



## SMALL CASE STUDY

April 22, 2010

FOR IMMEDIATE RELEASE

Media Contact: Robert Kravitz  
AlturaSolutions Communications  
Phone: 773-525-3021  
E-mail: [rkravitz@rcn.com](mailto:rkravitz@rcn.com)

### **Did I Hear You Right? A 97 Percent Client Retention Rate?**

Metroclean, located in Houston, TX, is an impressive cleaning company. Established in 1992, the company cleans more than 7 million square feet of commercial space each day. Metroclean also maintains an astounding 97 percent client retention rate, is the 24<sup>th</sup> fastest growing and 28<sup>th</sup> largest minority-owned business in the city.

Naoko Costantini, who purchased the company in 2003 after graduating from Rice University with an MBA degree, says the company takes pride in developing personal relationships with its customers, providing top quality service, and listening to their

customers' needs.

And, adds Costantini, more customers are now demanding solutions in one area: hygienically clean restrooms.

With a 97 percent client retention rate at stake, Metroclean says they use the best equipment available and for restrooms, the company offers the Kaivac No-Touch Cleaning system. So impressed are they with the no-touch system, Metroclean installs a new Kaivac machine at each of its customers' locations.

Photos/Images: Attached

---

### **About Kaivac, Inc.**

Headquartered in Hamilton, OH, and the originator of No-Touch Cleaning™ system, Kaivac, Inc., manufactures a full line of No-Touch cleaning products aimed at making cleaning processes safer for people and the environment while preserving quality and cost efficiency.

For more information on the company and its products, call 1-800-287-1136 or visit its Web site at [www.kaivac.com](http://www.kaivac.com).