



Introducing

storecare

by hmcare





Who we are, what we do...

Here at HFM Care, sustainability is at the forefront of what we do. Our sustainable product & service offerings help each and every customer on their **Net Zero** journey. The future is carbon neutral so let us help you kickstart or improve on your current carbon off setting goals. Don't compromise on the cleaning products and services you are used to - **improve that standard with HFM Care.**

Welcome to

storecare

Here at HFM Care we have launched our brand new initiative - **StoreCare.**

StoreCare is a service we offer to your store to ensure you get the utmost professional deeply cleaned customer environment. In this brochure you will find all the information needed to fully understand the attention to detail we offer to your store. StoreCare is a completely chemical free alternative to the industry standard, heavy duty cleaning products used elsewhere.

*Our goal is to enhance the appearance, safety and hygiene of your store. HFM makes StoreCare simple and affordable **but most importantly budgetable.***

Our services broken down to a cost per day, is the **equivalent** of going to your local deli and purchasing a chicken fillet roll.



1: Floor Clean

Floor cleaning daily by staff will remove your average dirt and grime. Our deep cleaning floor service provides edge to edge, corner to corner detailing. Our FloorClean will help remove years worth of historic, harsh chemical residue build up all in a day's work leaving you with essentially a completely revamped floor. This will enhance the internal journey by making the floors cleaner, safer and maintained.

- Remove harsh chemical and grime residue
- Edge to edge cleaning
- Make floors cleaner, safer & maintained



2 : Deli Clean

With StoreCare, your deli area will be completely deep cleaned and given a new lease of life. Shopping in stores is a visual process, if a customer is impressed by the cleanliness of your fresh food area they are more likely to spend elsewhere in the store.



- Keep fresh food areas visibly clean
- Cleanliness in this area promotes sales throughout
- Gain and nurture consumer confidence

3 : Approach Clean

Shop fronts tend to be an overlooked area when cleaning stores. *Did you know that in a 2021 survey carried out in the UK by Precision FM that 95% of customers say a dirty store exterior plays a role in shop spend?*

With our ApproachClean we will carry out a complete detailing of your shop front removing any build up of chewing gum or any other stubborn dirt and grime outside your store. Included in this is cleaning of store signage.

- Represent your store, staff and brand with trust
- Don't put customers off entering or purchasing from your store
- Remove all exterior dirt and grime even including chewing gum



We will make the approach to your store **more inviting** to potential customers. ”



4 : Window Clean

In addition to all of the above we will also clean the interior and exterior of your windows on-site ensuring that you have a complete, tailor made approach fit for your store. From start to finish we make sure that no stone is left unturned in order to provide you with the best service possible.

- Ensure all glass is free of dirt and grime
- Maximise light into your stores
- Specialist equipment for all store types





Before and Afters...



Statistically Speaking

Survey Results Post Covid 2021 in the UK - Precision FM

90%

of people surveyed are left with a negative experience when stores are visually dirty.

94%

of participants say if restrooms are dirty they would not shop there again.

82%

of customers believe a dirty restroom = dirty kitchen.

79%

of participants stated that staff cleanliness plays a role in customer spend.

95%

of participants say that a dirty store exterior plays a role when shopping. The customer may still shop in store but 52% of that 95% say they would not spend money in the store.

“ We are going to be availing of the StoreCare services again in future. We’re actually signing up to their twice yearly deep cleaning contract.



“ We thought the guys from HFM Care on the day were more than accommodating. A big plus for us was that they were able to work during the store’s busy trading hours.



“ We’d recommend the deep cleaning service to other retailers. We definitely felt like the guys listened to our feedback and worked with us to achieve the standard we desired.





we **will** also
compliment your
net zero
journey.

hfmcare

**Chemi
Cycle**

ProBionate

SANZONATE

RiEnergy
We reduce energy consumption, simple!

Get in touch

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Shopping is a visual experience.

A customer's attention to detail differs from a busy staff members, who's focus is on them.

This subconscious awareness is used in the customers decision making.

So what better way to effect that process than to have a head start...

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