

Breathe Easy lives up to its name with specialised dust mite treatment

By Kim Ball

An ongoing commitment to education and training as well as actively sharing with and mentoring other cleaning business operators is the key to the success of Breathe Easy Carpet & Fabric Care. Owner, operator Andrew Connell has done the 'hard yards' in the cleaning industry and with more than 18 years in business is happy to share what he has learnt.

From watching his father operate a cleaning business in Victoria, who then encouraged him to enter the industry at 19 before starting his own cleaning business at the age of 23 after the family had moved to Perth, Connell has plenty of stories to tell. "When I first started I worked high volume at a cheap price, charging little more than \$50 to clean five rooms," he shares. "Back then my business was aptly named Hurricane Cleaning and that's what I did.

"At the time I thought I was doing a good job but over time I made different contacts within the industry, did some training and realised that that style of operating wasn't good and it wasn't sustainable. So I changed the business name and the way I operate and haven't looked back."

Now Connell runs a profitable business and is sharing his wealth of experience and knowledge as president of the Advantage Group of

Carpet Cleaners. He has been in the position for more than two years and proudly shares about his role as a mentor. "There is one operator that calls me almost every day to talk about cleaning jobs and seek advice," Connell states. "I have worked with him since he started in the industry and I'm proud of how far he has come and how much he has achieved. With everything I have learnt over the years it's rewarding to be able to help someone else avoid the same pitfalls and give back to the industry."

Western Australia-based Breathe Easy Carpet & Fabric Care offers carpet and upholstery cleaning; specialist stain removal; water damage restoration; leather cleaning and conditioning; and tile and grout cleaning. The majority of Breathe Easy's business is in carpet and upholstery cleaning however Connell has effectively branched out into niche markets for dust-mite and allergy treatments as well as odour control.

"The name Breathe Easy has two connotations," states Connell. "The first is that customers can relax and breathe easy with my company on the job and secondly the specialised dust mite cleaning that improves indoor air quality means customers can breathe more easily, especially asthma and allergy sufferers.

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