

PROPERTY MANAGEMENT INSIGHTS VOL. 1

WHAT IS DEEP CLEANING

AND HOW CAN YOU ACHIEVE IT IN YOUR COMMERCIAL BUSINESS?



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INTRODUCTION

Deep cleaning is essential when running an effective, safe and risk-free commercial business. Deep cleaning is not a new phenomenon. However, it boomed in popularity over the COVID-19 pandemic. The main reason for this is that business owners and staff realised the true benefits of having clean and infection-free premises.

Though the pandemic has begun to ease slowly, customers are still increasingly aware of the impacts of cleanliness. Therefore, they are still more likely to choose clean and infection-free businesses over others.

The following e-book will showcase how deep cleaning can help your business positively stand out to customers. This can, in turn, boost reputation, sales and good word of mouth across the customer communities.



WHAT IS DEEP CLEANING?

Deep cleaning goes beyond traditional cleaning tasks. It focuses on eliminating pathogens early to prevent the spread of viruses. By definition, every business will do deep cleaning differently. The main reason for this is that each business will have different parts of its premises that may be considered high-risk.

While this e-book provides a guide on deep cleaning, each business must, therefore, consider its specific deep cleaning needs.



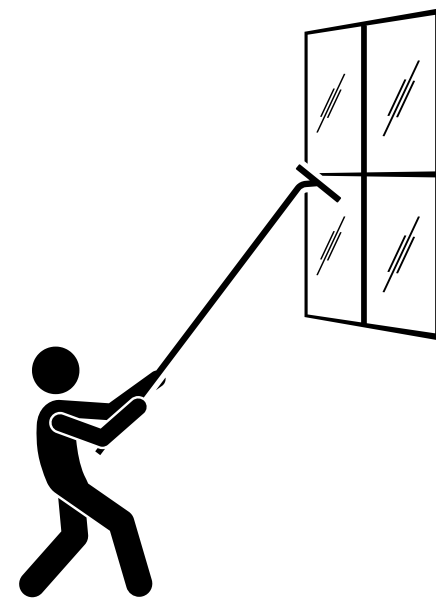
UNDERSTANDING REGULAR CLEANING

Before you begin deep cleaning, you must have a good understanding of general cleaning.

General cleaning consists of the following.



**Wiping Down
Surfaces**



**Cleaning
windows**



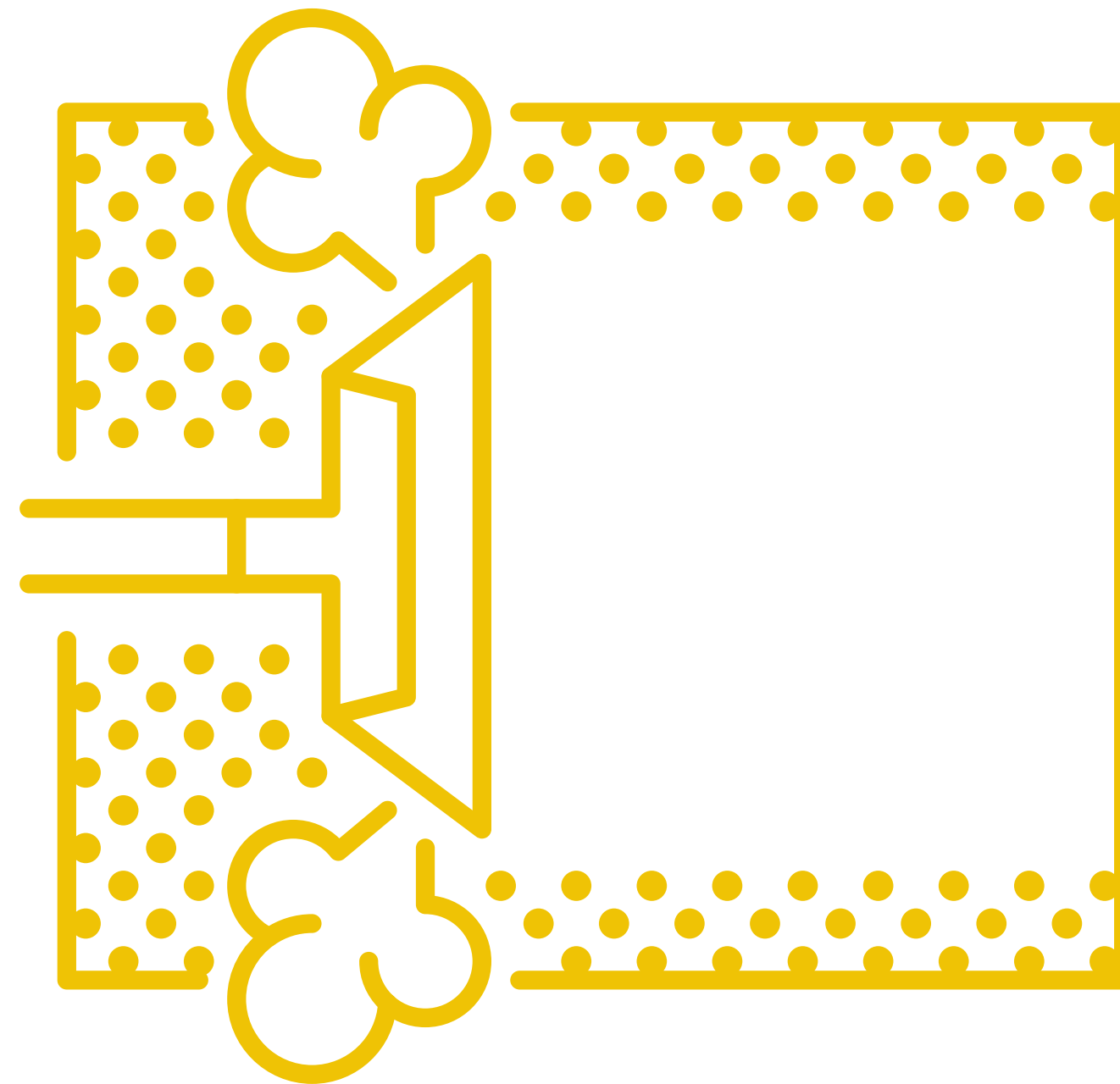
**Sanitising high-
contact areas**



**Sweeping, mopping
and vacuuming**

UNDERSTANDING DEEP CLEANING

On the other hand, deep cleaning is more disruptive. It is usually conducted overnight or on the weekend by professionals. It may require stronger chemicals, carpet scrubbing or the movement of furniture. All of this can take time, which is why it cannot be carried out on a day-to-day scope. For example, scrubbed carpets will need time to dry.



HOW CAN DEEP CLEANING FULLY REMOVE VIRUSES?



Like all cleaning systems, no method is going to remove 100% of viruses. However, deep cleaning can add that extra layer of security so that your business is as clean and infection-free as possible.

Deep cleaning typically offers cleaning benefits that general cleaning simply can't offer. For example, it can help clean ventilation units, which may be spreading infectious spores into a business.

IS DEEP CLEANING PERMANENT?

The simple answer is no.

No cleaning system is ever going to clean your premises for life. As soon as people re-enter your premises after deep cleaning, it will instantly become infected again. If someone sick were to enter the premises, they may immediately infect other people through coughing, sneezing or general conversation. Even if your surfaces remain untouched during their visit to your premises, they have brought pathogens back into the air.

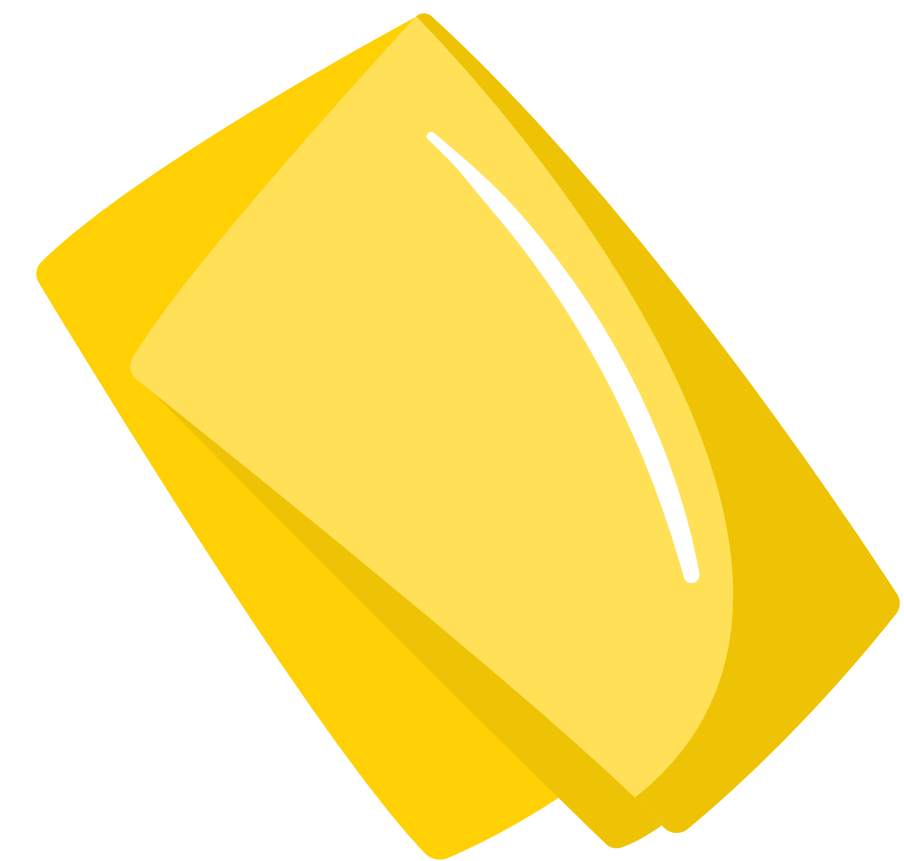
Deep cleaning, therefore, seeks to remove a build-up of pathogens that already existed in your business. For this reason, you must facilitate deep cleaning frequently. You must also promote effective handwashing and social distancing as they are proven to reduce the way infections spread throughout businesses and households.



WHAT EQUIPMENT DO I NEED FOR DEEP CLEANING?

Equipment, like disposable microfibre cloths can eliminate 99.9% of microbes from surfaces. They do so by trapping pathogens; but also by removing the food sources of live pathogens.

You can store these microfibre cloths on high-capacity cleaning carts to limit the number of times staff must revisit supply closets. This is important as fewer trips throughout the office or workspace means your employees are less likely to come into contact with plenty of other staff members.



At Rubbermaid Commercial, we're passionate about helping you source the best products for your deep cleaning needs. Get in touch with us at any time to find out how our range can help your business achieve a higher level of clean.



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