machines for various applications, as well as cleaning products and consumables.

Methodology the key to understanding clients and users

Research and development are given top priority at Wetrok. For decades now, the company has been working on efficient and effective cleaning processes and has considerable expertise in terms of how to use professional cleaning methods and systems. This knowledge translates into well-founded methodologies, which Wetrok ensures its clients benefit from. For each application and cleaning objective, the cleaning specialist has defined a strict method-based procedure to deliver the best possible cleaning results in each case. The methods are illustrated using both images and words in a practical manual, along with important technical information and useful tips and product recommendations.



Individual client solutions

Wetrok's consistent emphasis on finding the right solution is reflected in its advice service, which is based on a thorough analysis of the situation at the building and space concerned. The Wetrok experts take the resulting list of requirements as their starting point for devising a tailored cleaning concept. In addition, the special "Wetrok CleanPlanner" software gives clients a practical tool for calculating what is required when planning cleaning operations. This takes into account all the relevant parameters for making efficient use of personnel, technical and financial resources.

Training and development at the Wetrok Academy

Wetrok offers basic and specialist courses for cleaning personnel as part of its Wetrok Academy service. Trainees learn how using the right method can help them maximise cleaning quality while saving time in the process. Cleaners become well-informed cleaning specialists who understand their work and become motivated accordingly. The pinnacle in training and development terms is the Wetrok Master training programme, where those completing the course receive a diploma.

The head office of Wetrok AG is in Zurich-Kloten. Wetrok also has its own branches in Germany, Sweden, Poland and Austria. Carefully selected sales partners promote the company's products and the philosophy behind its offering in some 30 other countries.

Why not pay us a visit at ISSA in Amsterdam – Hall 1 – Stand 01.319 – and see for yourself how Wetrok's methodology works in practice! www.wetrok.ch

((3,995 characters including spaces))

Your contact for additional information:

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55 years ago, Wetrok emerged as one of the first specialist cleaning technology companies and established a dominant position in the Swiss market over the years. Today, Wetrok is active in over 35 countries, with more than 90,000 clients. The company is a one-stop shop for machines, cleaning products and consumables, and consistently places the emphasis on finding the right solution. Bespoke advice and thorough analyses deliver tailored cleaning concepts. The focus is on providing methodology-based advice to the client and communicating expertise in terms of professional cleaning methods and systems. Wetrok's primary goal is to combine efficiency and quality for the client's benefit.

((766 characters, including spaces))

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