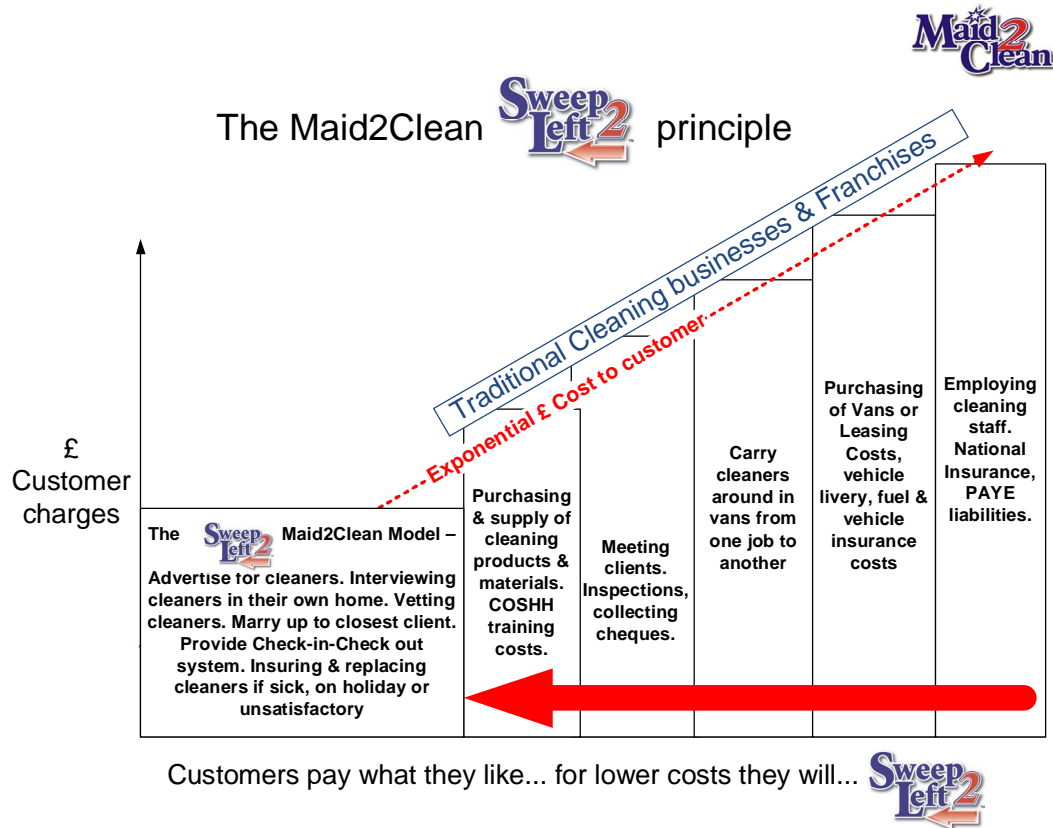




Maid2Clean® Announces Sweep2Left® Branding Distinction

News is travelling fast in franchising circles about the Maid2Clean® **Sweep2Left®** business excellence model. Maid2Clean continues to innovatively differentiate itself from the competition by successfully registering the **Sweep2Left®** trademark. What's **Sweep2Left®** all about?

Simply it's the elimination of waste, inefficiency and cost within the traditional cleaning business model that Maid2Clean business has made it's own. For example the diagram below depicts a typical cost model associated with the cleaning business. Traditionally cleaning businesses (and most other businesses and franchises in general for that matter) are 'stifled' by a number of primary overheads. These major burdens include:



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 Caiden House
 Canal Road, Timperley
 Altrincham, Cheshire WA14 1TD
 Tel. 0845 257 0677



The philosophy is explained further in the table below.

Maid2clean Sweep2Left® philosophy (client pays only for value added items)	Tradional Cleaning businesses charge clients for unnecessary Costs
Maid2Clean® has no costs	Staffing costs – NI, PAYE
Maid2Clean® has no equipment costs	Equipment costs – capital investment
Maid2Clean® has no cleaning product costs	Cleaning product costs
Maid2Clean® has no transportation costs	Carrying of cleaners & equipment
Maid2Clean® has no COSHH costs	COSHH training and regulation
Maid2Clean® does not incur the costs of meeting clients	Travel to Client premises
Maid2Clean® clients pay significantly less than when using a competitor.	Client generally pays £15-20 per hour



Mike Hanrahan (Maid2Clean® MD) commented “*The Sweep2Left® principle further differentiates us in the market place; in fact, so much so that we have registered it as trade mark. Maid2Clean® is about setting standards in driving out unnecessary overheads out of the business and providing our clients with an excellent service at a price they wish to pay.*”

Further details can be obtained from Marion Thomas at the Maid2clean® Head Office on 0845 257 0677.