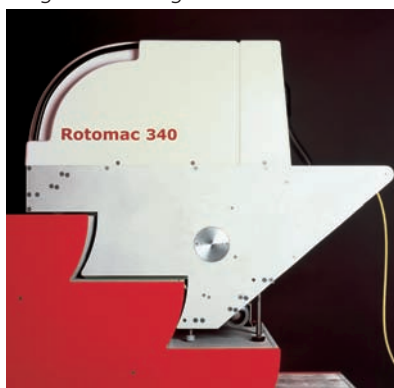


On the up!

Neil Nixon reports from Rosemor and discovers new product announcements and expansion plans are the order of the day.

It is not that long since our last report from the Berkshire HQ of Rosemor International, but a lot has happened in the meantime. Galia Rosen, daughter of managing director Efi, has now joined the company full time and has taken on an active role in marketing and selling the company's ever-expanding range of cleaning machines.



The new Rotomac 340.

At the core of the Rosemor offering is its range of escalator cleaners. Manufactured in Germany by an engineering company owned by Rosemor, the Rotomac escalator cleaners and Rotofast traveller cleaners have established themselves as leaders in this field throughout the world.

During September, the Rosemor team exhibited for the first time at the ISSA/InterClean show in Shanghai, China, introducing the technology to this potentially massive market.

Top of the list of products presented to this emerging market was the Rotomac 330 - the only escalator cleaning machine available in the world that works automatically to simultaneously deep clean the horizontal and vertical part of each step. For an average escalator it takes 2-3 hours to clean, and the machine leaves the steps dry and ready for use.

Hot of the press is news of a new, updated member of the Rotomac family - the 340. Available now, the Rotomac 340 looks exactly the same as the 330 but has a new programme arrangement, an increased number of brushes and a shorter trolley. The 340 has three programmes - 25 seconds, 45 seconds and 60 seconds and features 11 rotating brushes instead of the six used on the 330. "The result of these developments is that the new machine cleans twice as fast as before," said Efi Rosen. "It is the fastest and most effective way to clean escalators in the world, and demonstrates Rosemor's commitment to continually improving its product offering."

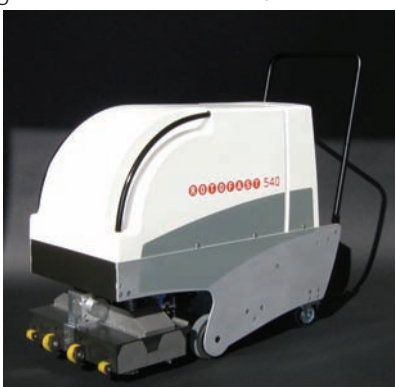
The Rotomac 330 is currently being used in airports, railway stations, the underground, department

stores, shopping centres and many other businesses. The machine is in service in each of the four terminals currently operating at London's Heathrow airport, and all the signs are that units will be installed in the new Terminal 5 once it has been handed over by the builders.

"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. We continue to focus on training operatives to ensure that contractors get the best from every machine we deliver."

In addition to the new Rotomac machine, Rosemor is also just about to introduce a new model to its traveller cleaner line - the Rotofast 540. "This machine will clean faster and better than anything else on the market," said Efi Rosen. "It incorporates, for the first time, laterally moving brush heads so that it can clean the full width of the traveller without having to move the machine."

This innovation, and the



The new Rotofast 540.

training and support back-up that comes with the introduction of new machines, is a significant investment by Rosemor, but Efi Rosen is confident that it has been time and money well spent: "It has taken us seven years to reach this point, but the new Rotofast and Rotomac machines are now well ahead of anything else on the market. We will, however, continue to develop the products to ensure our customers are provided with the best available technology."

Other products

In addition to the Rotomac and Rotofast machines, Rosemor also has 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 complete floorcare range, this also includes supplying pressure washers and car washes to police authorities, the Royal Mail, and several other major customers.

Two other key products offered by Rosemor are:

- The Rotoclean - a versatile multi surface cleaning machine designed to reach those inaccessible areas other machines cannot.
- The Rotoshine - 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.

Expansion plans

Rosemor's business has grown significantly during the past two years, resulting in it outgrowing its current facility just outside Reading. To accommodate this and continued future expansion the company has recently purchased a unit in Wallingford, still retaining the base near Reading. Sales will now be handled from the new offices and warehouse at Wallingford, under the guidance of Galia Rosen. This will include international sales, which now represent almost 50% of the company's turnover. The service function will remain in the existing premises. This expansion has also

Sue and Efi Rosen with friend Uri Geller.

enabled Rosemor to broaden its service offering to its customers - particularly within the escalator cleaning sector. As well as on-site training, the company now offers project-specific advice and equipment supply to meet specific needs. It has also recently started offering an escalator cleaning service where Rosemor personnel clean escalators on a contract basis.

To support its expanding product range, Rosemor's website - www.rosemor.com - has been updated to provide further technical advice, as well as a pictorial guide to maintenance and handling. The company also has a website dedicated to its escalator cleaning range - www.escalatorcleaner.com -



which provides a forum for customers to share their experiences using the machines. The website also contains multi-language and video instructions in the operation of the machines, as well as a full spares list.

The pace of change at Rosemor is phenomenal, and it takes someone with the drive and determination of Efi Rosen to ensure it stays on course. With a firm grip on the wheel, Rosemor goes from strength to strength.

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