

Genie



Where do communication tools for product launch come from?



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What contributed to the creation of Genie?

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Italian customized cleaning

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THE INNOVATIVE FIMAP SOLUTION

Surfaces smaller than 1.000 sq.m
to be cleaned with scrubbing machines
account for a very big share of the market

Surfaces < 1.000 sq.m
market of GENIE



Surfaces > 1.000 sq.m
Professional cleaning
market

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Small Machines
For a Large Segment

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90% OF THE MARKET AREAS UP TO 1.000 SQ.M



Modello macchina	Superficie
Genie E	0-200 mq
Genie B	200-600 mq
My16 B	600-1000 mq

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Surface to be cleaned < than 1.000 sq.m

How are these surfaces cleaned today?

What business sectors do they fit in?

What features should scrubbing machines have to have access to this segment?

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How are these surfaces cleaned today?



MANUAL CLEANING METHODS

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THE INNOVATIVE FIMAP SOLUTION

Let's have a look at current cleaning systems for small areas



**TODAY'S MANUAL CLEANING
METHODS ARE:**

MANUAL

Mop + Trolley + Wringer



Poor cleaning quality
Low productivity
Non-ergonomic

THE INNOVATIVE FIMAP SOLUTION

Let's have a look at current cleaning systems for small areas

TODAY'S MANUAL CLEANING METHODS ARE:

MANUAL

Bucket + Brush + Squeegee



Good cleaning quality

Low productivity

Non-ergonomic



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THE INNOVATIVE FIMAP SOLUTION

Let's have a look at current cleaning systems for small areas



**TODAY'S MANUAL CLEANING
METHODS ARE:**

MANUAL

Flat mop + micro fibre



Reasonable cleaning quality

High productivity

Ergonomic

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Let's have a look at current cleaning systems for small areas



Ideal for:
Training
Disciplinary actions

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Let's have a look at current cleaning systems for small areas

**TODAY'S CLEANING SYSTEMS ARE:
SEMI-AUTOMATIC**
Single-disc machine + Vacuum cleaner



Effective cleaning performance
Low productivity
(double action)
Cable hassle
Experience is required

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Let's have a look at current cleaning systems for small areas



TODAY'S CLEANING SYSTEMS ARE: SEMI-AUTOMATIC

Machines with roller brush without
suction



Reasonable cleaning performance

Low productivity
(limited capacity)

Non-ergonomic (manoeuvrability)

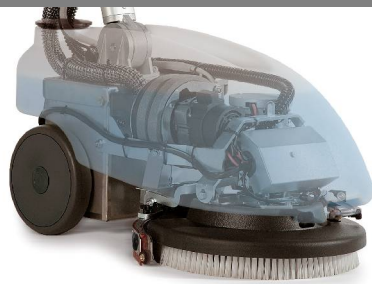
Cable hassle

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Genie B

Disc Brush Version



Surfaces < than 800 sq.m
What business sectors do they fit in?

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What business sectors do they fit in?

MACROSECTOR

TOURISM

SUBSECTOR

Catering

MICROSECTOR

**Bars/Laboratories/
Confectioner's shops
Restaurants/Pizzerias
Farm holiday facilities
Pensions
Small hotels**

Hotels


Camping grounds



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
 HEALTH	Hospitals	Public offices Health institutions Local Health Units
	Physicians	Veterinaries Health offices Dentists
	Private clinics	
	Chemists'	
	Retirement homes	
	Beauty salons	Cosmetic/Hairdressers

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What business sectors do they fit in?

MACROSECTOR

Trade

SUBSECTOR

Retail

MICROSECTOR

Shopping centres
Supermarkets
Delicatessen



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

SUBSECTOR

MICROSECTOR

CRAFTSMEN

Small print shops

Textiles

Marble layers

Tile layers

Industrial flooring

PVC

House painters

Floor layers



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What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
SERVICES	Religious	Convents/Parishes Seminaries/Boarding schools
	Shops	
	Offices	Credit/Financial institutes
	Associations	Religious Cultural
	Sports	Swimming pools/Gyms Sports facilities



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
AUTOMOTIVE SECTOR	Car dealers	Small showrooms
	Car repair shops	Repair shops/Car electricians/tyre dealers/car body shops
	Petrol stations	Motorway service areas



THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
PUBLIC AUTHORITIES	Government bodies	Boroughs Provinces Regions
	Education	Private/public schools Libraries
	Armed forces	Public safety Army Aeronautics



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

SUBSECTOR

MICROSECTOR

CLEANING
CONTRACTORS

Macro-businesses




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THE INNOVATIVE FIMAP SOLUTION

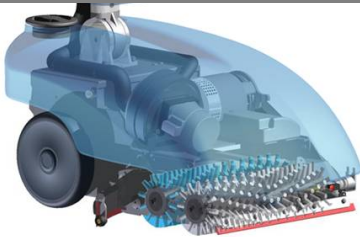
What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
PRIVATE SECTOR	Villas	With swimming pool Recreational areas Arcades Verandas
		

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THE INNOVATIVE FIMAP SOLUTION

**Cylindrical
brush version**



Genie BS



Surfaces < than 800 sq.m
What business sectors do they fit in?

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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
TOURISM	Catering	Pastry making laboratories
	Hotels	Pensions Small hotels (Kitchen)
	Camping grounds	



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

HEALTH

SUBSECTOR

Hospitals

Private clinics

MICROSECTOR

**Public offices
(Refectories, canteens)
Health institutions
Local Health Units
Kitchens, refectories**



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

Trade

SUBSECTOR

Retail

MICROSECTOR

Delicatessen
Fruit and
vegetable-shops
Bakery's (Laboratories)
Gardening shops
Small butchers'



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

SERVICES

SUBSECTOR

Religious

MICROSECTOR

Convents/Parishes
Seminaries/Boarding
schools



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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

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AUTOMOTIVE SECTOR	Car dealers	Small showrooms
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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR

SUBSECTOR

MICROSECTOR

CLEANING
CONTRACTORS

Macro-businesses




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THE INNOVATIVE FIMAP SOLUTION

What business sectors do they fit in?

MACROSECTOR	SUBSECTOR	MICROSECTOR
PRIVATE SECTOR	Villas	With swimming pool Recreational areas Arcades Verandas
		

THE INNOVATIVE FIMAP SOLUTION



What features should a machine have to meet the requirements of this type of environments?

- 1 Flexible and easy to transport
- 2 User-friendly > no skilled operators**
- 3 Able to clean in narrow and congested spaces
- 4 Excellent cleaning performance**
- 5 Good operating autonomy
- 6 Easy maintenance**
- 7 Small in size
- 8 REDUCED CLEANING COSTS AND TIME**

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What is the reply of **FIMAP?**

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THE INNOVATIVE FIMAP SOLUTION



**Genie B.
The battery genius**

The small cable-free scrubbing machine with 35 cm working width

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THE INNOVATIVE FIMAP SOLUTION

1. Easy to transport

The flexible push handle can be adjusted in any position to make the machine extremely user-friendly
Genie B is simple to transport also on any type of car.



The bearing fitted inside the wheel ensures smoother movements of Genie B

BENEFIT: REDUCED TRANSPORT COSTS

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THE INNOVATIVE FIMAP SOLUTION

2. User-friendly

**Genie does not require any kind of regulation
and it is immediately ready to work**

**Self-explanatory controls and
obvious in their use**

Dead man's control to ensure
highest safety levels

Brush coupling control

Adjustable position



BENEFIT: NO SKILLED OPERATORS REQUIRED

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THE INNOVATIVE FIMAP SOLUTION

2. User-friendly



**Brush head assembly with
single brush**
**Automatic brush coupling
system**

BENEFIT: NO SKILLED OPERATORS REQUIRED

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THE INNOVATIVE FIMAP SOLUTION

3. Perfect cleaning in narrow and congested spaces, along walls and in the corners



BENEFIT: FAST CLEANING OPERATIONS > HIGHER PRODUCTIVITY

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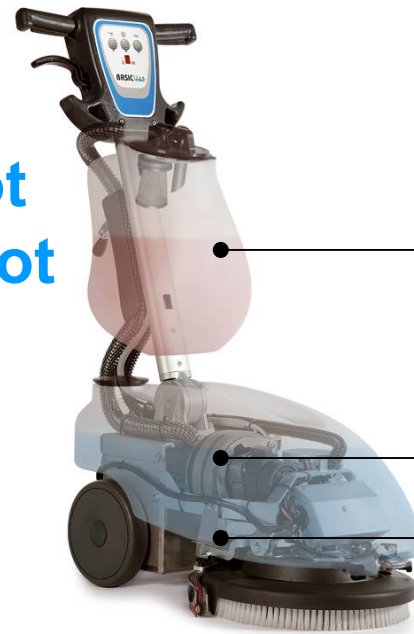
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THE INNOVATIVE FIMAP SOLUTION

4. Genie B ensures excellent cleaning performance.
ALL DIRT IS COLLECTED

Greater hygiene

All other systems do not collect dirt as they do not provide any suction action



RECOVERY TANK

SUCTION MOTOR

SOLUTION TANK

BENEFIT: THOROUGH SANITISATION OF THE ENVIRONMENT IN JUST ONE PASS

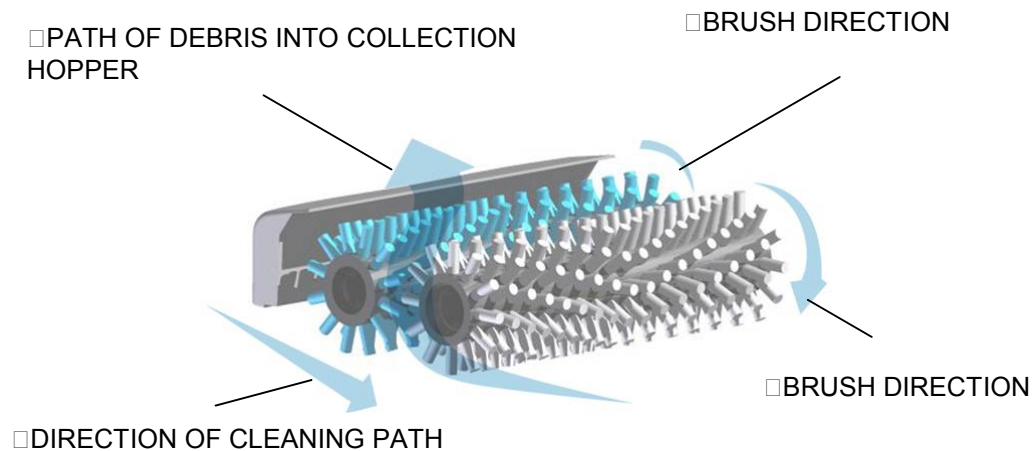
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THE INNOVATIVE FIMAP SOLUTION

4. Genie BS ensures excellent cleaning performance.

□ **The combined scrubbing-sweeping action removes hardy and effectively either solid waste or the hard dirt**

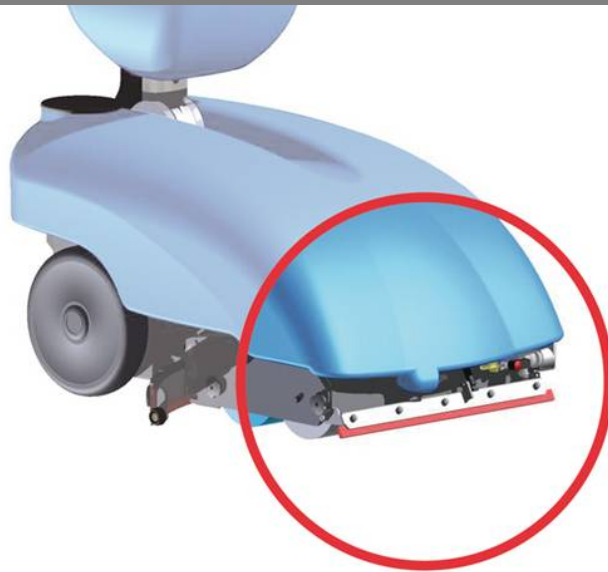


BENEFIT: THOROUGH SANITISATION OF THE ENVIRONMENT IN JUST ONE PASS

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THE INNOVATIVE FIMAP SOLUTION

4. **Genie BS** ensures excellent cleaning performance.



□ **Being the squeegee in the front of the machine, it ensures a perfect drying operation also under the tables**

BENEFIT: THOROUGH SANITISATION OF THE ENVIRONMENT IN JUST ONE PASS

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4. Genie B ensures excellent cleaning performance.

Thanks to the combined action of suction motor and squeegee, perfect drying is ensured and dirt is fully picked up.

Parabolic squeegee

Genie B ensures perfect drying even on bends thanks to the parabolic movement of the squeegee around the brush



Parabolic squeegee swinging to one side



Squeegee position at rest



Parabolic squeegee swinging to the other side

BENEFIT: COMPLETE DRYING ON BENDS

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THE INNOVATIVE FIMAP SOLUTION

5. Genie B has excellent operating autonomy.
The battery is extremely easy to replace

**BUILT-IN BATTERY CHARGER
AND EASY BATTERY REMOVAL**



Very high working capacity up to 800 sq.m/h

BENEFIT: NON-STOP CLEANING OPERATIONS AND ENERGY SAVING

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THE INNOVATIVE FIMAP SOLUTION

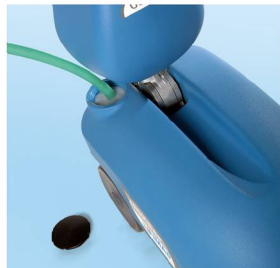
6. Easy Maintenance



RECOVERY
TANK



SOLUTION
TANK



TANKS

Easy to remove
Easy to empty and to clean

GENIE B is made of
high quality components.

Thanks to the use of plastic materials,
aluminium and stainless steel,
its components do not rust.

BENEFIT: REDUCED MAINTENANCE COSTS

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THE INNOVATIVE FIMAP SOLUTION

7. Small in Size



Genie is:

**the smallest battery
powered scrubbing
machine on the market**

**Vertical parking:
possible only with gel batteries**

BENEFIT: EASY STORAGE

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THE INNOVATIVE FIMAP SOLUTION

7. Small in Size













BENEFIT: EASY STORAGE

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THE INNOVATIVE FIMAP SOLUTION

FIMAP	 Electromagnetic compatibility Emission standard EN 61000-6-3 (2002)	 Working width in cm	 No. of Brushes	 Power supply V/traction	 Solution tank l	 Recovery tank l	 Working capacity up to m ² /h	 Machine size In mm L x h x w	 Weight in kg empty without batteries
GENIE B 		35	1	12/semi aut.	10	10	1050	682 1115 460	42
GENIE BS		35	2	12/semi aut.	10	10	1050	693 1115 535	42

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THE INNOVATIVE FIMAP SOLUTION

**Genie B to automate
manual cleaning systems.**

Lower Costs

**Lower investments in materials
Time required for cleaning tasks
considerably reduced**

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THE INNOVATIVE FIMAP SOLUTION

WHAT ARE THE TOOLS
TO COMMUNICATE ALL THIS OUTWARDS?

DEALER-ORIENTED COMMUNICATION TOOLS
<WITH TECHNICAL INFORMATION>

Communication Channels	Tools	TARGET
ON PAPER >	BROCHURES	Dealer
MULTIMEDIA >	VIDEOS	Dealer
WEB >	WEB SITES	Dealer
ADV>	ADVERTISEMENTS	Dealer
PC >	PRODUCT-SPECIFIC PRESENTATIONS 0	Dealer

THE INNOVATIVE FIMAP SOLUTION

WHAT ARE THE TOOLS
TO COMMUNICATE ALL THIS OUTWARDS?

END USER-ORIENTED COMMUNICATION TOOLS FOR THE DEALERS

<WITH COMMERCIAL INFO>

(useful to create downstream demand in favour of dealers)

Communication Channels	Tools	TARGET
ON PAPER >	BROCHURES	End user
MULTIMEDIA >	VIDEOS	End user
WEB >	WEB SITES	End user
ADV>	ADVERTISEMENTS	End user

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THE INNOVATIVE FIMAP SOLUTION

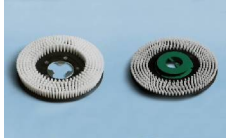
WITH WHAT CONTENTS?

THE TRANSPORTABILITY
GENIUS



THE MARKET
GENIUS

THE SIMPLICITY
GENIUS



THE ACCESSORY
GENIUS

THE FLEXIBILITY
GENIUS



Genie B is:

THE SIZE AND
RECHARGING
GENIUS



THE BATTERY
GENIUS



THE SANITISATION
GENIUS



THE ABOVE MENTIONED ONES

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THE BROCHURE

Genie B is available in the following version

Genie B is supplied with:
gel batteries, built-in battery charger and brush or pad holder

TECHNICAL CHARACTERISTICS		TECHNICAL CHARACTERISTICS	
Model	Genie B	Model	Genie B
Maximum capacity (liters)	1000	Maximum speed	1000
Weight (kg)	100	Max. speed (km/h)	100
Max. speed (km/h)	100	Max. capacity (kg)	100
Max. capacity (kg)	100	Max. capacity (kg)	100
Max. capacity (kg)	100	Max. capacity (kg)	100

For any additional information or for a price please contact your local Fimap dealer

Genie's name:

FIMAP
Italian customized cleaning
www.fimap.com

Genie B

Genie B. The Battery Genius

FIMAP
Italian customized cleaning

Genie B

Genie B. The Market Genius

Genie B is the smallest battery-powered walk-behind scrubbing machine on the market, ideal for easy automation of manual cleaning systems.

The results are immediately visible: cleaning times and operating costs are dramatically reduced. Operators don't get tired and therefore productivity is considerably enhanced.

Genie B could represent a revolution in the traditional cleaning market considering that manual cleaning systems, that are extremely expensive and poorly effective, are still used for 80% of the areas that are smaller than 1000 sq.m.

Thanks to the flexibility and maneuverability of its handle bar, Genie B is suitable for cleaning most cases and congested areas, such as:

- Offices, restaurants, fitness centres, hairdressers', boutiques, laundries, classrooms, doctors' and dentists' clinics, veterinary practices, chemists' shops, medical centres, theatres, kitchens, laboratories, supermarkets, butcher's shops, trains, subway trains, airports, private homes, hotels, etc.

Genie B. The Flexibility and Transportability Genius

Perfect scrubbing along walls and in corners. The handle bar of Genie B has been designed to ensure 100% flexibility. This is an extremely important mechanism for easy charging under the tables and to get into corners with flexible maneuverability.

- Thanks to the absolute flexibility of its handle bar, Genie B is able to fit under tables and in any tight spot.

Genie B. The Cleaning Genius

Thanks to the combined action of the buffer motor and the squeegee, perfect drying is ensured all over the scrubbed area.

Patented parabolic squeegee

Genie B ensures perfect drying with an S-bend thanks to the parabolic squeegee swinging around the brush.

To get a good drying without any damage, the S-bend is 17° with 10° in the top and 10° in the bottom to support the brush.

Genie B removes dirt

Dirt is completely and uniformly collected in the central suction tank.

Automatic squeegee and brush adjusting system

Thanks to the automatic squeegee and brush adjusting system, the machine can automatically adapt to any type of surface.

Genie B. The Autonomy Genius

Genie B is a battery-powered machine and that's why it's ideal for cleaning in tight spaces and congested areas. The size battery replacement ensures longer operating autonomy even for several production cycles. Excellent autonomy is further ensured by its large tank capacity (10 l solution tank, 50 l recovery tank).

Genie B has a 1200GA built-in battery charger

Managing the machine is straightforward.

Genie B is a genius in terms of size

Thanks to its extremely compact size, Genie B can be stored in any storage space vertically. Its size is 18" high. This limitation is achieved only with gel batteries.

Genie B. The Simplicity Genius

Genie B is user-friendly

Just fill up the solution tank with water and detergent, fill the brush and insert the squeegee to start operating.

Controls are obvious in their use and all operations are simple:

- Adjust the brush height
- Adjust the brush motor speed
- Open the brush motor speed
- Open the brush motor speed

When operating the safety switch, the brush motor will stop. The high roller is used to stop the brush motor. After releasing the safety switch, the roller will start again and the brush motor will start again.

Learn for easy handling, filling and emptying.

Automatic brush cleaning system

Genie B has an automatic brush cleaning system. The brush is cleaned by the roller, which is on the handle bar. This is a simple and effective automatic brush cleaning system.

Genie B. The Sanitisation Genius

Genie B can be thoroughly sanitized thanks to complete removal of the tanks.

It is manufactured with quality components which ensure long life and greatest reliability. Thanks to the use of plastic material (detergent tank, brush motor and squeegee case), the components do not rust or get damaged.

- The recovery tank can be easily removed
- Thorough cleaning of the solution tank
- Prevention of cleaning or detergent from being used in the next cycle
- Before removing the solution tank don't forget to disconnect the water line

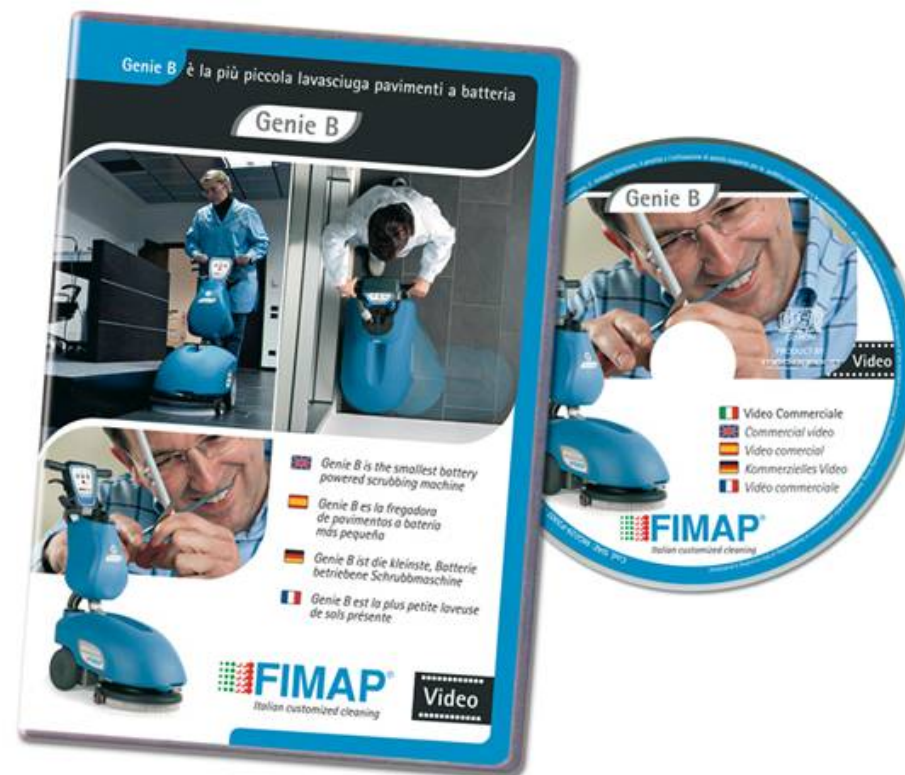
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THE INNOVATIVE FIMAP SOLUTION

THE VIDEO



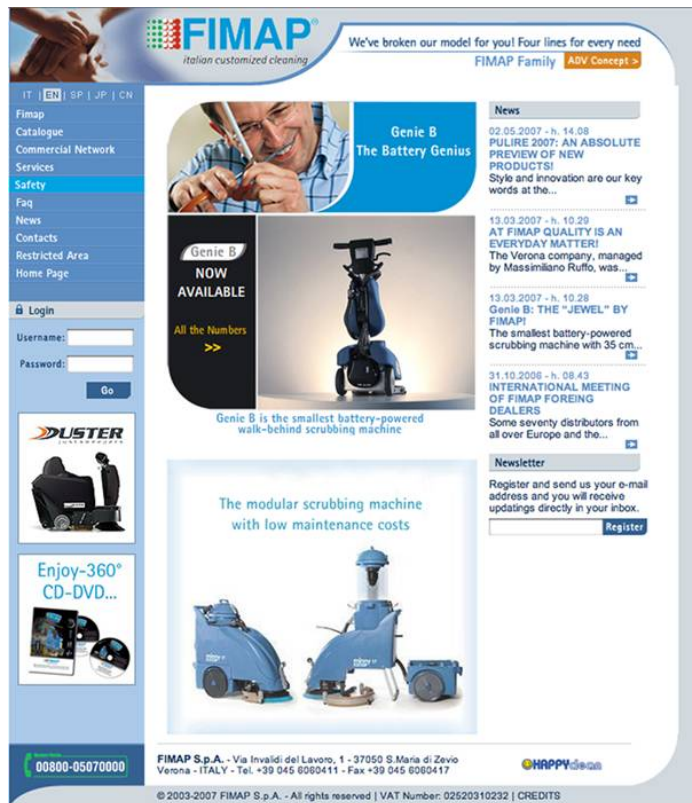
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THE INNOVATIVE FIMAP SOLUTION

THE WEB SITE



The screenshot shows the FIMAP website homepage. At the top, the FIMAP logo is displayed with the tagline "Italian customized cleaning". A navigation menu on the left includes links for "Fimap", "Catalogue", "Commercial Network", "Services", "Safety", "Faq", "News", "Contacts", "Restricted Area", and "Home Page". A login section is also present. The main content area features a "Genie B" advertisement with the headline "The Battery Genius" and a "NOW AVAILABLE" banner. Below this, there is a section titled "The modular scrubbing machine with low maintenance costs" showing various models. A "News" section on the right lists several articles, including "PULIRE 2007: AN ABSOLUTE PREVIEW OF NEW PRODUCTS!" and "AT FIMAP QUALITY IS AN EVERYDAY MATTER!". The footer contains contact information for FIMAP S.p.A. and a copyright notice for 2003-2007.



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ADV

GENIE B. THE BATTERY GENIUS



Genie B by is the smallest walk-behind battery-powered scrubbing machine. The cable hassle belongs to the past and with Genie B maintenance cleaning of small-size, congested spaces is ensured with great autonomy.

Genie B. The cleaning genius.

FIMAP®
Italian customized cleaning

MACHINES FOR PROFESSIONAL CLEANING:
SCRUBBING MACHINES, SWEEPING MACHINES,
COMMERCIAL AND INDUSTRIAL VACUUM CLEANERS,
SINGLE-DISC MACHINES

FIMAP spa - Via Invalidi del Lavoro, 1
37050 S. Maria di Zevio - Verona - Italy
Tel. +39 045 6060411 - Fax +39 045 6060417 - E-mail: fimap@fimap.com
www.fimap.com

An ISO 9001-2000 Organisation certified by Q.C.B. Italy **02160-85070000**

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Validate and quantify the concept statements of:

Significantly enhanced floor appearance and satisfaction

- Visual improvements
- QSR satisfaction improvements

Significant reduction in labour time spent cleaning the floors

- How much time?
- Is it captured by the QSR in term of sending someone home early?

Significant improvement in reducing the potential for slips and falls

- COF improvements

Significant reduction of chemical consumption vs. mop

Further understand and evaluate the scrubber performance and reliability

Results have been outstanding, and have exceeded our expectations

BOH = Back Of House (Kitchen) FOH = Front Of House (Reception, Restaurant)	Restaurant 01	Restaurant 02	Restaurant 03	Restaurant 04	Restaurant 05	Restaurant 06	Restaurant 07	Restaurant 08	Restaurant 09	Restaurant 10	Total average	Percent improvement from Baseline
Initial Satisfaction												
Time to complete overall floor cleaning procedure	4	5	5	2	1	6	6	5		1	3.9	
The appearance of clean floors upon completion in BOH	5	3	3	5	6	8	6	6		1	4.8	
The appearance of clean floors upon completion in FOH	7	6	6	5	6	3	8	5		1	5.1	
The appearance of clean grout lines (if applicable)	3	3	3	4	1	3	8	4		2	3.4	
The slipperiness of floors in the BOH	4	3	3	6	4	6	9	5		1	4.6	
The slipperiness of floors in the FHO	6	3	3	4	3	8	10	4		1	4.7	
The time required to deck brush	7	5	6	1	1	1	5	4		1	3.4	
The time for floor to dry during the day with customers present	6	7	8	4	2	3	2	5		1	4.2	
Week 1												
Time to complete overall floor cleaning procedure	9	9	10	10	10	10		8			9.4	242%
The appearance of clean floors upon completion in BOH	10	9	10	10	10	10		8			9.6	200%
The appearance of clean floors upon completion in FOH	10	9	10	10	10	10		8			9.6	187%
The appearance of clean grout lines (if applicable)	9	10	10	10	10	10		4			9.0	261%
The slipperiness of floors in the BOH	10	9	10	10	10	10		8			9.6	210%
The slipperiness of floors in the FHO	10	9	10	10	10	10		8			9.6	205%
The time require to deck brush	10	10	10	10	10	10		10			10.0	295%
The time for floor to dry during the day with customers present	10	10	10	10	10	10		8			9.7	230%

Direct Feedback

“You can’t have the machine back”

“The crew loves it, everyone wants to try it”

“Looks like fun to use”

“Our owner walked in the other day and immediately commented about how great the floors look”

“I came in on my day off to move all the tables and equipment to do a much needed deep clean”

“Wow”

Every account has indicated that they are saving considerable time

- TEST AREA 1 - 2 hrs. per 8 hr. shift
- TEST AREA 2 - 1 hr.
- TEST AREA 3 - 1 hr.
- TEST AREA 4 - 1.5 hrs. per day

Internal side by side test:

- Genie saves 32% vs. damp mop (27 minutes to full dry)
- Genie saves 63% vs. wet mop (30 minutes to full dry)
- Genie leaves the floor dry, and safe, and prevents immediate “resoiling” from dirty shoes on a wet floor

Bottom-line savings

- TEST AREA 4 - closing 30 minutes earlier with 4 person crew
~\$6,000 in annual labour savings, direct to their bottom line

Direct Feedback

“The crew of 4 used to clock out and leave around 11:00 PM every night, but with the scrubber we are consistently closing down at 10:30”

“I cleaned the entire lobby in less than 15 minutes in the middle of the day”

“It definitely saves a lot of time”

Mopping with customers or crew members present creates a dangerous environment with wet floors

- Floors take an average of more than 15 minutes to dry
- Using the mop 4 time per day potentially have 1hour or more of increase danger and likelihood of a slip and fall

Genie leaves the floor dry, and cleaner than mopping, thereby eliminating the “danger window”

