



Cleaning Industry Goes Hollywood Feb 12, 2009

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HAMILTON, OH -- It's not often that the professional cleaning industry "stars" in a Hollywood movie. But just such a film will be coming soon to a theater near you.

Sunshine Cleaning, which premiered at the 2008 Sundance Film Festival, is a comedy about a former high school cheerleader, now a 30-something professional housecleaner, who tries to create a better life for herself and her eight-year-old son.

When she hears there is "big money" in the crime scene cleaning business, she is soon joined by her sister and father, who are always looking for get-rich-quick schemes.

Crime scene cleaning is a niche market in the professional cleaning industry. Trained workers are called in typically by police and fire departments to clean up homes and facilities, usually after a violent death.

"Of course since this is a Hollywood movie, there are a variety of sub-plots going on in the film," says Matt Morrison, communications manager for Kaivac, Inc., manufacturer of no-touch cleaning systems, often used in crime scene cleaning because they reduce the technicians exposure to contaminated surfaces. "Fortunately, segments of the movie are more serious so viewers understand crime scene cleaning can be grim business."

Jeff Darr, owner of Crime Scene Services, Charlotte, NC is glad the professional cleaning industry and, more specifically, his type of service are being portrayed in the movies. However, he is concerned that some viewers may walk away from the movie without realizing all the training, education, and product knowledge required to perform this type of work.

"[Crime scene cleaning] is certainly not for everyone," Darr says, "and it probably requires more training and education than just about any other cleaning task."

The movie, which stars Alan Arkin, Amy Adams, and Emily Blunt, is scheduled to be released in mid-April 2009. "Only [movie] trailers are available now," says Morrison. "I just hope it paints our industry as professional and clearly portrays the valuable role we play in keeping people healthy."