

Breathe Easy Carpet & Fabric Care owner/operator Andrew Connell



“For a dust-mite and allergy treatment of a mattress for example, I start by thoroughly vacuuming the mattress with a Dyson vacuum cleaner with a HEPA Filtration system. Depending on the state of the mattress I may steam clean the surface area then use a MasterBlend anti-dust mite treatment. Feedback from clients has been positive stating that the plan- derived treatment product is effective.

Connell is often called upon by real estate clients for odour control work too. “When a smoker has been in a house and the smell has gotten into the carpets, soft furnishings and painted surfaces, I have a system to remove odours using either a fog or vapour machine,” he says.

Connell also reveals a number of things people can do to improve air quality in the home or workplace. For example opening windows to enable fresh air to flow through and regularly vacuuming with an appropriate type of vacuum cleaner. Breathe-Easy’s customer base is a mix of domestic, real estate and commercial clients and Connell is proud to say he is at the point where he can pick and choose the work he does with repeat business and specialised cleaning requests.

“Early on in my business I focused a bit too much on cleaning carpets for the real estate industry and found myself running into cash flow problems,” Connell admits. “An over-focus on real estate and commercial carpet cleaning can lead to 30-day accounts not being paid for 60-days plus. I now have a good balance between domestic homeowners, real estate and commercial customers, however my preference would be domestic cleaning jobs where I do the job, get paid at the end of the day and get repeat and referral business.”

When asked about unusual cleaning requests Connell recounts a time he was asked to clean a client’s expensive handbag that made him rather nervous, as well as items like lamp shades, water damage on the speaker cover of a television and even regularly cleaning carpets in helicopters.

“Thanks to referral business I have been asked to clean remote properties,” he reveals. “A few farmers organised for me to drive out to New Norcia and Yerecoin in the Wheatbelt about an hour and a half north-northeast of Perth to clean their properties. That was all from word of mouth and offered a change of scenery having to drive out to a country area.”

Connell believes his pricing structure and the training he has done over the years sets his business apart from others.

“Starting off in the early days I completed a full range of courses with the Australian Carpet Cleaning Institute including Master Technician; Spot Cleaning Specialist; Water Damage Carpet Cleaning Technician; and Upholstery Cleaning Technician,” Connell states. “I have gone on to do other training with Jena Dyco International – Odour Control Course; Interactive Training International – Complete Fine Rug Care; and more recently with Frank Preo and Daniels and Associates for my Certificate III in Asset Maintenance.

“I plan to continue adding to my training because the expertise I am able to apply and demonstrate in my work and pass on to clients is invaluable. For example, I’m able to explain why a stain will or will not come out and then how I’m going to remove the stain. Helping the customer understand the process makes them feel confident about the job I’m doing.

Connell prides himself on cleaning to Australian Standards, which he claims makes an enormous difference for his customers. “I won’t do anything less,” he states. “I pre-vacuum every carpet before adding any moisture to ensure the dry particulates are removed rather than being forced down into the carpet. It may take longer but it makes a big difference. Unlike the vast majority of the industry, I charge customers per square metre rather than per room as I believe this is the fairest way to charge considering every room can be different. It’s about offering the best quality service for the best and fairest price.”

[www.breathetheasycarpetcare.com.au](http://www.breathetheasycarpetcare.com.au)

## Revolutionary Low Prices On Quality Cleaning Products



**CleanPro 300H** portable carpet extractor  
- 300 psi with 2000 watt inline heater

**\$3990**  
save \$460

**Includes-** 12" x 2 jet stainless steel high flow extraction wand as well as 7.5 metres of quality vacuum & solution hose

### Specifications & Features-

- Rotomoulded polyethylene body- stronger, lighter and more scratch resistant compared to fibre glass construction
- Dual 3 stage US made Ametek Lamb vacuum motors
- Pumplet pressure pump (manufactured in the USA)
- Adjustable water pressure from 50 to 300 psi
- 2000 watt internal last stage heater
- Patented motor cooling ducting & vents
- 45 litre fill and 45 litre recovery capacity
- Pressure gauge and hour meter
- Manufactured in the USA
- Custom modified in Australia
- Low water shut down sensor to extend pump & pump seal life
- Large semi pneumatic wheels for superior manoeuvrability
- Top mounted switch panel for operator convenience



**5 Year Warranty**  
on body  
12 months on balance\*  
\*excludes wear items



Made in USA



### Current Specials-

- XPower X-600 1/3hp-2000 cfm airmover - \$269 save 15%
- 17" FibrePlus Encapsulation cleaning pads - carton of 5 for \$55
- SprayMaster inline injection sprayer - \$199 - save 25% off RRP
- 15m Bridgepoint Signa 1/4" 3000 psi solution hose NPT ends - \$132
- PTFE teflon wand glides manufactured for specific wands - \$139



**Revolution**  
Cleaning Products

Find more savings at [www.cleaningproducts.com.au](http://www.cleaningproducts.com.au)

We deliver Australia wide - Ph. **1300 522 995**