



DIRTY FACTS

Did you know?



LABOR

- ◆ "It is estimated that 90% of building maintenance cost is labor." (Cleaning Management)
- ◆ The estimated cost of removing a single pound of dirt from a modern building can exceed \$600. (International Sanitary Supply Association)
- ◆ "A dollar spent keeping soil out of a building will save 10 dollars in removing the soil once it's inside." (Cleaning & Maintenance Management)
- ◆ 39% of all custodial time is devoted to floor care maintenance. (National Executive Housekeepers Association)

APPEARANCE

- ◆ "91% of shoppers select a store to shop in because of its appearance." (Progressive Grocer)
- ◆ When asked, "What's the first thing you look at when judging cleanliness?" the most popular first response of consumers was "Floors" (42%). (CDI Research, 1991)
- ◆ "A 10-year long study released in 1999 also underscores the importance of entranceways, finding that students, when visiting colleges, largely based their selections on the appearance of the campus – specifically entranceways, restrooms and the grounds." (Cleaning & Maintenance Management)
- ◆ When customers choose a restaurant, cleanliness ranks at the top for fast-food destinations. (Restaurants & Institutions, 1994)

STATISTICS

- ◆ A buildup of .042 inches of dirt on a heating or cooling coil can decrease efficiency by 21%. (Environmental Protection Agency)
- ◆ Dirt and dust cause nine out of ten system failures. (Louisiana Cooperative Extension Service)
- ◆ 100 grams (1/4 pound) per day per 1000 people can be tracked into a commercial building during dry weather conditions. Twelve times as much dirt is tracked in during wet weather conditions based on field tests conducted by BST Laboratory over an 11-month period.
- ◆ Up to 24 pounds of dirt can be tracked in by just 1,000 people coming through an entrance over a 20-day work period. (ISSA)
- ◆ 30% of the dirt tracked in is trapped in the first 3 feet of a typical mat, 85% of the dirt gets trapped within a 15-foot length of typical matting. (ISSA)
- ◆ "We estimate that only about 10% of the dirt is removed from mats with a vacuum cleaner." (Georgia State University Test)
- ◆ Studies show that one square yard of commercial grade carpeting can accumulate one pound of dirt over a one-week period and up to twice as much during inclement weather. (International Sanitary Supply Association)
- ◆ A major source of indoor air pollutants is street dust, carried in on shoes and captured in carpeting. ("The indoor Clean Air Quality Challenge", Spray Technology Magazine, 1993)