

Pure Kraft Introduces Ranch!

New recipes, like this Curried Chicken and Mango Wrap, showcase the versatility of refrigerated Pure Kraft Ranch Dressing.

No artificial flavours. No artificial colours. No preservatives.



New!

kraftfoodservice.ca/purekraft



CRFA helps you control costs and build your business

JOIN CRFA NOW!

Home
Industry Events
Table Talk
Advertise
Contact

Restaurant Central.ca

Canada's premier site for foodservice professionals



Research & Trends Food Beverages Marketing Operations Staffing Business & Finance Laws & Regulations

Products & Services

FOLLOW US ON:



Twitter

Backpack vacuum cleaners: the 600-word elevator pitch

Gary Pelphey
May 16, 2011

1 tweet
retweet

Google



RESTAURANTCENTRAL
Feed your curiosity with our blog for foodservice professionals

[Leave a comment](#)

FOODSERVICE BUYERS GUIDE 2011



CAREERS



Canadian Restaurant & Foodservice News



Culinary Trends

FRESH REVELATIONS FROM CRFA'S 2011 CANADIAN CHEF SURVEY

Current Digital Edition

Past Editions

Regular Contributors

Diane Chasson

Elevator pitches are designed to make a point; sell a person, product, service, or concept; and do it all in about 30 to 60 seconds—the amount of time you might spend with a captive audience on an elevator.

The editors of this publication have told me I can have 600 words to discuss why restaurant owners and managers should consider using a backpack vacuum cleaner instead of the more traditional upright machine.

So now that you know what this is all about, here's the pitch.

Backpack vacuum cleaners have come a long way since they were first introduced about 20 years ago. They are lighter, quieter, more ergonomic, more powerful, and a healthy way to vacuum a variety of floor coverings. That versatility is the first thing I want to pitch: many restaurants have a combination of hard-surface flooring and carpets. An upright vacuum can be used on the carpet, but unless it is designed with special attachments, it's no good for hard-surface cleaning.



Backpacks can readily go from cleaning carpets to cleaning hard-surface floors. Changing wands is typically not necessary. Further, use them to clean chairs and upholstery, for high and low dusting, and even for ledge cleaning. And because they have a wand, backpacks are excellent for cleaning edges and areas that are typically hard to get at with an upright. This can come in handy in a restaurant because crumbs and food particulates can be found far and wide after a busy evening.

Earlier we mentioned ergonomics. One of the most common problems cleaning professionals complain about is pain in their arms and wrists - often the result of the repetitive movement required to push and pull an upright machine over carpet. With a backpack, much of this is eliminated. Typically, the wands are light and designed to ergonomically vacuum floor coverings.

And while we are discussing ergonomics, we should also mention that studies indicate backpacks result in less body stress than uprights because there is none of the hunching over that is necessary when using uprights.

Backpacks also help improve worker productivity - a lot. According to ISSA, the worldwide cleaning association, and its publication ISSA Cleaning Times, a quality backpack vacuum can clean up to 10,000 square feet per hour when using a "crew cleaning" system. This compares to less than 3,000 square feet per hour using a single-motor upright vacuum.

This also means there can be a significant cost savings. In one test, a worker using a backpack vacuum cleaned 10,000 square feet of carpeted area in about one and a half hours. The same area took another worker two and a half hours to vacuum using an upright. If the workers are both paid \$10 per hour and the areas are vacuumed seven days per week, that translates into an approximate cost savings of:

- \$70 per week
- \$300 per month
- \$3,650 per year

91%
of consumers say nutrition is important when choosing food.



In other words, the cost savings can be significant.

Now let's talk about health. Backpacks were among the first vacuum cleaner systems to use HEPA filters. These trap virtually all dust and contaminants in the machine's exhaust, preventing them from becoming airborne and negatively impacting the health of the cleaning worker and the indoor environment.

However, at least one manufacturer has taken this a step further by manufacturing true-HEPA backpacks. This means the entire casing of the machine is designed to be airtight so no contaminants can escape through the body of the machine. This is why backpacks are often a favourite machine in facilities where Green cleaning is performed.

Well, that's the pitch, and that's 600 words.

About the author

Gary Pelphrey is the marketing director of Powr-Flite, a leading manufacturer of professional floor care equipment and vacuum cleaners. He can be reached via the company web site at www.powr-flite.com

Comments

[Login](#)

Post a new comment

Enter text right here!

Comment as a Guest, or login:

Name

Displayed next to your comments.

Email

Not displayed publicly.

Website (optional)

If you have a website, link to it here.

Subscribe to

Submit Comment

Comments by

[< Back](#)

Copyright © Restaurant Central. All rights reserved.

Canadian Restaurant and Foodservices Association "Helping our members across Canada to grow and prosper"

MediaEDGE Premier Trade / Association Publication and Event Producers
TORONTO | GAINESVILLE | MELBOURNE | VANCOUVER | WINNIPEG
 Copyright © 2010 MediaEdge. All Rights Reserved.

www.mediaedge.ca

Copyright © Restaurant Central. All rights reserved. [Privacy Policy](#)

[Register](#) | [Login](#)