

BUSINESS PROFILE

Clean Floors & More, LLC

By Gilbert & Claudia Nazario,
Clean Floors & More, LLC

In March of 2020, like most of us, we were unsure of how the pandemic would affect our company and the way we would be able to best serve our clients. Although having a sanitized facility was now top of mind for every business, across all industries, with a number of our accounts temporarily closing their doors due to the pandemic, we had to figure out what to do. And we had to figure it out quickly.

So, we began to educate ourselves. The CDC and our vendor, Ecolab, kept us up to date with all of the latest information about COVID-19. We then shared this knowledge with our clients to let them know that we were being proactive about the situation, and we were ready to serve them when the time was right. We also informed our clients of the FDA approved hospital grade disinfectant we were using, and told them about the increased training our employees had completed.

Next, we found a local Berks County based solution supplier, and added electrostatic disinfecting to the list of sanitizing methods that we offer. And maybe most importantly, we kept one goal in mind throughout all of this: To educate ourselves and create peace of mind for our clients.

As businesses began to re-open during the first few months of 2021, we were able to retain all of our paused clients. But not only that, we gained new clients and grew dramatically as well! We believe this was due in large part to the collaborations with our friends and allies in Berks County.



Gilbert & Claudia Nazario

For example, during the height of the pandemic, we reached out to *422 Business Advisor* so that they could run a cover story about us in their June edition. The article highlighted the steps that we were taking to maintain our business during the pandemic.

We also connected with local videographer, Mateo Toro from Retorocle, to film our disinfecting, sanitizing and electrostatic cleaning techniques. Then we called on website designer,

Limarys with LMG Marketing, to make adjustments and important updates to our website. Finally, we worked with local SEO guru Alan Robezelli, with Power Marketing International, to help us boost our online presence.

Clean Floors & More's success during the pandemic was a team effort that couldn't have been done without the combined effort of many Berks County business owners who worked together to help keep all of us informed, educated, and open for business. We couldn't be more proud to be a part of this community, and we look forward to continuing to serve it! To learn more about our journey and our janitorial services, visit us at Cleanfloorsandmore.net.



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