



Specialty Services Fact Check

Are these myths shortening the
lifespan of your assets?



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MYTH

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A Mop and a Broom: All You Need for Natural Stone Floors

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Natural stone flooring adds aesthetic appeal to your facility. But unlike other flooring surfaces, it's highly porous. And the grout between stones can be a trap for dirt and debris. Natural stone and grout need special attention, and there's no one-size-fits-all approach. Only a specialist who has expertise in caring for these unique services can provide the proper service. Even a floor without grout needs maintenance. Spills on stone require special attention, too. The acidity and composition of the spill determines what solution is required to remove it.



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THE TRUTH

**Natural stone floors
need more than a
mop and a broom.**

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MYTH

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The Season Has Nothing to Do With Our Pressure Washing Schedule

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Salt helps prevent accidents and falls in icy weather. But once winter's gone, it can turn from friend to foe. Without pressure washing, the salt can corrode parking structures, the frames of entryways, and any other area where the salt can lurk. Buildings in cold climates aren't the only ones subject to seasonal contaminants. In warm, humid environments mold, algae, and pollen can wreak havoc on your exteriors. The consequences are unsightly and unsafe.

Fun Fact

Every **\$50 ton of road salt** causes approximately **\$750 in damage** to concrete, bridges and vehicles.¹

¹http://digitaledition.qwinc.com/article/A_Case_Study_And_Description_Of_The_Pdir_Method_Of_Carpet_Maintenance_/1735506/213507/article.html



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THE TRUTH

**Schedule pressure
washing with seasonal
contaminants in mind.**

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MYTH

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The Carpet Looks Clean, So It Is Clean

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Using CRI-compliant vacuum cleaners is the most effective way to remove debris from the carpets commonly used today. But in order to be fully effective, you need regular carpet maintenance to remove embedded dirt and debris that isn't visible to the naked eye. If not addressed, embedded debris becomes an abrasive, tears the carpet fibers, and leads to traffic lines. Preventive carpet maintenance doesn't just keep them looking good, it also lowers your costs. One company lowered the total cost of ownership of their carpets by 22% by implementing a preventive maintenance program.²

Case Study – 22% Reduction in Carpet TCO: One company doubled the lifespan of their carpets with proactive care.

	Basic Care	Improved Care
Carpet Care	\$13,500/year	\$27,000/year
Carpet Lifespan	6 years	12 years
Carpet Replacement	\$700,000	\$350,000
Total Cost of Ownership	\$862,000	\$674,000

The increase in maintenance was more than offset by lower replacement costs.

² http://digitaledition.qwinc.com/article/A_Case_Study_And_Description_Of_The_Pdir_Method_Of_Carpet_Maintenance_/1735506/213507/article.html



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THE TRUTH

Keeping carpets clean
requires proactive care.

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MYTH

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If the Bulbs Work, the Lighting's Fine

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Fully functioning light bulbs are only part of the lighting puzzle. In addition to dirt and film that can build up over time, the light can be obscured by debris (such as dead insects) in the lenses. The mirror coating on parabolic lighting and flat opaque diffuser panels are most likely to show every imperfection inside the fixture. A good contractor will include lens cleaning as part of their high cleaning services.

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THE TRUTH

If the lenses aren't clean,
the lighting isn't good.

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MYTH

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Pressure Washing Exteriors Is Enough

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When most people think of pressure washing, they think of building exteriors. But sidewalks, dumpster areas, parking garages, loading docks, stairwells, corners, and storage areas are often overlooked. Removing trash and sweeping isn't enough to keep these areas looking their best. Over time, contaminants such as salt, pollen, mildew and algae can build up, creating unsightly stains and liability issues. At that point, these underlooked areas need restorative cleaning, which is much more expensive than regular preventive maintenance. Neglecting these areas only delays the inevitable.



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THE TRUTH

If it's exposed to the elements, it needs regular pressure washing.

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MYTH

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All Specialty Services Are the Same; Just Pick Someone Cheap

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There's a low barrier of entry for specialty service providers and many companies cut corners on equipment, supplies, and even labor. While their price point may be appealing, their output likely won't be. Different surfaces require different techniques, chemical solutions, and equipment. Price should only be one factor in the evaluation process. Look for vendors that are insured, have proper certifications, keep up with the latest technology, and can show that they regularly train employees in safe practices. A good sign that you've found a good contractor is when they ask a lot of questions and provide a customized quote.



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THE TRUTH

The price may be nice,
but expertise is
what really counts.

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of your facility in its best shape.

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