

# Rosemor - 20 years of growth

Established in 1985, Rosemor International Ltd specialises in the manufacture and supply of precision-engineered escalator cleaning equipment and provides second to none industry expertise in the cleaning equipment market. Rosemor International is committed to offering its customers industry-leading products and systems

supported with expert advice and service.

## Rosemor International broadcast on ITV News!

The past three years have proven eventful for Rosemor International under the leadership of its managing director, Efi Rosen. Its Rotomac automatic escalator deep cleaner has even been showcased on ITV News. ITV took the decision to air the news, as it's the only machine in the world providing an innovative and

## Efi Rosen makes his TV debut!



An ITV NEWS Television Broadcast

unique solution to simultaneously and effectively deep cleaning both the riser and step on escalators in-situ.

Other milestones include successfully growing the UK market with major contract cleaners and independent cleaning companies steadily taking up machines and increasing sales, and entering the US market establishing an opening presence in New York, Las Vegas and Los Angeles, as well as having commenced talks with China with the aim of securing distribution in the Far East markets. Rosemor now has representation and distribution in more than 20 international markets including such exotic places as Trinidad & Tobago. More information can be

found at [www.rosemor.com](http://www.rosemor.com). The success of Rosemor's automatic escalator cleaning machines has stirred the cleaning equipment market.



Escalator cleaning in-situ using the Rotomac 330

## Rosemor's Magnus Philipson with the team from Port of Spain (Trinidad) based ABMS Escalator Cleaning Service.



## ABMS tackle the Caribbean Islands

The Rotomac 330 Escalator Deep Cleaner has arrived in the Caribbean. Armoli Building Maintenance & Services met up with Magnus Philipson, head of international business development at Rosemor International, to set up the Port of Spain (Trinidad) based ABMS Escalator Cleaning Service.

The ABMS founding partners, Thomas Armoogam and Patrick Oliver, had been working with Magnus in establishing a viable proposition that would attract building owners and escalator service related companies alike. The plan would prove successful, and the Rotomac has been busy ever since its arrival. ABMS plans to extend its reach beyond Trinidad and offer its services throughout the Caribbean islands.

Thomas Armoogam and Patrick Oliver had spent 10 years cleaning floors prior to registering ABMS in 1997. Armoogam said: "At present we have grown to be a very competitive company in the building maintenance industry with an attraction for the most unusual jobs. We have at present forty permanent staff and thirty part-time - and we're still growing. We have now ventured out into escalator cleaning service with the Rotomac 330."

Magnus Philipson, who is heading up international sales, has penetrated markets throughout Europe, down to South Africa and over to the North and South American continents. "The demand for escalator cleaning equipment is growing at a steady pace," he said. "There is equipment on the market catering to everyone's budget. Our machines are at the very top of the professional equipment echelon in terms of quality and productivity; our pricing reflects these high standards. There are those who opt for alternative equipment, usually driven by price. But for those

## Rosemor's Efi Rosen and Magnus Philipson



professionals who wish to compete in the escalator cleaning market, it will be tough entering let alone remaining at the top of their profession with any other equipment. Rosemor International is committed to remain at the top of its game by continuously developing technology and support systems that has taken it there today."

## Trained to succeed

Rosemor International is delighted to have recently been recognised by the Investor in People award, a worldwide benchmark in management systems for employee development.



Rosemor's recognition as an Investor in People is a significant milestone in its development, underpinning the rapid growth of the company. Having achieved many awards for its exciting and innovative technology, the Investor in People award clearly shows that it has excellent people, systems and a culture to support the rapid development of the business. As would be expected from this company, it approached the Investor in People standard implementation in an innovative way, was open to suggestions for improvement, involved staff throughout the process, and on a regular basis reviewed the training and development needs of employees.

"Training is vital for a business to succeed," said Efi Rosen. "I have been in training programmes for the Rotofast travelator cleaner and by working with cleaners you get to know their strengths and weaknesses and your own. Customers come up with fantastic ideas to make the product better and trouble free, and this creates enthusiasm for all parties."

This ethos of training and cooperation goes across all the machines in Rosemor's range, from the Rotoshine battery-powered floor polisher, to the Rotoclean multipurpose floor cleaner, to the Rotofast 500 and Rotomac 330 escalator cleaning machines.

The machines themselves are winning market support. Rosen says that the Rotomac 330 escalator cleaner is the only escalator cleaner in the

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**At work with M&H**

travelator/escalator cleaner quickly deep-cleans without the long disruption of services and delivers excellent results in record time. Four counter-rotating brushes reach deep into the

world that can automatically and simultaneously clean both horizontal and vertical parts of the escalator step. "We have hundreds of FM companies that say that it is vital to clean both parts of an escalator step," he said. "The Rotomac does this, but most of our rivals can only clean the horizontal part of the step. This means that if you are standing at the bottom of an escalator you will simply see dirty steps, but this is not the case with the Rotomac."

The Rotofast 500 travelator/escalator cleaner has proved popular ever since it was first used at Heathrow and Munich airports. Other airports around the world are quickly seizing the opportunity to invest in Rosemor's escalator cleaning equipment, the latest being Marco Polo and Malpensa airports, Venice and Milan respectively.

Aside from cleaning aluminium travelators in record time, the Rotofast 500 is also unique in that it is equipped to also clean rubber travelators. Rubber travelators have, to date, traditionally been cleaned by hand or by standard floor machines, both options of which are very time consuming. ISS at Heathrow's Terminal 4 recently sought advice from Rosemor on how to tackle their rubber travelators. The Rotofast 500, which was already cleaning their aluminium travelators, also productively cleaned their rubber travelators, effectively cutting time by more than 80%.



**Rotofast at work in Norway**

The Rotofast 500 travelator/escalator cleaner has proved popular ever since it was first demonstrated in airports across Europe. It has set the industry standard in the transport, entertainment and retailing sectors. The importance of hygienically clean travelators and escalators is now everyone's business and the Rotofast certainly does the job - effective and fast. The one-man operated Rotofast is simple to use incorporating the latest technology to clean in the fastest possible time.

The Rotofast 500

**In service at Marco Polo Airport, Italy**



grooves to give a standard of clean never before achieved. A powerful vortex recovery system provides the suction, leaving steps dry and ready for immediate use.

Placed on the steps of a moving travelator or escalator, the Rotofast 500 quickly and thoroughly scrubs and dries to a level of cleanliness unequalled by other machines. Using its counter-rotating brushes the Rotofast 500 cleans deep into the treads, while the powerful vacuum system recovers every drop of dirty water. The Rotofast removes years of heavy dirt and grime leaving the steps gleaming like new.

By simply connecting to the mains, the Rotofast is ready for action. The Rotofast is positioned on the moving travelator or escalator and held lightly by the soft grip handle. Only fingertip control is needed to steer the machine while the footbrake further holds the Rotofast aligned and in position and guarantees 100% stability and safety. The transmission ratios of the contra rotating brushes compensate for the usual speed of travelators and escalators.

Support rollers maintain the depth of the brush penetration. The counter rotation of the brushes keeps the cleaning solution and dirt in the spaces between the brushes. The powerful vacuum system picks it up from here. The Rotofast 500 cleans up to the edge on both sides.

The patented vacuum system reliably prevents the cleaning solution from entering into the travelator or escalator.

The Rotofast escalator/travelator deep cleaner really does deep clean in only minutes. The Rotofast 500 deep scrubs and dries

travelator and escalator steps to an 'as new' appearance.

The Rotofast quickly removes years of heavy dirt and grime leaving the steps gleaming like new.

Following on from the enormous success of its 'big brother', the Rotomac 330, the new model 500 eliminates the need for costly and time consuming step removal programmes by achieving the same result in no time at all.

By simply connecting to the mains the Rotofast is ready for action. The Rotofast is positioned on the moving

travelator or escalator and held lightly by the soft grip handle. Only fingertip control is needed to steer the machine while the foot-brake guarantees 100% stability and safety. Four counter-rotating brushes reach deep into the grooves to give a standard of clean never before achieved in this field. A power vortex recovery system provides the suction leaving steps dry and ready for immediate use.

Other success stories include the RotoShine Floor Polisher, which uses batteries designed originally for disabled carriages, so they have up to two and a half hours of usage. The battery compartment has been designed in such a way that the batteries can be removed quickly so that another charged set can be put in for continuous cleaning. The machine is not too small or too big and its 17" cleaning width and quiet operation means that it can be used for daytime cleaning. Rosen said:

"You don't always need to use a scrubber dryer - polishing can be quieter and quicker. The machine can be used in a small space and we have had lots of success with retailers and in the NHS."

Val Wing of the Royal United Hospital in Bath endorsed the RotoShine and said: "We use the machines in the corridors and they have been fine. They are lighter and more stable than rival battery powered machines and are much better value for money. Training only takes five minutes and we use them



every night in the hospital."

The machines are being demonstrated and bought throughout the world, and are already operating throughout Europe, the Far East and the USA.

Rosemor International is also the creative pioneer behind the Rotoclean, a handheld multi-surface cleaning machine with an optional variety of rotating brushes or pads. Ideal for those inaccessible areas, the machines are widely used on trains and busses. The Rotoclean is extensively used

by major cleaning contractors as well as government departments such as the MOD and large public and private **Rotoshine in use with the NHS**

**The Rotoclean - a handheld multi-surface cleaning machine with a variety of rotating brushes or pads for different surfaces**



companies such as BT and Ford. Rosemor's over-riding aim is always to delight its customers by exceeding their expectations in all areas. The key to Rosemor's success is its continuous evaluation of worldwide product development and a rigid policy of independence.

**Web: www.rosemor.co.uk**  
**E.mail: info@rosemor.co.uk**  
**Tel: 0118 946 1011**

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