

**H**appy New Year! The industry is ever changing and expanding, and an increasing number of people are recognizing the value and power of being a Coverall franchise owner. Each year we ask ourselves, how can we bring value to franchise owners, customers, and people who interact with the Coverall brand? We have done this by changing the way we speak about our brand and commercial cleaning. Our goal is for you to see value in all that you encounter with the Coverall brand — whether it be through new products, training, or building customer relationships. Know that we're here to support you and grow with you throughout your ownership journey.



**Rick Ascolese – President / CEO**  
Coverall North America, Inc

## COMMUNITY EFFORTS



The Coverall regional teams were quite active this holiday season giving back to communities around the country. We are very proud of their commitments to help local neighbors. Thank you for going above and beyond this holiday season.

### LEE COUNTY ANIMAL SERVICES FORT MYERS SUPPORT CENTER



Support center employees and neighboring businesses in Fort Myers collected much needed items for the animals at Lee County Domestic Animal Services (LCDAS). They spent the entire month of November gathering dog and cat food, treats, and other household items so LCDAS can continue to provide the best care possible for every animal.

### HOPELINK OF SOUTHERN NEVADA LAS VEGAS SUPPORT CENTER



The Las Vegas support center and franchise owners collaborated with Coverall customer Hopelink of Southern Nevada to collect toys for its "Toy Store." The store opens up for families in crisis and allows parents to shop and wrap gifts during the holiday season. Its services allow all families to have a gift under the tree for their children. That's the holiday spirit!

# SET YOUR SITES ON A NEW COVERALL BRAND

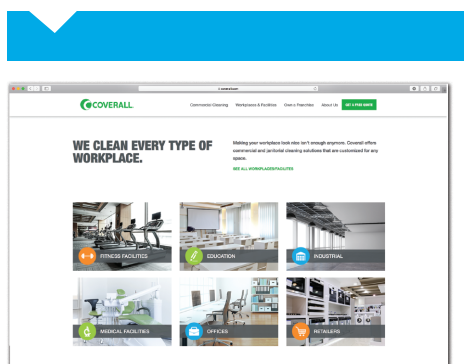
Coverall's leading mission is to continually promote growth for our diverse group of franchise business owners. Did you know that as part of a multi-year strategy, Coverall has enhanced the overall brand messaging with you in mind?

In the last issue of the Coverall Corner, we introduced the newly designed marketing pieces that are available to you through your local support center. Items such as account brochures, vehicle magnets, and special services sales sheets are meant to help you promote your business to new and existing customers. To find out more, just contact your centers general manager.

In continuation of Coverall's rebranding efforts, we're excited to introduce the newly redesigned website, **Coverall.com**! We encourage you to use this website as a resource to help you highlight the value that you and the Coverall Brand bring to your current and prospective customers.



Below are a few pages that will assist you in showing your customers the features and benefits of Coverall's cleaning protocols and industry knowledge.



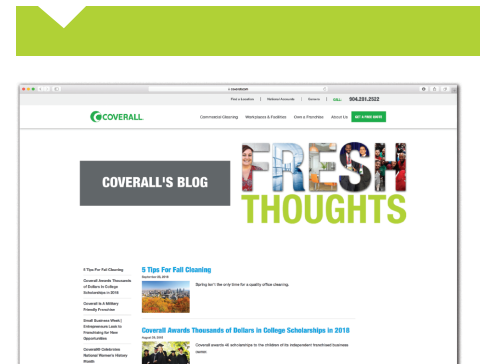
## AN EXCEPTIONAL CLEAN FOR EVERY SPACE

The new site focuses on the exceptional cleaning services that Coverall franchise business owners provide to customers. Six key workplaces are now prominently displayed on our home page for easy navigation for all users.



## A PROFESSIONAL CLEANING SERVICE

There is more to learn on the updated commercial cleaning page. Here you will find enhanced messaging with content that speaks to the protocols and leadership of franchise business owners. New customers will have peace-of-mind knowing they've made the right choice.



## STAY TUNED AND STAY CURRENT

Visitors can stay informed with the latest industry news through the new and improved Fresh Thoughts blog. Fresh Thoughts will spotlight business owners, provide insights into the latest cleaning trends, and highlight stories within the Coverall community.



If you haven't already, check out **Coverall.com** and browse the site.

# TIPS TO DRIVE YOUR BUSINESS

A few tips on how simple local outreach efforts can positively impact your business.



## 1. NETWORK, NETWORK, NETWORK

The key to building a foundation of partners, customers and colleagues is networking. Networking allows you to build professional connections, which could lead to new opportunities for your business.



## 2. EMAIL CURRENT AND FUTURE CUSTOMERS

> **Keep it Thoughtful:** Whether it's wishing a current customer a happy holiday or informing them about special cleaning services, nurturing existing relationships is a good way to maintain and grow your current business.

> **A Simple Thank You:** A thank you email is a must when building a relationship with a new customer.

> **Don't Spam Your Customers:** Keep your emails purposeful and be careful so that you don't over email your prospects.



## 3. STAY CURRENT ON TRAINING

Being an expert on all Coverall services can enhance your relationship with your customers. Be flexible and create a cleaning program that suits your customer's specific needs by using the techniques found in your training workbooks.

TRENDING...  
**DID YOU KNOW?**

Small business owners across all industries are using smartphone apps and cloud sharing for scheduling purposes and video calling. Skype, GoToMeeting and Visibook are great tools to stay connected with customers and employees.





# TIPS FOR PREVENTING BACK INJURIES: **LIFTING TECHNIQUES**

Sometimes you may encounter large or hard to move items when on-site cleaning. Knowing how to properly lift or move these items can help prevent an injury from occurring and can minimize disruptions while performing your commercial cleans.

**CHECK OUT THESE HELPFUL TIPS BELOW...**

**Regular exercise and stretching can help you stay fit and healthy. Check with your doctor and follow their advice regarding your individual fitness program.**



## **1. SET YOUR BALANCE**

Make sure your feet are shoulder-width apart and squat down to lift.



## **2. AVOID TWISTING**

Pick up your feet and turn when lifting, rather than twisting.



## **3. SLOW AND STEADY**

Lift gradually using your leg strength instead of your back.



## **4. THINK ABOUT PLACEMENT**

Try and place objects off the floor for easier movement.



## **5. USE EQUIPMENT**

Carts and dollies are great tools to help ease the weight of heavy items.

TELL US YOUR  
**STORY**

**COVERALL WANTS TO PROFILE YOU**

Each of our owners has their own unique story to tell. Coverall wants to share your journey of business ownership with other owners. Contact us at [marketing@coverall.com](mailto:marketing@coverall.com) if you want to be profiled in an upcoming newsletter.