



## MEDIA KIT

**Our Service:** AspenClean – Vancouver's first and largest all natural cleaning company, providing services to households and businesses throughout the North Shore and Greater Vancouver.

**Our Products:** AspenClean's 100% natural, Ecocert certified cleaning solutions are **derived only from plants and minerals** and contain **no phosphates, petroleum, sulphates or synthetic fragrances and are not tested on animals**. They are manufactured in British Columbia and are combined with high tech additions like microfiber cloths for best results. All were made available to general public in November 2009.

**Founders:** Alicia Sokolowski, CA and Chris Solodko – electrical engineer, incorporated AspenClean in January 2004.

**Growth:** The demand for environmentally friendly cleaning has spread like wildfire. In less than six (6) years, AspenClean has performed over 200,000 cleaning services for households and businesses. AspenClean plans to open a first franchise in the near future.

### The Company:

- AspenClean has eleven (11) cars and ten (10) Teams that service the Lower Mainland eight (8) hours a day, 5 days a week. The twelfth (12) team will be up and cleaning by March 2009.
- AspenClean is a member of the Better Business Bureau, the Vancouver Board of Trade, the West Vancouver Chamber of Commerce, Canadian Businesses for Social Responsibility, and the American Association of Residential Cleaning Professionals.
- All AspenClean employees are uniformed, trained, insured and covered by the Workers Compensation.
- Our Green Teams consist of three (3) Team Members coordinated by a Team Leader.

**What We Do:** AspenClean offers One-Time and Regular Maintenance cleaning services. The One-Time service includes: Complete Home, Move In/Out, and Post Construction cleaning types. Weekly, bi-weekly, every-3-weeks, and every-4-weeks cleanings are part of our Regular Maintenance service. Our 'elbow grease' provides detailed cleaning of kitchen, bathrooms, bedrooms, and other living areas. Our Special Services include: fridge on the inside, windows on the inside, cabinets and closets on the inside, marks on walls & baseboards, linen changing, and balconies sweeping. AspenClean also manufactures its 100% natural Ecocert certified cleaning solutions. They are all available together with specifically designed microfiber cloths through major health foods stores.



### **Our Clients:**

- Due to the chemical sensitivities caused by cancer treatments. Doctors recommend patients use non-toxic cleaning products while undergoing therapy.
- Pet lovers flock to AspenClean. They are concerned about pet allergies and exposure to toxic cleaners.
- Many allergy sufferers, pregnant women and people with small children choose AspenClean for high quality service and to provide safe, healthy and clean homes for their families.
- AspenClean evaluates each job based on customer's feedback and satisfaction rating. This feedback is used for quality assurance and employee evaluation purposes, and is received daily. *AspenClean's #1 goal: 100% Customer Satisfaction.*

### **Our Employees:**

- Our people are our most important asset. In return for a dependable work ethic and a commitment to ongoing professional development, we offer a respectful work environment, competitive compensation based on Pay-for-Performance with Bonus, and Gain sharing incentive.
- Our goal is to be *an employer of choice in the cleaning industry* and we are on our way to accomplish it. Our company has been in business for over five (5) years. Over 60% of our employees have been with us for more than 1 year. In the business where finding dependable employees is the biggest challenge, we have a waiting list of potential employees.
- A former employee of AspenClean that has worked in the cleaning industry for 17 years used an inhaler to treat her Asthma at least twice a day. While working at AspenClean her inhaler use decreased to a couple times a month.

**Our Community:** AspenClean focuses its charitable giving on two organizations: Friends for Life ([www.friendsForLife.ca](http://www.friendsForLife.ca) – assists individuals living with a life threatening diseases in assuming responsibility for their own health and well being) and Harvest Project ([www.HarvestProject.com](http://www.HarvestProject.com) – a not-for-profit organization on the North Shore reaching out to people at risk of homelessness). We are honoured to support these charities, whose mandates relate to giving people tools and resources to improve their life, both physically and emotionally.

### **Our Rates:**

- We are the only cleaning company that lets you obtain an estimate and book your job online
- Our rates are per cleaner per hour. We quote in 'person-hours.'