

#10 Top Clean®

By Terry Hill, GM Kentucky



Description

Top Clean is one of the most versatile and cost effective cleaners created by Hillyard. In fact, at Hillyard Kentucky, it is our number one selling neutral cleaner. According to our Sales Manager, Don Kornick, "Facility budgets continue to get squeezed and Top Clean is our go-to neutral cleaner to help facilities get the job done at a lower cost." The following success stories are perfect examples of how Top Clean can be used to solve problems and generate new business.

Success Stories

Problem Solving 101

David Wheeler made a cold-call on The University of Kentucky's Center for Excellence in Rural Health. David asked the manager, "What concerns do you have with your floors or restrooms?" The manager responded, "What do you have to clean these steps? My director is always asking me what can be done to improve their appearance." Looking down, David recognized the rubberized tile steps (known as German knobbed tile), knowing how difficult they are to clean. David secured a demonstration and showed how Top Clean at a dilution rate of 1/2 oz to the gallon is an effective cleaner for the problem steps. The cold-call turned into a demo. The demo turned into a sale. The sale turned into a relationship that has yielded a CCAP account and more business for David. Top Clean is now being used every day throughout the facility, replacing Diversey's Stride as the go-to cleaner.

Fire Station Consolidation

Randy Lawson was asked by the Fire Chief in Paintsville Kentucky, "What can you do to consolidate products for us. Our storage area is just too small!" Randy recommended consolidating multiple (competitive) cleaners to Top Clean. Now, the fire department uses Top Clean to clean their floors and windows, and wash their trucks.

Did you know?

- Top clean has a dilution rate in the Arsenal program of 1:256, and is Green Seal™ certified.
- Top Clean is NSF registered C1.
- It has a health rating of 1/0 - very safe.

Useful Links

[Product Data Sheet](#)

[MSDS](#)