

For Professional Window Cleaners



Ionic update

Autumn 2016

FEATURES



TESTING
TIMES 18



PACKAGE
DEALS 14

IONIC SYSTEMS EVENTS



16

PRYOR'S WINDOW CLEANING

Going to the next level

Lee Pryor shares his story of rapidly growing his business

ionic[®]
SYSTEMS



Contact us

Ionic Systems Australia
Unit 4/19 Churchill St
Williamstown North,
Victoria 3016

Tel: 1300 88 45 66
Mob: 0425 228 673

Web & Email:
www.ionicsystems.com.au
info@ionicsystems.com.au



6 SCALING UP
Lee Pryor shares his bold strategy for rapid business growth

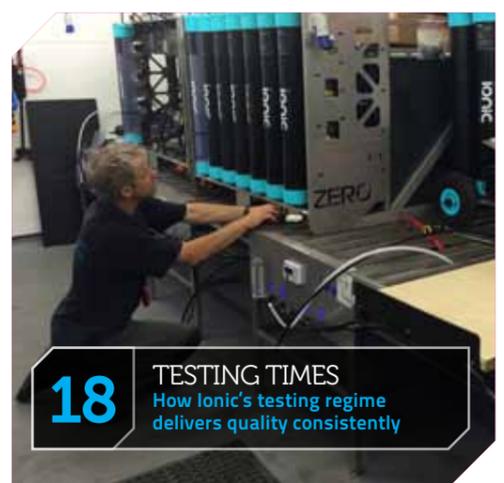
CONTENTS

Scaling Up	4
Lee Pryor's Rapid and Ambitious Expansion	
Static Systems	11
The Right Solution for a Growing Business	
Package Deals	14
Finance a Vehicle and System Together	
Ionic Systems Events	16

Testing Times	18
How Comprehensive Testing Delivers Quality	
Pole Rigidity	20
Why it's So Important	
Choosing the Right Pole.....	28
The Business End of Window Cleaning	



14 PACKAGE DEALS
Save money by getting your van & system together



18 TESTING TIMES
How Ionic's testing regime delivers quality consistently



SCALING UP

Lee Pryor of Pryors Window Cleaning in Horley, Surrey

Going to the Next Level

Recently **Lee Pryor** embarked on a massive expansion program that saw his fleet grow from 5 vans to 11.

With a campaign involving 1 million leaflets and a goal of getting 3,000 new customers by the end of the year, Lee tells us some of the rewards and headaches of such rapid expansion, and how new technology has been key to success.

How big can a window cleaning business be? Many would consider large window cleaning businesses to be mostly focused on big commercial work, like sky scrapers and office blocks in major cities.

But expanding and growing a residential window cleaning business is perfectly possible, and has it's own unique challenges.

Lee Pryor started his window cleaning business in 2003 after doing a variety of jobs.

"My background was sales and marketing", says Lee, "I used to sell advertising for magazines, and then later I sold insurance. Finally I sold double-glazing for a national company. Funnily enough that was the first time I'd had face-to-face contact with customers and it taught me a great deal. Not only how do deal with customers, but

also about motivation and being self-employed."

Window Cleaning Idea

"While I was at my girlfriend's parents house, I overheard them discussing their window cleaner. It occurred to me that it could be a service I could offer.

"I clearly remember having the conversation with my girlfriend on the way home in the car. She thought I was kidding when I said I was going to go out and get the kit the next day."

So, at the age of 23, from this overheard conversation, Lee made the decision to start window cleaning; "I made up my own little leaflet on my computer, and started delivering it, and knocking on doors.

"I went out and got a roof-rack, bucket and all the basics needed. My retired uncle gave me a ladder, and I was away."

Like many window cleaners, Lee went through a steep learning curve when starting window cleaning. "I was using ladders for the first two years, and I found that before long I had reached the maximum

I could do in a day. Working 9-5 hours I could get through about £120 worth of work in a day. I was 'maxed-out' then, and working five days a week."

"Back then, I did just say yes to everything that came my way. I think most people probably do this to some extent when they start up. Learning to say 'no' to some jobs was part of the learning curve. I remember doing some jobs that were out of my league, and some that were pretty dangerous. It was about a year and a half before I was fully confident with the work I was doing, and of course I had the luxury of being choosy."

After some years using ladders and hand-tools, Lee made the change to Reach & Wash;

"I was never comfortable with ladders. Some window cleaners are more than happy to zip up and down them, but that was never me. There were some jobs that I would dread doing because the ground was sloping or some other feature made them riskier.

"I remember the first time I saw a Reach & Wash system. I knew nothing about these systems or how they worked, so I was fascinated when I saw a

guy using one in a street nearby. The back of the van was open and to me it looked like a science experiment."

"I saw him washing the windows, and not knowing anything about pure water, I remember thinking 'how's he going to dry that?'"

Following this chance encounter with Reach & Wash, Lee looked into how the systems worked and soon decided that this would be the right direction for him to take.

"The first Reach and Wash system I bought was a second-hand Ionic Pro-5. A local window cleaning company who'd bought it found that they couldn't get on with it. They just didn't like the method. They just didn't see the potential of Reach and Wash.

"I was so keen to get off ladders that I was ready to make this method work. The van and system were only six months old, so I took over the finance. I still have that van and system, and it's still going strong. I look at that van and remember how relieved I was not to be climbing ladders anymore."

"There were also other benefits to using poles that I didn't expect. For example, I never used to bother with houses with leaded windows because I couldn't squeegee them. But with poles they were just as easy as any other. I also found I could clean much higher up than with ladders. I could also clean fascias and conservatory roofs and so on. This is when I really started to take-off."

Though quite different from



using ladders and hand-tools, it didn't take Lee very long to get accustomed to the Reach and Wash method,

"Having been 'maxed-out' with ladder work, I was very happy to discover how much faster using poles was. I didn't find

Reach & Wash was still relatively new back then, especially for domestic work. I didn't see a single other person with a Reach & Wash system for at least a year.

it particularly difficult to get to grips with, and in fact, within about a month of having the system, I was finding that I was getting through the work literally twice as fast, and in some cases better than that!

"I hear about other window cleaners who can take six

months or so to get up to speed with waterfed pole, but that wasn't my experience. I suppose attitude is a big part of it, because I was really sold on the Reach and Wash method straight away. I was going to make it work, and there was just

no way I was ever going to be going up ladders again."

The customers' response was a little less enthusiastic though, as Lee explains;

"Reach & Wash was still relatively new back then, especially for domestic work. I

didn't see a single other person with a Reach & Wash system for at least a year. So, convincing customers that this was a method that worked was a little difficult, but after a good explanation and especially when they'd seen the results, they were on-board."

"Nowadays, the public are familiar with Reach & Wash. They've seen it, they know about it. There are plenty of window cleaners now who go straight in with waterfed pole, and never learn to use ladders or hand tools, and that's fine. Personally, I'm glad I started with traditional methods, as you still need them sometimes."

Early Growth

Using Reach & Wash Lee was able to approximately double the amount of work that he could do each day. Despite this, it wasn't long after moving to waterfed pole that he was once again 'maxed-out'.

"I had been a window cleaner for a number of years, and was able to pick work up rapidly. I was once again at a point where I couldn't physically do any more work myself. That's when I started to think in terms of getting some help. I knew there was plenty of work out there, and without help I would be starting to turn work away. So I visited Ionic in Swindon and had a second pump fitted to my machine, enabling two people to work from the van simultaneously, and then took on my first employee"

Growing Pains

As the customer base grew, so did the workload of looking after so many customers.

"Things that are no problem in the early days gradually become more of a headache. For example, I used to go collecting when I'd finished the work, but as the business grew this became more and more time-consuming. Eventually I stopped collecting altogether, and instead asked customers to either post a cheque or pay by bank transfer.

As things moved on, Lee started to see the benefit of a more professional perception; "After my first employee started, I made some changes so that we would look like an altogether more professional service.

"I ordered uniforms so that we'd look smart and businesslike. I got our first website, and started to send text message alerts to customers to let them know we were coming the next day.



"I also started to use my first spreadsheets, but later proper software to organise the work instead of a paper diary. That has made a huge difference."

"When we once again 'maxed-out' I went out and bought another van, this time with a 1,000 litre system. I took on another employee and for the first time since starting window cleaning, I took a small step away from doing the actual work to concentrate on properly growing the business."

"The thing to remember is that, expensive as they are, leaflet drops pay for themselves"



"This was the right decision, as it allowed me to properly plan the direction we were going in, and concentrate on getting more work. As it turned out, within six months I had acquired enough additional work to keep this new van going full-time as well."

Major Expansion

In the last year, Lee has embarked on a bold expansion programme that is already yielding results.

"I reached a stage where, for all sorts of reasons, I could not put another single van on the road. It was very frustrating because the work was still coming in, and at an ever increasing rate. So rather than grow little by little, I decided to make a major investment in the business and 'future-proof' as much as possible."

"So, we won't need a bigger office in the near future, and we won't need more pure water production capacity, and we won't need new software. Everything we have now is fully scalable."

"It's all about having in mind what sort of business you want to run. It's only recently that I've had a clear idea of what size this business should be and how many vans is the right number, I think it's in the ten-to-fifteen van range."

In line with this goal, Lee explains his method for getting new customers;

"I had always done door-knocking and found it very effective. But as time went on I could no longer spare the time to do it. These days I have a few people canvass from time to time, but the vast majority of the work now comes as a result of leaflet drops."

"When I first had the leaflet produced, I had Royal Mail deliver 80,000 in one go. Needless to say, I was totally unprepared for the onslaught of phonecalls and emails that came as a result! Still, it was a useful learning experience, and I made sure that in future we didn't generate more enquiries than we could handle at any one time."

"As for other marketing, I was open-minded and tried a few different things. I even tried radio

advertising, which turned out to be very expensive and not very effective. But of course, you just don't know until you try."

"We tried newspaper advertising, parish magazines, leaflets on car windows. Not a bad result, but simply delivering leaflets has always been the most consistent result. For one-man window cleaning business, I would say just concentrate on door-knocking. It's time-consuming, but the hit-rate is second to none."

The only marketing Lee does now is leaflet drops and canvassing. Both have their pros and cons, as Lee explains, "Using Royal Mail to deliver the leaflets, the cost was approximately £80 per thousand. More recently, I use specialist leaflet delivery services which are a bit more expensive, but much more effective."

"The thing to remember is that, expensive as they may be, leaflet drops pay for themselves very quickly, especially if you promote add-on work in the leaflet. The first clean might be £200, with another £25 or so for the regular window cleaning after that. We get a great many add-ons with the first clean, and usually this alone covers the cost of the leaflet drop."

"Door knocking has a few advantages over leafleting, the work tends to be more compact and close together, and that makes for a more profitable day. The problem is that it is time-consuming, and it's not easy to get others to do it for you."

Lee has always been keen on keeping traveling time to a minimum.

"There's a lot to be said for concentrating work in a small area. As soon as you strike out into a new area, the costs go up. If it takes longer to travel to and from the work, then it limits the amount that can be earned from that work in a day."

"I've seen a lot of window cleaners spread themselves too thin by traveling too far to do too few customers. It's much better to expand in areas you already work."

Accelerated Growth

Lee explains how the pace of growth sped up over time, "When you are growing, the money the business is generating grows too, and this has the effect of accelerating the pace. It took us 3 years to get to three vans, but we had the fourth van on the road within just another year, and the same with the fifth."



Lee's Static System

"We've always financed the system and vehicle together as a package on 5-year deals, and I've decided that we'll replace our vans at the point they reach the end of their finance, so we always have a turnover of new vehicles."

"I've always bought Ionic systems, both van and static, and to be honest I wouldn't have anything else. Also, I've always had the attitude that it's better to have 'too much than not enough' when it comes to pure water. If you have water left over at the end of the day, that's no problem, but if you run out, then you can't work. I'd always go for a bigger system than you think you'll need."

"Other than my very first van, I've always bought brand new vans too, I think buying cheaper vans is a false economy."

At the end of last year, Lee made the decision to make a big push to get new business.

"We were growing at a rate of approximately a new van every 18 months or so, which was fine, and at that rate we would be 2 or 3 times the size we are

given a few years.

"After the experience of struggling to cope after a leaflet drop, I knew I needed to streamline the process of adding new customers. With that in mind, I put a pricing table in the leaflet with a simple structure so that customers would know the price before they contacted us. This made a massive difference, as it meant I no longer had to go to each and every new house to give them a quote, which is time-consuming.

"We've had weeks this year that have seen 150 to 200 new houses added to the round. One time we had 47 new customers in a single day! Without that simple measure, it would have been practically impossible to keep up with the demand.

"As well as that, I needed to completely overhaul the process and systems. That meant admin help, more building space, more water production capacity, and other tools to help organise."

Lee now has a commercial unit where he houses the vans overnight and has a large static system to fill them. He also has large screens so that he can see at a glance where all the vans are, and what they're doing.

"Using software to stay organised has really helped. It's almost like having another staff member. Not only to keep track of customers, but also to plan the most efficient route. To collect payment I now use an amazing system called GoCardless."

GoCardless is a system that initiates a direct debit payment from the customers account to the window cleaner's account.

The beauty of this is that the window cleaner initiates it,



Well designed leaflets and new technology have helped Lee's company to become more efficient.

rather than the customer, as Lee explains, "I just set the system to collect payments for the work that has been done, and within five days the money is in my account. Far better than waiting around for the customer to remember to pay."

The Future

Lee is confident that the measures he has put in place will enable him to take a step back and take a less hands-on role;

"If I reach a point where I can leave the business for a few weeks and it's still grown when I come back, then I'll know that what I've tried to achieve has worked.

"I should also add that as well as growth, there should always be refinement too. It's important to spend some time making sure that the customers you have are all as profitable as they should be, and if not, do something about it. Once we've completed this latest campaign I'll probably spend the next year or so refining rather than any big spend on getting new work.

I also think it's important to think about how you are working, Is your system efficient? Are there ways you can make things easier through new equipment or technology?

"For me, it was a matter of necessity because we could not grow any further with the systems and processes we had. But even if you're not at that point, you could still benefit from time and labour-saving changes, such as putting prices on the leaflets so you don't have to quote every new customer."

"I never worry about the low opinion that many of the public have of window cleaners, in fact I welcome it. As long as people don't think much of window cleaning then there'll always be an opportunity for us to make a great living doing work that isn't too taxing and offers such a great amount of freedom!"

We'd like to thank Lee Pryor for his contribution to this article.

Static Systems

Ideal for many situations



Static systems are ideal for many different situations, so how do they differ from other options available, and what are the advantages?

Conventional van-mounted systems consist of a vehicle-mounted water tank, plus the water purification equipment all installed as a single unit in the vehicle. This means that to fill the tank with pure water, the window cleaner simply attaches a mains water supply, and the water is purified in the vehicle and fed to the tank.

This is a tried and tested setup that takes up minimal space and is easy to operate. This arrangement continues to be used successfully by literally thousands of window cleaners.

However, this arrangement does have certain drawbacks. For example, in hard-water areas (which is most of the UK) filling the vehicle may take several hours and is often done overnight. This means that the vehicle must be connected to a water supply for all of that time, which might be inconvenient for some window cleaners.

Also, if a window cleaning company has several vehicles it might be inefficient and unnecessarily costly to have full water-treatment equipment in each vehicle. For these reasons, often a static system is the best option.

With a static system, the water purification equipment is located in a fixed location, usually a garage, outhouse, lock-up or commercial unit. Alongside is a large storage

tank (or tanks) which is big enough to hold as much water as will be needed, usually 1,000 litres or more.

The system continually produces pure water to fill the storage tank(s) and keeps it topped-up.

Inside the van, a 'delivery unit' is installed. This consists of the tank, pump and pump controller, (and water heater in the case of the Thermopure delivery system) but no water treatment. The tank is quickly filled with ready-made pure water from the static system, and the van system simply 'delivers' the pure water to the waterfed pole.

This is often the most efficient arrangement for businesses with several vans.

PACKAGE DEALS

Example Packages

Package deals are more popular than ever. When window cleaners decide to get their new Ionic system installed into a new vehicle, it makes sense to get them financed together as a package.

Package systems are where a new vehicle is packaged with an Ionic system and sometimes poles, hose reels and other ancillaries. They tend to be popular for three main reasons. Firstly, if you're new to window cleaning, then you'll most likely need a system and vehicle to get up and running. But even if you're a seasoned pro, most window cleaners want to have a new vehicle, and what better time to get one than when purchasing a system?

But it also makes good financial sense to package the two together, as the finance rates available are usually much better for a package deal that includes a vehicle than for just a system on its own.

We've included examples here of some of our most popular combinations, but don't forget that we will tailor each package to your exact requirement. If you'd like to get a personalised quote, just call us on 1300 88 45 66.

Part Exchange Your Old Ionic System

Everyone likes to have the very latest equipment, and one of the best things about owning an Ionic Reach & Wash® system is just how easy it is to upgrade.

We're always happy to take your old Ionic system as a part exchange against a new system, and you may be pleasantly surprised by how much we will offer.

Every year, dozens of our customers part-exchange their old Reach & Wash® system to upgrade to a brand new system, and in doing so benefit from having the latest equipment at a discounted price!





Renault
Trafic

From
\$310.00
Per Week



ZERO 600 Litre ZERO™
Hot Water System
Zero PPB System with boosted
fill and heated pure water

**Optional
Floor
Protection
available**



Ford
Transit Custom

From
\$310.00
Per Week



ZERO 600 Litre ZERO™
Hot Water System
Zero PPB System with boosted
fill and heated pure water

**Optional
Floor
Protection
available**

Example Package

New Renault Trafic &
Hot 600 Litre ZERO System

Package includes:
New 2015 Renault Trafic SWB
Ionic Reach & Wash®
600 litre Zero™ PPB System
Thermopure™ Hot Water
(Zero Parts per Billion)
With Boosted Fill
Fitting (incl fitting kit)

21ft GRAFTER Waterfed Pole
35ft GLYDER PLUS Waterfed Pole
Small Ionic Stainless Steel Reel +
100m of Ionic RX Hose
Vehicle Pole Racks

From
\$310.00
Per Week

This package includes a Thermopure™ Zero system, bringing the benefits of Zero parts per Billion and heated pure water.

As well as the Thermopure™ system, this package includes 21ft Grafter, and a 35ft Glyder PLUS. The 600 litre system is perfect for 1 or 2 man teams, and can be upgraded with a host of useful features.

A small Ionic stainless steel hose reel, 100m of heat-resistant RX hose and vehicle pole racks have also been included. (Though all of these items are optional)

Also, vehicle floor protection is an optional extra, which prevents damage to the floor of the van and makes it waterproof (especially useful for protecting floors of brand new vehicles).

The Renault Trafic & Ford Transit Custom are excellent

vans and very popular for this size of system.

With ample payload weight for the system, driver, passengers and other window cleaning equipment, they simply won't let you down!

Like all of our example packages, this one includes everything you'd need to get up and running, including ancillaries like hose reels. We've also shown the 'equipment only' cost, useful if you already have a van.

We will be happy to tailor a package to your exact needs, feel free to call us on 1300 88 45 66 for a quote, or a free, no-obligation demonstration.

Example Package

New Ford Transit Custom &
Hot 600 Litre ZERO System

Package includes:
New Ford Transit Custom 290 SWB
Ionic Reach & Wash®
600 litre Zero™ PPB System
Thermopure™ Hot Water
(Zero Parts per Billion)
With Boosted Fill
Fitting (incl fitting kit)

21ft GRAFTER Waterfed Pole
35ft GLYDER PLUS Waterfed Pole
Small Ionic Stainless Steel Reel +
100m of Ionic RX Hose
Vehicle Pole Racks

From
\$310.00
Per Week



MELBOURNE DEMONSTRATION DAY

DATE:
16/9/16
LOCATION:
**Willimastown
North Vic**

Melbourne September 16th 2016. See us at our own address – 4/19 Churchill St Williamstown North.

Do you want to see the latest in van mounted and portable systems? We can show you how to clean, Quicker, Smarter and Safer.

Pure water technology has come a long way over the last 10 years. Our full RO systems reduce your running costs in all water types from hard to soft.

The ability to clean Glass/Windows, Buildings, Vehicles, Trucks, Aircraft, and Boats.

Event Location

Ionic Systems Australia
Event Address:
4/19 Churchill St
Willimastown North Vic 3016
Australia

9am to 4pm



VISIT US AT

CLEANSCE 2016



6-8 SEPTEMBER 2016
SYDNEY SHOWGROUND
(10AM-4PM)

IONIC SYSTEMS AUSTRALIA AT CLEANSCE SYDNEY

The only event ran by the industry for the industry. CleanScene is the largest cleaning and hygiene event in Australia. Supported by the NCSA, hundreds of cleaning professionals will convene in Sydney in September 2016 to source new products, network and learn from industry experts.



Event Venue:
SYDNEY SHOWGROUND

Event Address:

The Dome & Hall 2, 1 Showground Road
Sydney Olympic Park NSW 2127, Australia



QUALITY MACHINE TESTING

TESTING TIMES

Every machine that is manufactured at the Ionic factory in Swindon is subjected to a comprehensive and documented testing procedure. This is done inside a purpose-built testing facility which has its own pure-water supply and specialised instrumentation.

The testing station has instruments that can accurately measure water flow, TDS, pressure, temperature, power consumption, calibration and resistivity (an advanced way to measure water purity). Each and every function of the machine is tested, a process that often requires more than a day to complete.

Each machine's test data is logged, and only if the strict test parameters are met is the machine passed, and authorised for installation or dispatch.



Ionic's purpose-built testing bay



Each testing station has multiple instruments

ENSURING THE QUALITY OF IONIC MACHINES

At Ionic, "Quality without Compromise" has been our core principle ever since the very first Reach and Wash® systems were manufactured nearly 20 years ago. Today, the Ionic brand is known the world over for the high quality of design and manufacture.

Maintaining this very high standard is by no means an easy task. Craig Mawlam explains

how Ionic's reputation for quality is safeguarded by the testing procedure,

"It's very easy to claim 'high quality', but much harder to actually deliver it. Quality is not a product or a procedure or a service. It's a culture, a state of mind and an attitude.

From the very start, the Reach & Wash system was manufactured with the highest of quality in

mind, and there are good reasons for that. I made the decision a long time ago that Ionic's products would be built with no-compromise quality as the standard, and that they'd be the best available anywhere."

It's often a surprise to customers that every Ionic machine is fully run-up tested before being passed for installation. Craig explains;

"It is not easy or cheap to implement the kind of testing regime we have in place, but it is the only way to consistently deliver high quality. As our customer base now extends across the world, it's all the more important that customers have the confidence that Ionic products are built to perform reliably year after year."

Craig continues, "Ionic regularly sees customers who have had machines for over ten years,

often having been moved from one vehicle to another more than once.

"To me, that is the true measure of a high-quality product. Ionic machines are not the cheapest, but I believe that buying a quality product saves money in the long run, as they are made to last."



"Quality is a Culture" Craig Mawlam

SEE THE IONIC TEST BAY FOR YOURSELF AT THE WINDOW CLEANING EVENT DAY ON THE 22ND OF SEPTEMBER - See page 22 for details

Pole Rigidity

“The more rigid a pole is, the easier it is to use”

Using waterfed poles to clean windows (and other surfaces) is widely acknowledged as the safest and fastest way to clean. Since the very first Reach & Wash poles were developed nearly 20 years ago, there have been many important advances in technology and materials that have made today's pole range from Ionic Systems much easier to use.

In 2004, the UK Health & Safety Laboratory (HSL) studied the way waterfed poles were used in great detail, with the purpose of producing standard guidance for best practice in both the use and manufacture of poles.

Among the findings were that, in order to reduce the amount of energy and muscle power needed to clean with waterfed poles, they should be as rigid as possible.

This conclusion was already understood by those using poles, as flexible poles are more difficult to clean with and energy is lost in trying to control them.

As a result of the HSL recommendations, Ionic Systems developed the most rigid poles available, pioneering the use of cutting edge materials and manufacturing techniques. In particular, the use of high-modulus carbon-fibre has led to a step-change in rigidity in recent years. The commitment to producing the lightest and most rigid poles is just as evident in today's range poles from Ionic. Further advances in materials, superior clamping systems and the ability to manufacture carbon fibre sections with an unprecedented degree of



accuracy has means that our poles are widely regarded as the best available.

Tighter Tolerances

Developments in the material composition of the tubes, especially carbon content, have led to greater rigidity. But improved fabrication processes also have an important part to play.

New manufacturing techniques that allow the sections to be produced with a high degree of accuracy means tighter tolerances between sections. This, in turn, has a huge impact on the overall rigidity.

Extra Rigidity Where it's Needed Most

High-modulus carbon fibre is somewhat expensive, and while extra cost can easily be justified for longer-reaching poles, for shorter poles, this can be a pointless expense as superior rigidity won't significantly improve the ease of use at lower levels.

With this in mind, it's important to select the correct pole for the type of use it is likely to get. Our GRAFTER range of waterfed poles are designed for lower level cleaning, and have sections of a Glass/Carbon Fibre mix.

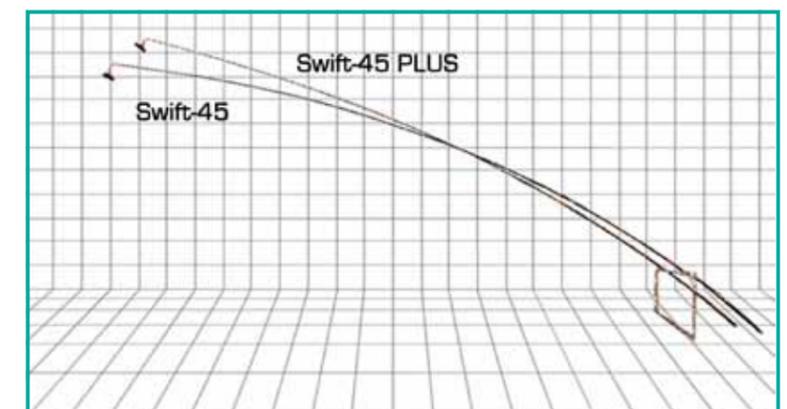
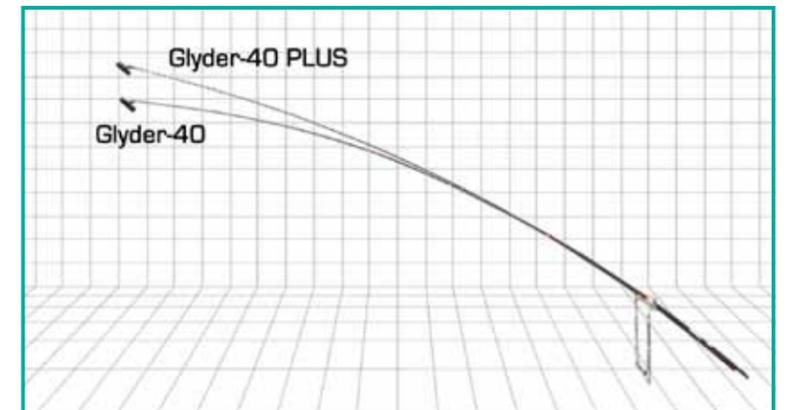
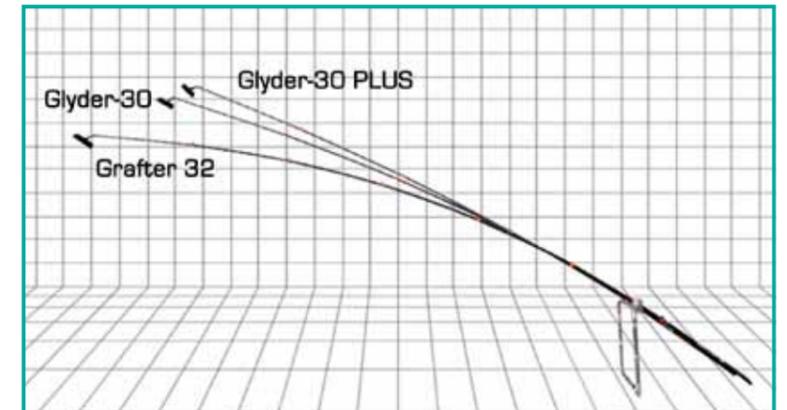
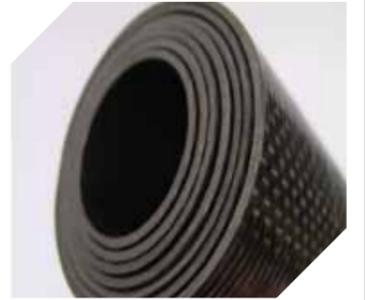
While very robust, these are not as rigid as full-carbon poles, but are significantly lower cost.

Our GLYDER range is manufactured from full-carbon sections, and is useful for heights from 25ft (7.6m) to 40ft (12.2m). Perfect for most lower to medium level work, the increased rigidity over the GRAFTER will be most noticeable on higher work, and the PLUS ranges are even more rigid.

The SWIFT range, designed specifically for heights above 45ft (13.7m) is the most rigid of the range. It also has a PLUS variant that is yet more rigid, and is the best choice for those regularly cleaning at these heights.

TIGHTER TOLERANCES

New manufacturing techniques that allow the sections to be produced with a high degree of accuracy means tighter tolerances between sections. This, in turn, has a huge impact on the overall rigidity.



The waterfed pole is the business end of the Reach & Wash® system. It's the pole that you work with hour after hour, day in, day out.

For most comfortable use, the pole should be as light, as thin and as stiff as possible. For ease of use, it should also be as short as possible when collapsed.

We have produced three families of poles, each with their own characteristics and each suited to a certain type of work.

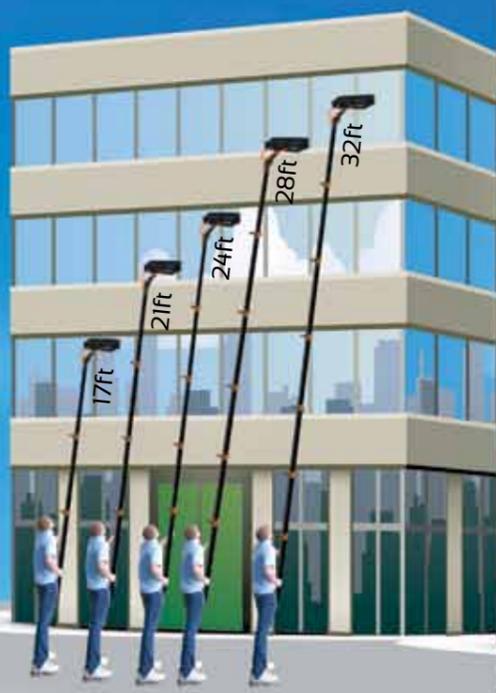
Mini Pole (9ft)
(perfect for abseiling & cradle work)



SWIFT
45FT - 80FT

GLYDER
25FT - 40FT

GRAFTER
17FT - 32FT



GRAFTER
17ft, 21ft, 24ft, 28ft
and 32ft poles

GLYDER
25ft, 30ft, 35ft
and 40ft poles

SWIFT
45ft, 55ft, 65ft
and 80ft poles

GRAFTER™



The GRAFTER is a great residential pole. With very short closed length (just 1.6m). Grafter is easy to use even in confined spaces, and fits into small vans or even cars no problem.

	17ft	21ft	24ft	28ft	32ft
Grafter	\$250	\$270	\$350	\$432	\$500

Glyder™ with Glyder™ PLUS



The GLYDER is the perfect pole for those who regularly work at 25, 30, 35 or 40 feet. These Carbon fibre poles are a favourite with all window cleaners, and the new PLUS range has even higher modulus carbon, making it more rigid.

	25ft	30ft	35ft	40ft
Glyder	\$620	\$750	\$850	£990
Glyder PLUS		\$1100	\$1270	\$1500

SWIFT™ with SWIFT™ PLUS



The SWIFT is the perfect pole for commercial work! Lightweight and extremely rigid, the narrow handle diameter makes the Swift very comfortable to use. The PLUS version has higher-grade carbon fibre and is even more rigid and hard-wearing!

	45ft	55ft	65ft	80ft
SWIFT	\$1500	\$2000	\$2500	
SWIFT PLUS	\$2250	\$3000	\$3750	\$6250

FINANCE AVAILABLE!

Finance is available on Ionic waterfed poles, both individually and as a package.

clean safer, faster Higher

The Reach & Wash® System allows you to work safer, clear faster, and reach higher.

Our QuattRO-S System can supply enough pure-water for multiple pole operators.

- Reach Higher

Clean up to 80ft from the safety of the ground.

- Work Faster

Twice as fast as conventional cleaning methods

- Clean Better

Pure-water cleaning repels dust, leaving no detergent residue for dirt to stick to.



**SEE OUR NEW
QUATTRO VIDEO**



www.youtube.com/reachandwash1

Give yourself the competitive edge...

As budgets are squeezed and frequencies cut, The Zero System can help you retain your edge.

With water purified to Zero parts per Billion, the Zero offers Superior results in less time, even on less-frequent cleans.

The Zero's grime-cutting power has to be seen to be believed.

**SEE OUR NEW
ZERO VIDEO**



www.ionicsystems.com/zero



contact us

Ionic Systems Australia
Unit 4/19 Churchill St
Williamstown North,
Victoria 3016

Tel: 1300 88 45 66
Mob: 0425 228 673

Web & Email:

www.ionicsystems.com.au
info@ionicsystems.com.au



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