

# Water-fed Pole Technology Brings Clarity to Window Cleaning Company

Portable, lightweight carbon-fiber cleaning poles reduce worker fatigue; improve efficiency for 20/20 Services cleaning staff

---

20/20 Services is a full service building and property maintenance service company based in San Diego, CA, specializing in residential, commercial and high-rise window cleaning. The owner, Chris Hubbard, has always believed in providing his customers with safe, timely and cost-effective maintenance. Understanding the risks associated with ladders and scaffolds, Hubbard outfitted his staff with extendable, fiberglass telescopic poles.

Despite the poles eliminating the risk of falling, Hubbard began to receive complaints of worker fatigue from handling the poles. In addition, the poles often needed to be repaired, which resulted in lost hours and prevented workers from getting the job done on time. Not wanting to let his customers down, Hubbard knew he had to make a change.

Hubbard researched window cleaning products by reviewing supplier catalogs and visiting tradeshows. Upon seeing a demonstration of Unger Enterprises' HiFlo CarbonTec Pole, a lighter weight, high access cleaning tool that also featured water-fed technology, at the 2006 International Window Cleaning Association (IWCA) Tradeshow in Mesa, AZ, he was sold.



*The CarbonTec poles are easy to operate. Only one worker is required to handle the pole.*

"I tested the Unger poles against the cleaning poles I had at the time and could immediately see the difference," Hubbard said. "The pole came in sections that were easy to connect and with their carbon fiber tubing, I could tell that these poles were more durable, worked better and would last longer than my current poles."

Hubbard was also familiar with Unger and its benefits, having worked with a variety of Unger window cleaning tools for close to 15 years. Hubbard decided to purchase five HiFlo CarbonTec Poles and an Unger Professional Reverse Osmosis (RO) Water System for purifying water.

## New Water-fed Technology Offers Faster Cleaning, Safer Working Conditions

Almost as soon as Hubbard introduced the HiFlo CarbonTec poles, he could see an improvement in both worker productivity and morale. Within a matter of months, Hubbard saw a huge return on his investment, as window cleaning jobs were completed two to four times faster than they were using the previous telescopic poles. His business now generates six times the revenue it generated using the old system.

"The CarbonTec poles don't require any maintenance [either]," Hubbard said, "so we haven't lost any work days, which results in a higher bottom line."

With the CarbonTec poles, Hubbard has also been able to reduce the amount of staff required per cleaning job in half. When the previous telescopic poles were used, as many as ten workers could be found at one job, since two workers were needed to operate each pole. The Unger CarbonTec poles are so lightweight that only one worker is needed to operate them. Workers can clean more windows at once,

finishing the job four times faster than when using the old equipment. As a result, twice as many jobs can be completed each day, and much larger jobs can also be accomplished.

Finally, Hubbard has seen an improvement in worker morale. Cleaning staff are much happier, as they no longer experience pain or fatigue. Also, in the past it was common to see workers switch off during the day due to exhaustion. However, because the CarbonTec poles are easier to transport and operate, the same worker can handle the pole easily all day - even work up to five days in a row - without needing a day off to recover.



*Up to five CarbonTec poles can connect to the pure water tank, allowing several workers to clean at once.*

*"We've always maintained a high level of safety in our services, but worker fatigue was hurting employee morale, which led to longer hours and increased labor costs," Hubbard said. "Thanks to the CarbonTec poles, the staff enjoys working, so work gets done faster and labor costs have been reduced by 50 percent."*

## Customer Feedback Helps Plan for the Future

Once Hubbard began enjoying the benefits of using the HiFlo CarbonTec Poles, he decided to educate his customers regarding their value.

*"Our customers expect the highest level of service from us," Hubbard said. "By showing them why these poles are better than the previous ones, it gives them a better understanding of our operations. Customers can see first-hand how they keep the windows cleaner and staff safer."*

Given the immediate success and positive financial impact he experienced using the CarbonTec poles, Hubbard knew he had to share them with his colleagues and members of the IWCA. As a sales representative for two distributors of cleaning products, he has given several demonstrations on how to use the pole. So far, each of the colleagues with whom Hubbard has shared the poles with has been impressed, and after purchasing the poles for themselves, has seen similar improvements in worker morale and productivity.

*"My colleagues value my opinion on what makes a quality window cleaning product," Hubbard said. "I am privileged to have the opportunity to test out new window cleaning products, but I have recently stopped testing out new glass cleaning poles, because I truly believe the Unger CarbonTec pole is the best."*

Finally, Hubbard is so impressed with the HiFlo CarbonTec Poles that he has thrown out all of his old poles and plans to purchase 16 to 18 more CarbonTec poles next year.

*"We offer our services to all our customers seven days a week, so it's crucial that the tools we use are efficient and easy to use," Hubbard said. "Unger's CarbonTec poles eliminate worker fatigue and produce a quality clean in a short amount of time. A valuable addition to our company, we have seen a positive return on our investment and I intend to not only continue using the HiFlo CarbonTec poles in my service, but pass them along to my colleagues as well for many years to come."*



Quality Tools for Smart Cleaning™

[www.ungerglobal.com](http://www.ungerglobal.com)