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# Family fortunes

**Neil Nixon** reports from Rosemor International to find a real family effort driving the business to new levels.

2006 was a year of significant growth for Rosemor International. Following a very successful ISSA InterClean exhibition in Amsterdam back in May of last year, the company doubled its turnover during the following six months - a level of growth never before experienced by the company.

Efi Rosen, managing director and founder of the business, explained: "ISSA InterClean in Amsterdam was, without doubt, the best event we have ever attended. We welcomed customers from all over the world, and even took an order on our stand from a Saudi Arabian contractor. The show coincided with the appointment of Galia Rosen, my daughter, to look after the sales and marketing functions of the business. Galia has just completed a Business Studies degree, during which she produced a dissertation on Rosemor. Her ability to apply fresh sales and marketing practices to our company has been the main driver of our significant growth."

The product leading the Rosemor portfolio is the new

and updated Rotomac 330 deep escalator cleaning machine. This latest model is easier to use than previously and achieves outstanding results. With a rise in the need for efficiency in the cleaning market and new legislation stating the need for full cleaning of escalators, the Rotomac 330 has solved a huge problem for many contract cleaners and facility managers.

The Rotomac 330 is the only machine available in the world that works automatically to simultaneously deep clean the horizontal and vertical part of each step of an escalator. All rival machines can only clean the horizontal part of the step. There are three options for cleaning depending how soiled and dirty the steps are or how often the steps are cleaned. One setting is for 30 seconds (per step), then 1 minute and finally 1 minute 30 seconds. For an average escalator it takes 2-3 hours to clean, and the machine leaves the steps dry and ready for use.

The Rotomac 330 is currently being used in airports, railway stations, the



**Galia Rosen on Rosemor's stand at the ISSA InterClean exhibition in Amsterdam last year.**

underground, department stores, shopping centres and many other businesses. Rosemor has recently completed a period of training and instruction for Initial at Manchester Airport.

"The innovative design of the Rotomac 330 is the true secret of its success," said Efi Rosen. "This unique machine ensures no heavy lifting - simply pressing a button lifts the machine up each step, an automatic safety brake, an adjustment of step height - a range of 18.5-23cm means this machine can be used on a variety of escalators, and a waterproof control panel and easy to follow indicators allow safe, logical and easy operation. The machine has three electronically controlled deep cleaning programmes, brushes that clean right to the edges, a waste water

tank cut-off to prevent spilling, and fully removable tanks that are easy to fill and clean. The superior construction enables low running costs and long life, and each machine is delivered with a trolley to roll on to the escalator, ensuring easy movement between sites. And the business proposition is strong too - it costs a minimum of £4000 for the escalator manufacturer to remove, clean and replace an escalator whereas it costs no more than £750 for a contractor to do it using a Rotomac 330."

50% of Rosemor's business is now outside the UK, so Efi Rosen has collected quite a few air miles this year. He has travelled to many countries - including South America, Dubai, Norway, Finland, Canada, Australia, the USA, China and Hong Kong - training customers and distributors in how to use and maintain the company's range of machines, particularly the Rotomac 330.

#### Other products

In addition to the Rotomac 330, Rosemor also has three other unique products, as well as its original product line-up with which it serves its national accounts in the UK. In addition to a full

janitorial range, this also includes supplying pressure washers and car washes to police authorities, the Royal Mail, and several other major customers.

The three unique products offered by Rosemor alongside the Rotomac 330 are:

- **Rotofast 500.** This machine can be used on escalators or travelators. It is a one-man operated machine that scrubs and dries steps in minutes. Four contra-rotating brushes reach deep into the grooves to give an excellent standard of cleaning. A powerful vortex recovery system provides the suction leaving steps dry and ready for immediate use. This machine is mains powered and is positioned on the moving travelator or escalator and held lightly by the soft grip handle. Only finger control is needed to steer the machine while the foot break ensures maximum stability and safety. Unlike the Rotomac this cannot clean the risers, although it can be operated whilst the escalator is in motion and is ideal for travelators.

- **The Rotoclean.** The Rotoclean is a versatile multi surface cleaning machine designed to reach those inaccessible areas other machines cannot. It cleans 5-6 times faster than by hand, and can be used on hard surfaces, carpets, and upholstery, smooth or uneven surfaces. Comprising a spinning brush on the end of a strimmer-type handle, it is adjustable in height and angle.

- **The Rotoshine.** This is a 17" high-speed battery powered polisher. It is Rosemor's latest innovation to help facilitate daytime cleaning. Using a unique feature of rotating blades that generate suction, the machine channels dust into a collector bag. This increases productivity making the cleaning safe, fast and easy. Due to its low noise, safe and compact design, it is ideal for use in sensitive environments.

To support the product range, Rosemor's website - [www.rosemor.com](http://www.rosemor.com) - has been updated to provide further technical advice, pictorial maintenance and handling so all customers of whatever language can understand, and also includes downloadable manuals. This has particularly helped international customers fully understand the operating and

maintenance of the machines. The company has also launched a new website - [www.escalatorcleaner.com](http://www.escalatorcleaner.com) - which provides a forum for customers to share their experiences using the machines, particularly the Rotomac 330. The website also contains multi-language and video instructions in the operation of the machines, as well as a full spares list.

Training continues to be key to Rosemor's success in expanding the market for the Rotomac 330. A trained engineer is available to instruct as many people as necessary in how to use the machine, clean the machine and maintain it for long term usage. "We want the users of our machines to be self-sufficient and as independent as possible," said Efi Rosen. "Training, together with excellent technical back-up on the telephone and internet, is helping us achieve this goal."

The growth of Rosemor's business during 2006, whilst remarkable, is easily explained: new personnel, new website, improved machinery, a commitment to training and customer service - all these elements have combined to create an excellent result.

**Web: [www.rosemor.com](http://www.rosemor.com)**



**Above, the Rotoshine in action. Below, the cleaning power of the Rotomac 330 is clear to see.**



**Left, training Initial at Manchester Airport.**

**Below, Efi Rosen (left) welcomes a visitor to the Rosemor stand in Amsterdam.**

