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GILBERT & CLAUDIA NAZARIO



PHOTOS BY STYLISH IMAGES

If you didn't think it was necessary to engage a professional cleaning service to keep your office or commercial space sanitary and germ-free a few months ago... well, COVID-19 has probably changed your thinking. As businesses along the Route 422 Corridor cautiously begin to re-open, cleaning *and* disinfecting has become a priority for all.

That's not news to Berks County-based Clean Floors & More, LLC — a company that distinguishes itself by providing deep cleaning *prior* to electro-static disinfecting to fight COVID-19 as part of its comprehensive selection of janitorial services. The company's original client list included schools and several dentist offices. Therefore, right from the start, company founder and co-owner Gilbert Nazario decided to use only hospital-grade disinfectant solutions as standard practice.

"Before COVID, office managers were cleaning for image," said Nazario. "From the moment we started we were cleaning for health, and I think that put us a little bit ahead of the game," he said.

Nazario's story is a personification of the American Dream. In October 2013, he was working full-time and several part-time jobs, pushing hard to get ahead, while his wife Claudia worked 10-hour days at a car dealership to help support their young family. One of Gil's jobs involved, stripping, waxing and buffing floors at Reading Hospital, and his desire to create a better life for his family inspired him to act on his vision to create his own commercial floor cleaning business, which soon evolved into a full-service janitorial company.

Nazario's warm personality, positive outlook, and curious and affable nature, along with his commitment to excellence and boundless energy made success inevitable, "I wanted to be the best at it," he explains. "There was a certain image that I wanted to portray. I wanted to provide a high level of service and hold my head high. I wanted to be able to present something that I think society sees as a low-level job in a different light. And I think Clean Floors and More has accomplished that in some ways," he said.

They certainly have, as in six short years Clean Floors & More has established itself as one of the region's leading all-inclusive janitorial companies providing nightly cleaning services, as well as specializing in commercial carpet and floor cleaning services, and more — evolving into a one-stop-shop for all your business's cleaning needs.

Today, Clean Floors & More has grown to become a well-respected and recognized name in providing janitorial and floor care services throughout Berks County and beyond. And they have become an industry innovator and leader at the forefront of applying deep cleaning *prior* to electro-static disinfecting of surfaces. They are experts at identifying and disinfecting the high-touch points in your facility (doorknobs, railings, light switches, etc.).



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In January, Claudia Nazario joined her husband in the business, fulltime. She now manages and directs their loyal and dedicated staff. “She’ll bring her team in, and execute the plan and she really nails it,” says Gil, who now has more time to meet with potential clients, prepare estimates, send proposals and focus on growing the business through marketing and social media.

“We like to come in and ask questions and see what concerns (new clients) have,” Gil said. “and to understand their goals. It’s all about the goals of the client and what they see and how they perceive the cleanliness of their building. We put in our input about how we do things and the quality products we use. Together, working with them, we come up with a customized plan that fits their building. Some places need service five times a week. Some three times a week. It all depends on the amount of traffic that someone has, and of course their budget, and we work with that to create a plan that best fits their facility,” he said.

Gil explains the company’s top priority is dedication to doing a perfect job — consistently, every time. “It’s impossible to be perfect, but you can be perfect with your response,” he says with conviction. “How we respond to a complaint is what I think makes us stand out. There’s no way to get it right 100 percent of the time, but there is always a way to make it right by how you show up and how you handle the problem. I think that really separates us from other cleaning services,” he said.

Clean Floors & More is fully insured and bonded. They service many well-known businesses in Berks County and are happy to provide references. As a local family-owned janitorial company, they are always there when you need them. Their cleaners are passionate about their work because a dedicated husband and wife team are leading the way.

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Their nightly janitorial service will thoroughly clean your building and with Ecolab EPA-Registered 3-in-1 Cleaner and Disinfectant approved by the EPA for use against COVID-19. As an additional preventative measure Clean Floors & More offers Electrostatic Disinfecting with Vital Oxide.

From nightly cleaning services to commercial floor and carpet cleaning, **TOP PRIORITY** is their dedication to doing a perfect job - consistently every time. The Clean Floors & More cleaning specialists go through extensive training and their work is monitored by technology to ensure more than satisfactory results.



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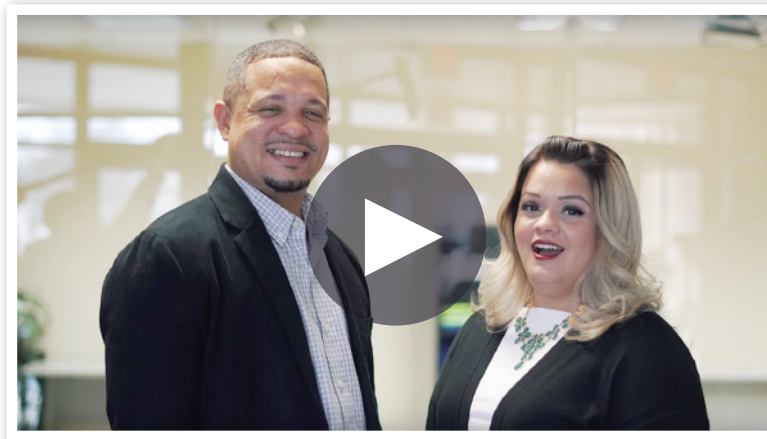
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COVER STORY

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Visit www.cleanfloorsandmore.net for additional information and informative videos.

Gil and Claudia understand that communication is important to each and every client, and they utilize cutting-edge technology involving “real time” quality control, and direct phone access to keep staff and clients on the same page. The personal touch helps them meet and exceed all client expectations. And, they never compromise on quality, professionalism and efficiency.

“Show us your problem areas and we’ll show you how we’ll solve them,” Gil says confidently. The professionals at Clean Floors & More understand the science of cleaning and it shows. You WILL see the difference. Their staff of cleaning specialists go through extensive training and their work is monitored by technology.

Clean Floors & More utilizes a proprietary app to increase communication and assure quality and accountability. Streamlined communication and shared inspections mean better cleaning. Innovative technology makes communication faster. Quality is monitored and reliable, and access to your premises is secure.

“I describe it as software that helps streamline communication between our employees and our clients,” Gil said. “Communication is a big deal for office managers. Using this technology is a way to streamline communications with our

team members as well as our clients to create a partnership, rather than just a service that comes in and cleans your building. We are a partner with our clients in terms of the cleanliness of their facility.”

The app allows Clean Floors & More to create digital checklists with pictures of the space—highlighting what is important to the client. Clean Floors & More shares inspections via our app with the client, the cleaner and supervisor to keep everyone on the same page.

“The notes and instructions I provide to workers are available on the, so exactly what the client signs off on is put inside the app, including photos and everything else so our team has the exact same instructions that were signed off on and agreed to,” Gil explains. “We go in and do inspections with that same app that goes straight to the client. They can let us know of any adjustments that have to be made. We can adjust those in the instructions in the app and send another inspection report,” he said.

“And the app is in real time,” Claudia Nazario adds. “As soon as we hit send, the client or the cleaner gets the message right away. It’s the same when they send a message to us. It’s all in real time.”

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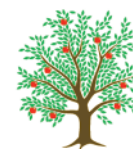
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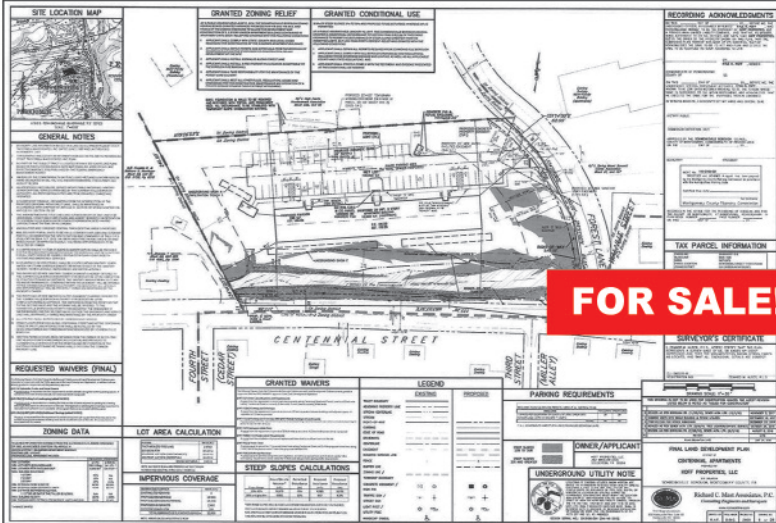


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The app also addresses an industry-wide issue of verifying the validity of traditional worker “sign-in” sheets at client locations. State-of-the-art monitoring tracks employees log in and activity. They always know what is happening (or not happening) with your site, and they respond to any issues or concerns immediately. “A big problem (in the janitorial industry) is people not coming in or showing up,” Gil explains. “Instead of having cleaning personnel use a sign-in sheet, we put a geofence around the location, and the employee cannot log in until they are within the geofence,” he said.



The COVID-19 crisis has given business owners a whole new perspective on the importance of reliable, efficient janitorial services. “Suddenly, we are the essential business, Claudia Nazario observes.

“As of the last couple weeks there are more people contacting us,” Gil Nazario adds. “I think business owners and office managers are looking to re-evaluate their

current cleaning service,” he said, “and taking this opportunity to see if they want to stick with who they have or if they are looking for a change. Generally, we get a call when another service messes up, or if a potential client is looking to re-evaluate, and I think with this COVID people are looking to see what else is out there and make some comparisons with what they currently have,” he said.

“The CDC recommends that things be cleaned, then disinfected,” Gil Nazario cautions, “so, if you have a company coming in that is saying they will come and spray your place down, you need to determine

who’s making sure it’s soil-free so the disinfectant can reach the surface and properly be effective. You have to put that cleaning aspect in first,” he said.

If you are in need of a reliable janitorial service or re-evaluating your current janitorial arrangements, please give Gil Nazario a call at 484.599.2751 or email cleanfloorsandmore@aol.com, and please visit www.cleanfloorsandmore.net for additional information.



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