

FLAGSHIP

The Multi-Lingual Cleaning Programme

www.flagship-mcp.com



SELDEN





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FLAGSHIP MULTI-LINGUAL CLEANING PROGRAMME

FLAGSHIP MULTI-LINGUAL CLEANING PROGRAMME

environment

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Selden is accredited to both ISO 9001 and ISO 14001.

Quality in the administration and manufacturing process backed up by the caring Environmental system internationally recognised as ISO 14001.

Selden is one of very few manufacturers in the cleaning sector with an IPPC (Integrated Pollution Prevention and Control) licence which is indicative of an exceptional manufacturing system and is only awarded to the companies with the very best environment profile.



wallcharts

Central to the Flagship concept is the ability to quickly generate customised wallcharts specific to the area of use and the products chosen, all in the relevant languages.

products

3

Flagship products are the best and most suitable products Selden produce for the professional cleaner.

Chosen for safety, environmental profile, ease and speed of use, together with their long term reputation for being "best in class".

The products are labelled clearly with a unique coloured disk that ties up with all the other literature.



easy to use

Flagship is a free to use web based product that enables managers to quickly and easily set up the multi-lingual support system.

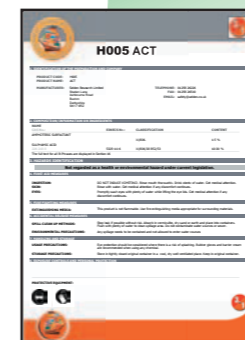
Flagship features a step by step set up wizard to assist users who otherwise may not be familiar with the internet.



languages

The Flagship system is written in English and supports the following languages:

- | | | |
|----------|------------|---------|
| Croatian | Czech | Dutch |
| Estonian | French | German |
| Polish | Portuguese | Spanish |
| Russian | Romanian | |



safety data sheets

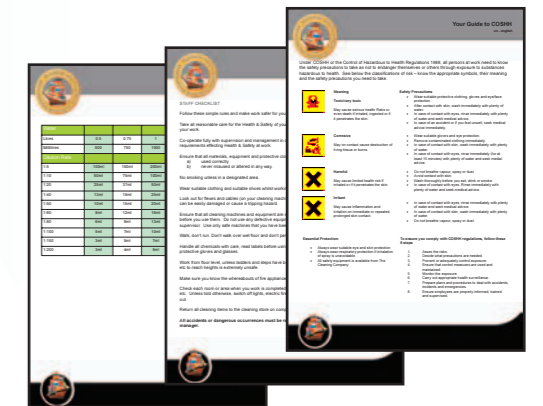
Up to date SDS are supplied in pdf format, in each of the requested languages.

Each SDS features the correct "disk" identifier to make it easy to distribute sheets in a foreign language.

induction training

New employees need induction training.

This module within Flagship helps the process, providing native language supporting information explaining the concept of safe working practice.





4

environment and quality control

Selden Environmental Policy

Selden Research Ltd accepts its environmental responsibilities. We recognise that our business activities have both a direct, and indirect impact on the environment. We strive to improve our performance through current best practice.

The Directors are committed to providing the resources essential to the implementation, control and review of the Selden environmental system.

Through a process of continuous improvement and staff appraisals, we constantly review all our working procedures to reduce the creation of waste and the promotion of good housekeeping techniques. Selden inwardly invest and provide resources enabling staff to embrace our environmental goals.

The selection of suppliers includes and takes into consideration their environmental policy and track record, and we encourage similar environmental standards to our own from all 3rd parties involved with our business.

Selden aims to lower the environmental impact of transporting both its incoming raw materials and its outgoing finished products. An extensive bonded bulk storage tank farm provides the majority of the raw materials we use, ensuring our incoming materials are delivered using efficient tankers (reducing use of the packaging and fuel). An innovative programme of super concentrated

products ensures that large contracts can be also be secured with the minimum of transport & packaging.

All products developed by Selden are done so with the aim of maximising biodegradability, the lowest toxicity and optimum skin tolerance.

Through continuous research and development Selden are committed to remain at the forefront of chemical technology and only develop products in an ethical manner.

All products within the Flagship range comply with the latest and most relevant environmental legislation available. Selden has long been an active campaigner in the drive to use better and more biodegradable raw materials through our involvement and active participation in trade associations and the influence of government green procurement programs.

Flagship products are fully compliant with both the content and spirit of the document 'Evidence for Responsible Public Procurement of Cleaning Products'.

5

Handling and treatment of waste materials

Selden is pioneering new techniques in waste disposal. All chemical manufacturers should wash down their machinery between runs and this creates an amount of industrial waste. In partnership with 2 pioneering technology companies Selden obtained DTI funding to build the UK's first dedicated biological waste treatment facility for industrial chemical effluent.

IPPC

Selden operates a licensed manufacturing site to IPPC (Integrated Pollution Prevention and Control) standards. This is the highest level of environmental certification significantly in excess of ISO 14001. Companies with an IPPC permit operate under the strictest of permitting regimes with minimal risk of pollution.

Quality Standards

Selden Research Ltd is accredited to both ISO 9001 and ISO14001 quality standards.



Detergents Directive

Selden meet the requirements of the Detergents Directive for biodegradability for all cleaning products, not just a few premium "green" products.

Full and further detail about our commitment to the environment is available in our environmental profile brochure.



Brochure printed on recycled paper.



introduction

Flagship is a multi-lingual product support system. Flagship is a new and innovative solution enabling the effective management of cleaning personnel in their native language. Health and safety training and safe working practices are ensured by a simple product selection procedure. Flagship delivers pdf documents to your email address within a very short space of time, normally less than 2 minutes.

Meeting your needs

The Flagship system was conceived as a support package for all cleaners regardless of their native language, or size of employer, or type of premise. The program is equally relevant to the in-house cleaning of a school or care home by English speaking BICSc trained operatives as it is to a large outsourced contract managed by the largest independent firms using non English speaking EU migrant workers.

- The Flagship system is built up of 4 key parts:
- Core range of clearly identified product
 - Employee induction package
 - Material safety information
 - How to use product guides and wallcharts

New Employee Induction

4 simply worded documents are available to ease the new employee induction process. The pack of 4 – operator check list, COSHH guide, safety advice, dilution rates – are worded in a manner and content familiar to anyone conversant with BICSc procedures.

Personnel Management

Flagship enables management to have complete control and information to hand over which language is spoken on each site down to department level. The data is easily and quickly updated ensuring the correct support package is available in each of the Flagship languages.

languages

The website is written in English with all the navigation controls simple and easy to follow. The downloads are returned by email, back to the address in your account detail page, grouped by language. It is therefore a simple task to group and save documents into the different languages on your own pc. All printed documents have a language indicator enabling their safe distribution.

Languages currently available:

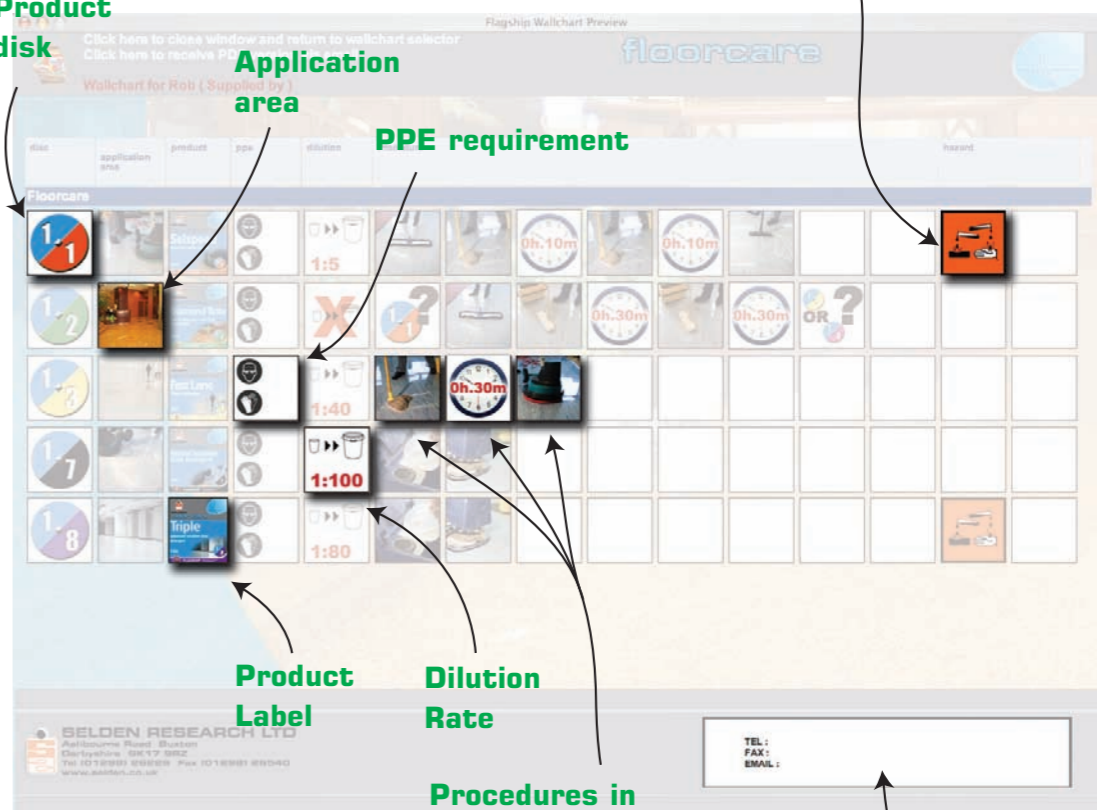
- | | |
|---|---|
|  Croatian |  Czech |
|  Dutch |  English |
|  Estonian |  French |
|  German |  Polish |
|  Portuguese |  Spanish |
|  Russian |  Romanian |

wallcharts

Downloads

Available in up to 12 languages. Flagship will quickly and easily produce the following documents, emailed back to you, grouped by language, for printing.

The **wallcharts** comprise the following headings with an example of each content. The heading is translated into the relevant language.



Product disk

Application area

PPE requirement

Dilution Rate

Product Label

Hazard symbol if required

Procedures in photographic form

TEL:
FAX:
EMAIL:

The wallchart also features a box into which the administrator / managers details are automatically inserted – telephone, fax and email address.



employee induction

1 Step by step cleaning procedure wallchart

Wallchart content is determined by the user. A wallchart is available either per area, or for all the products used (though this is still subdivided into sections). Prior to downloading a screen version is visible helping the user choose the correct alternative.

2 Product information sheet

What each product does, how to use it, safety information, a photograph of the label, and the unique disk, all fully translated.

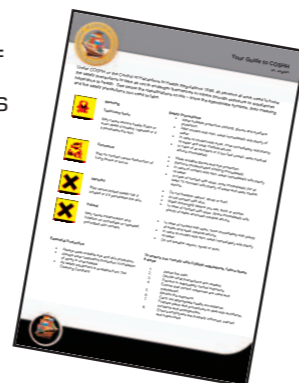


3 Material Safety Data Sheet

Each time an SDS is downloaded an up to date version is automatically sent. The product id disk is displayed to help recognition. SDS's requested in foreign language format are fully translated and up to date.

4 A users guide to COSHH hazard symbols

Part of the induction package, this printout helps to explain the relevance of hazard symbols, explaining to the user how best to protect both themselves and their colleagues whilst handling and using cleaning materials.



5 General Safety Advice

This is an advice note that would be recognisable by those familiar with the BICSc working practices.

6 Operator Checklist

A general list of things an employee should do to ensure a level of safe working practice. This is invaluable being available in the native language of the operator, it helps maintain the standards every employee and employer should expect.



7 Dilution rates

The headings are translated, the content is a very useful reference point and supports the information on the wallcharts.

Each document is printed in the relevant language, together with a language identifier in English enabling your management to distribute the documents correctly.

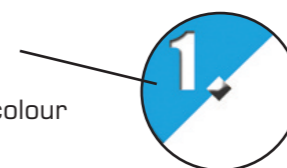
disk system



Products within the Flagship system are both colour and number coordinated, the coloured disk system on the wallcharts is clearly visible on the product label. All references to the product throughout the literature, on Safety Data Sheets, product information, or any downloaded wallchart feature the disk.

Each disk is unique to the product, it is constructed as follows:

The **top left** section of the disk references the **area of use**, (ie, Floorcare) it is number and colour coded to that area.



The **bottom right** section identifies the **product or task**. There is no particular significance to the colour of this section, different colours are used simply to help to differentiate between products.

Area of Uses:



Floorcare



Washroom



Carpetcare



Housekeeping



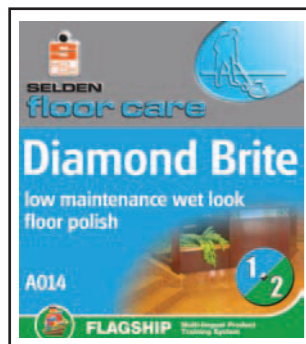
products - floorcare



1.1 F116 - SELSPEED

rinse free polish stripper

- Latest chemical technology to unlock metallised polish.
- Advanced soil suspending formula helps recovery.
- Low foam for speed of use and ultimate wet vacuuming.
- A highly concentrated detergent providing outstanding performance.
- combined with economy for use in hard and soft water.



1.2 A014 - DIAMOND BRITE

low maintenance wet look floor polish

- Low maintenance requirement.
- Easy to use – no burnishing required.
- Extremely durable and scuff resistant.
- Protects and prolongs the life of flooring materials.
- Dries to a wet look finish.



1.3 B012 - FASTLANE

floor maintainer

- Highly efficient cleaner.
- Easily burnished to a high gloss.
- Prolongs the life of floor finishes.
- Pleasant and fragrant in use.



1.4 B006 - LEMON JELL

advanced lemon fragrance floor jell

- Made from natural citrus oils and vegetable oil derived emulsifiers to be environmentally friendly.
- Ideal damp mopping solutions for all surfaces.
- Economical maintenance for polished floors - will not remove or dull polish film at recommended dilution.

floorcare



1.5 B027 - MINIT GLOSS

instant clean & shine floor polish

- Concentrated clean and buff floor polish.
- Suitable for use with high speed buffing machines.
- Can be mopped on and will dry to a high gloss finish.
- Slip resistant.



1.6 F010 - MULTI-PURPOSE CLEANER

all round cleaning concentrate

- All purpose cleaning concentrate, ideal for removing soil, grease and heel marks from all synthetic floors.
- Also excels on all non-porous surfaces.
- Optimised for mopping or scrubbing machine use.
- Removes soilage, stains and rubber heel marks from all synthetic floors.
- Effective maintenance cleaner for all metallised polishes.
- Controlled foam helps prevent over usage.



1.7 F176 - NEUTRAL SCRUBBER DRIER DETERGENT

low foam floor cleaner

- Neutral pH - ideal for daily maintenance of terrazzo and all non-porous floors.
- Safe for the daily cleaning of metallised polish.
- Advanced formula removes grease. Enhanced soil suspending performance ensures rapid cleaning action.
- Extremely low foam optimised for suction driers.



1.8 F181 - TRIPLE

ultra heavy duty scrubber drier detergent

- Super strong formulation removes the toughest industrial soiling.
- Rapid action, cleans thoroughly in one pass of the machine.
- Very low foam - will not block suction drier.
- Ideal for automatic cleaning of food storage areas, factories and warehouses.
- Latest eco friendly formula.



carpetcare



2.1 T133 - D-BOND TRIGGER SPRAY

chewing gum remover

- Woollsafe Approved.
- For removal of chewing gum from all types of carpet. Performance is best on dried gum.
- Ideal for pubs, clubs and all carpeted public areas.



2.2 T012 - SPOT & STAIN TRIGGER SPRAY

carpet spot and stain remover

- Woollsafe Approved.
- Removes spots and stains from carpets and upholstery.
- Suitable for use on all colour safe washable fabrics including wool.
- Can be used as a single solution or as a pre-spray prior to extraction cleaning.



2.3 T032 - BIO FRESHER TRIGGER SPRAY

biological enzyme carpet deodoriser

- Penetrates underneath the surface of the carpet to remove the source of odours from carpet backing and underlay. Replaces household bacteria that produce ammonia as a waste product. Biodegrades urine into CO2 and water.
- Lemon perfume for instant reodorisation before the bacteria start working.
- Totally out performs all detergent alternatives.



2.4 C034 - SELFOAM H.E.

hot water extraction cleaner

- Woollsafe Approved.
- Suitable for all makes of hot/cold water extraction machines.
- Very low foam for ease of pick up.
- Pleasantly perfumed.
- No unpleasant after odour.
- Suitable for use on wool carpets.



carpetcare



2.5 C156 - HEAVY DUTY EXTRACTION SHAMPOO

fast acting product for high soiling in high traffic areas

- Suitable for use for pre-spraying and spot cleaning of heavily soiled areas.
- Compatible with all makes of hot/cold water extraction machines.
- Low foam for ease of pick up.
- Pleasantly perfumed.
- No unpleasant after odour.





washroom



3.1 H005 - ACT ORIGINAL

thick clinging toilet cleaner/descaler

- Viscous formula clings longer for more thorough action.
- Cleans and descales washroom areas.
- Suitable for use on toilet bowls, urinals and stainless steel.
- Directional nozzle reaches under the rim easily.
- Safe for use on stainless steel.
- Advanced formula dissolves organics as well as scale without brushing.
- Kills odours and bacteria at source – leaves a fresh bouquet fragrance.
- Kills and removes algae and slime from swimming pool surrounds, restores safe, non-slip conditions.



3.2 T002 - BATHROOM CLEANER TRIGGER SPRAY

bactericidal foam cleaner

- Thick clinging foam cleaner sanitises, cleans and freshens all baths, sinks, ceramics and enamelled surfaces, rapidly removes body fats and scum marks.
- Removes Limescale.
- Leaves bathroom and washroom clean, sanitary and fragrant.
- Foam head trigger produces rich active foam.
- Clings longer to vertical surfaces for effective cleaning and sanitising.



3.3 E014 - SELACTIVE

washroom sanitiser/deodoriser/cleaner

- One product for the entire washroom.
- Cleans and sanitises all surfaces.
- Removes limescale.
- Kills odour producing bacteria.
- Leaves a fresh fragrant atmosphere.
- Independently tested to BS6471 QAP50.



housekeeping



4.1 T005 - FURNITURE POLISH TRIGGER SPRAY

luxury multi-purpose polish

- Deluxe furniture polish feeds and protects natural wood finishes.
- Contains silicones for easy polishing and superior resistance to staining.
- High shine polish, perfect for melamine and vinyl surfaces.
- Rich lavender perfume gives all furniture that quality aura.



4.2 T006 - GLAZE TRIGGER SPRAY

glass & vdu cleaner

- For all windows, mirrors, windscreens, vdu's, ceramic tiles, chrome, porcelain, showcases and exhibition stands. Leaves no unsightly residue.
- Advanced formula ensures a smear-free finish.
- Free from abrasives – will not damage delicate surfaces.
- Suitable for vdu's.



4.3 T001 - SPRAY & WIPE TRIGGER SPRAY

bactericidal cleaner

- Fast action bactericidal cleaner to remove grease and grime from all hard work surfaces, vinyl, melamine, stainless steel and paintwork.
- Rapid action efficient cleaner for all non porous surfaces.
- Sanitises as it cleans. Contains advanced quaternary biocide. Pleasant fresh fragrance.



4.4 C054 - SABRE

rapid action fragrant hard surface cleaner

- Free from acids or caustics.
- Rapid action cuts through grease and grime.
- Effective maintenance cleaner for all hard surfaces.
- Low foam reduces cleaning time.
- Tangy Lemon fragrance.



housekeeping



4.5 C007 - SELGUARD

hard surface sanitiser detergent

- Conforms to BS6471 QAP 50.
- Complete floor, wall and hard surface bactericidal cleaner.
- Ideal sanitising rinse for hospital blankets.
- Pleasantly perfumed.



4.6 E030 - LEMON DISINFECTANT

powerful lemon disinfectant fluid

- Kills smells and malodours, leaves fresh lemon atmosphere.
- Conforms to BS6424 Grade Q.A.P. 60.
- Effective against *Escherichia coli*.



4.7 C038 - PINK PEARL SOAP

luxury pearlised hand soap

- Pink Pearl luxury pearlised hand soap is formulated to enhance any washroom environment.
- Fresh bouquet fragrance.
- Mild, rich deep cleansing lather.
- Can be used in the workshop or office.
- Suitable for use through wall mounted dispenser units.
- Will not cause scum even in the hardest water.



4.8 T015 - POT POURRI TRIGGER SPRAY

air freshener

- To add a clean, fresh fragrance to any room, dealing with odours quickly and effectively.
- Use in pubs, clubs, offices, shops and many other social environments.

housekeeping



4.9 T008 - STAINLESS STEEL POLISH TRIGGER SPRAY

silicone free cleaner polish

- Non-smear formulation for even shine.
- Restores a deep gloss to all stainless steel.
- Non abrasive, will not scratch.
- Ideal for laminated and enamelled surfaces.
- Low toxicity formulation – ideal for kitchens.



4.10 E005 - SELSAN

disinfectant, deodoriser, cleaner

- Thick pink emulsion, easy to use, leaves a lasting pine freshness.
- Ideal for sick rooms and nursing homes, cleans, deodorises and freshens floor coverings and furnishings soiled by incontinent patients.
- Mild, kind to skin, will not affect paintwork, floors or fabrics.
- Suitable for use in animal dispensaries and wherever clean sanitary conditions are required.
- Effective against MRSA.



4.11 C066 - SELGIENE ULTRA

bactericidal cleaner

- Passes BS EN 1276
- Pleasantly perfumed
- Removes grease and grime and kills bacteria.
- High quality sanitiser wherever hygiene is paramount.

Kills

- Bird Flu H5N1
- *Pseudomonas Aeruginosa*
- *Salmonella typhimurium*
- *Listeria monocytogenes*
- *Escherichia coli*
- *Staphylococcus aureus*
- *Enterococcus hirae*
- MRSA



4.12 T066 - SELGIENE ULTRA TRIGGER SPRAY

bactericidal cleaner

- Passes BS EN 1276
- Pleasantly perfumed
- Removes grease and grime and kills bacteria.
- High quality sanitiser wherever hygiene is paramount.

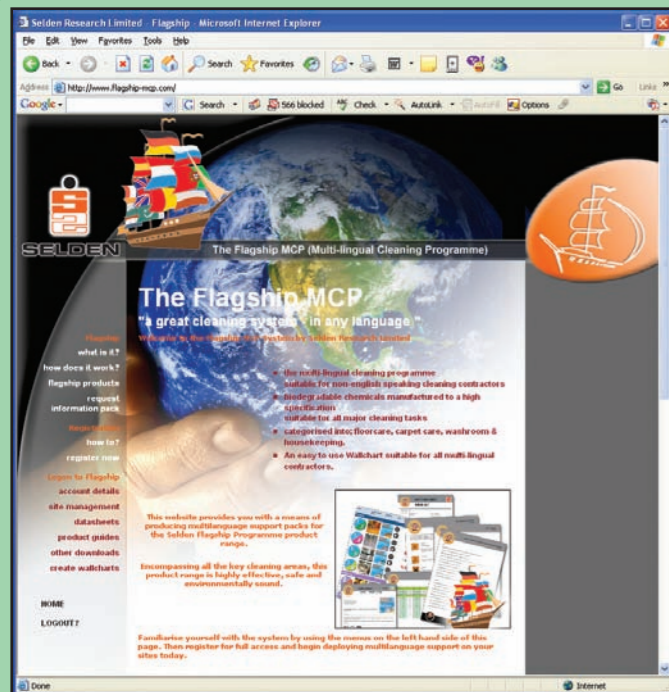
Kills

- Bird Flu H5N1
- *Pseudomonas Aeruginosa*
- *Salmonella typhimurium*
- *Listeria monocytogenes*
- *Escherichia coli*
- *Staphylococcus aureus*
- *Enterococcus hirae*
- MRSA



how to use - step by step

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The concept of the Flagship system is that you set up a site consisting of:

- a location or site
- a selection of products
- a potentially multilingual workforce.

The site should not change, multiple sites can be added, under site management you can add a site using the Flagship Wizard detailed below.

Step 1 - Log-on

Log onto the Flagship website www.flagship-mcp.com

You will need to register first, click **"register now"**

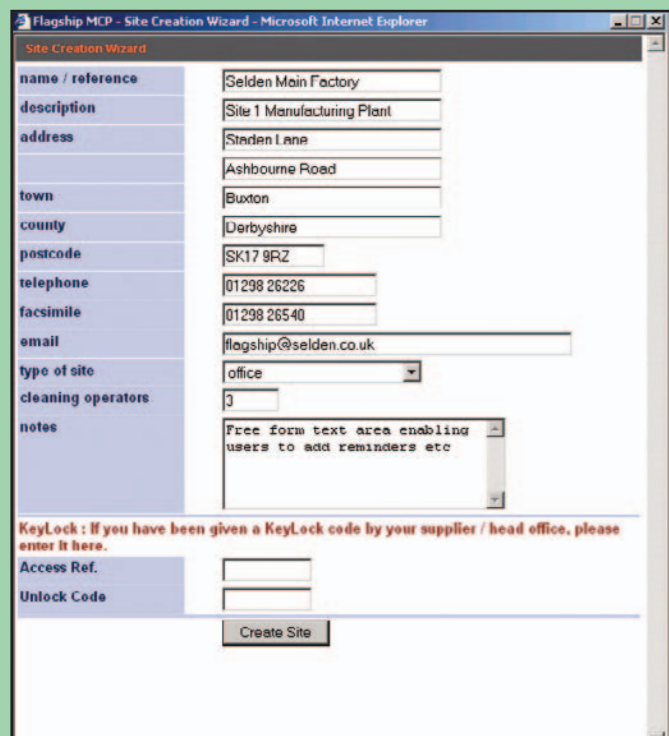
This will open up the Registration Page, the information you enter will be subsequently editable under the heading **"account details"**.

The username is an email address, it is this address to which all downloads will be sent.

Step 2 - Create a site

the best way of doing this is through the site creation wizard, the wizard is found by clicking the **"site management"** button in the left hand toolbar. Select the Flagship Wizard and fill in the detail, this will define the site. The Wizard can be used to create multiple sites. There is no upper limit to the number of sites controlled by the user.

Click **Create Site** when the detail has been added.

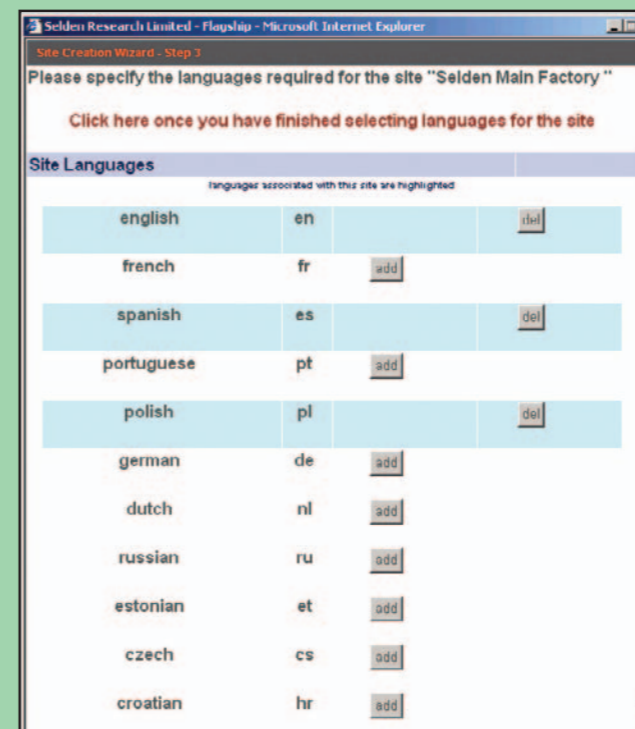


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Step 3 - After the **Create Site** button is pressed it is then time to allocate products to that site, select the category of product – Floorcare, Carpet Care, Washroom, Housekeeping or all categories and click **add** to add the product to your portfolio.

Click **'Click here once you have finished selecting products for the site'**, the language selection window is automatically brought up.



Step 4 - The languages for the site are similarly added.

Click **add** to select a language, you can choose as many or as few as you require. When you have finished, click **'Click here once you have finished selecting languages for the site'**.

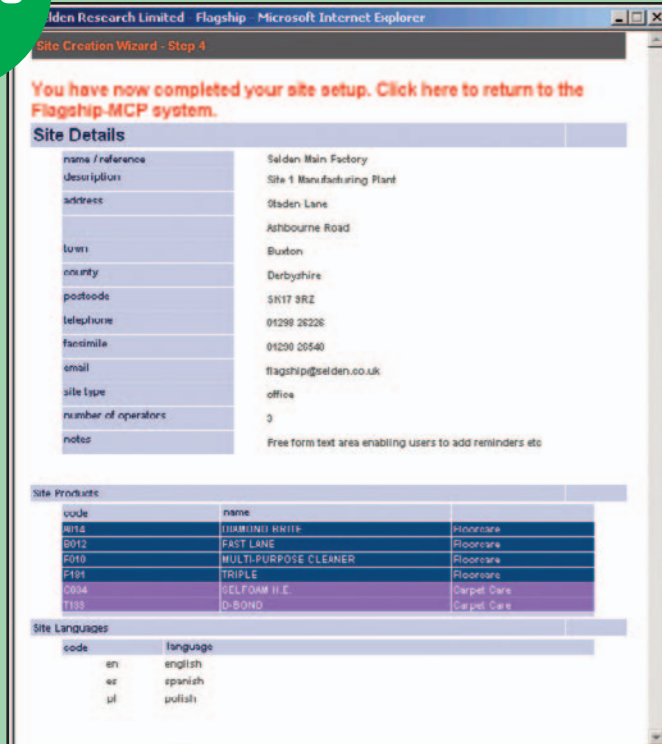
Mistakes can be rectified by clicking the **del** button.



SELDEN



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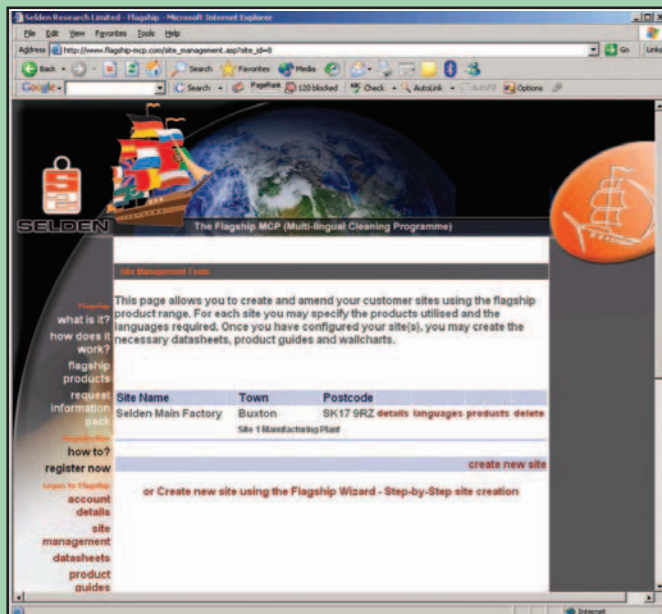


Step 5 - After the relevant languages are selected you are returned to the summary window.

The procedure to amend the site is defined later in this brochure.

Click '**You have now completed your site setup. Click here to return to the Flagship-MCP system**'.

Step 6 - The site has now been created, next to download the documentation.



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First the **Induction Pack**:

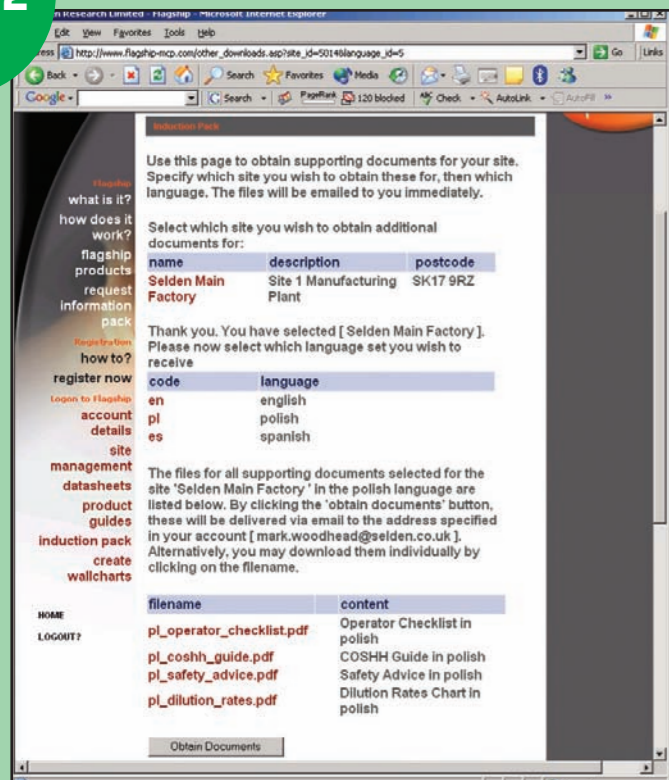
Step 7 - Click on the **induction pack** heading on the left menu and then click on the site for which the downloads relate.

The user in this example will have clicked on '**Selden Main Factory**'.

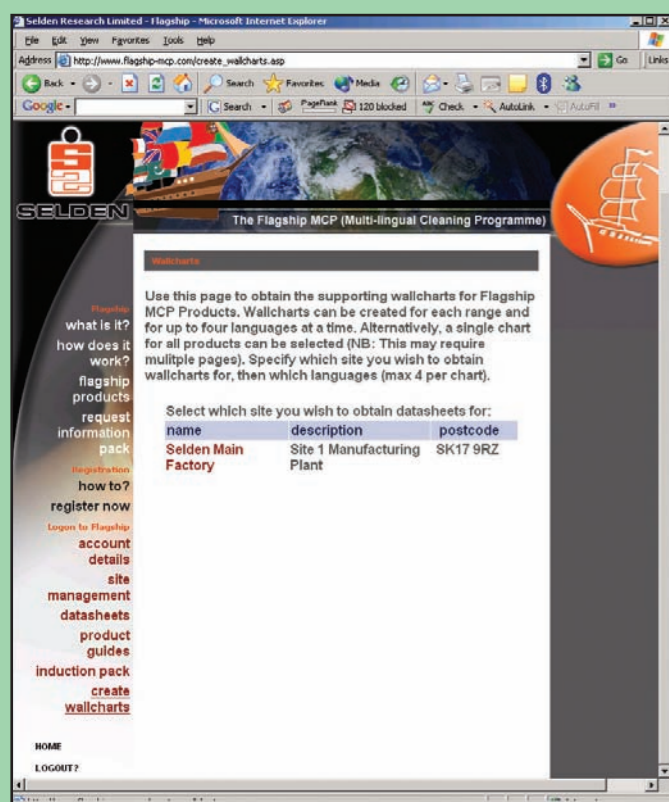


Step 8 - This will bring up the list of languages previously specified in the site setup. Choose the language you would like to download.

The next window **Step 9** will automatically open.



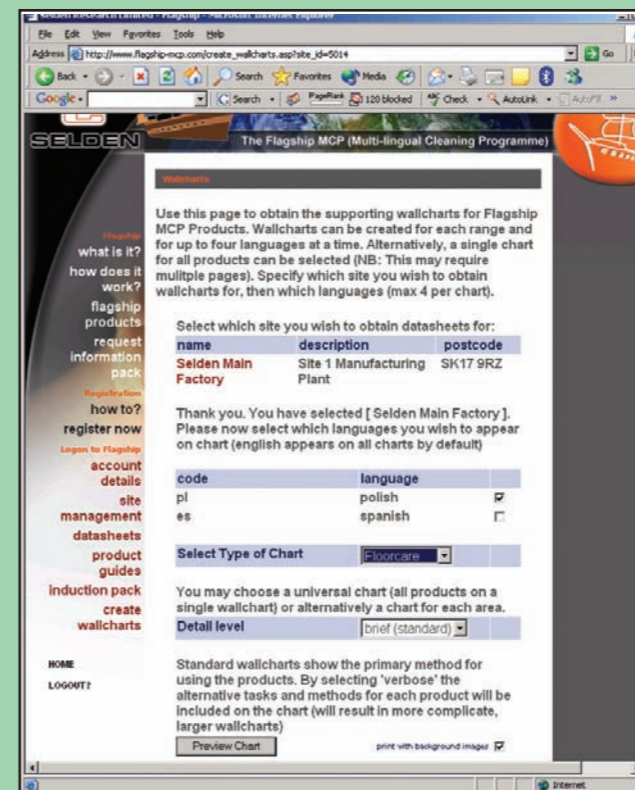
Step 9 - Choose your language, in this example the user will have clicked on **pl**. Clicking on the **Obtain Documents** button will return all 4 documents in pdf format to the users email address. In addition each individual document can be selected, this will open a new window on your computer, the document can then be saved and printed.



Step 10 - Wallcharts

Click on the **'create wallcharts'** button

Again select the site, in this example the **Selden Main Factory** will have been selected, the next window will automatically open.



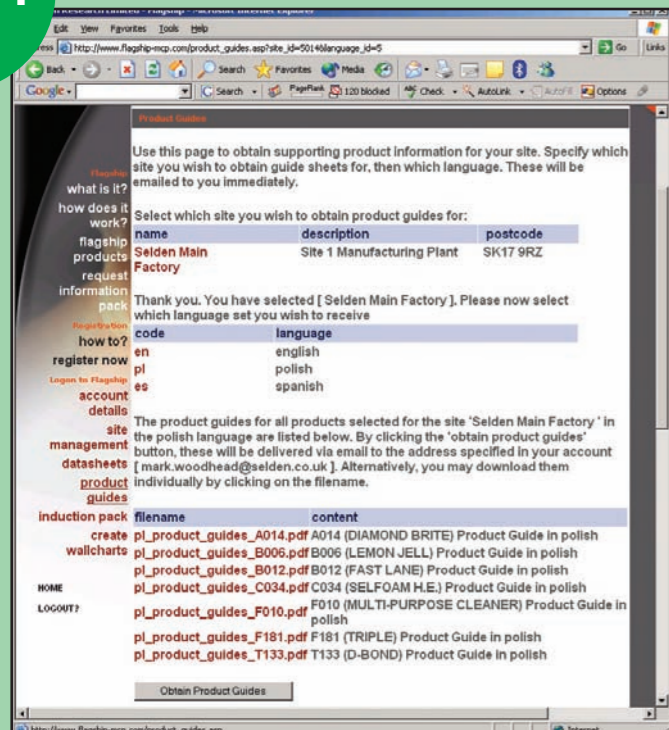
Step 11 - First choose the language. The language list will be restricted to those previously chosen and allocated to this site. In this case Polish has been selected with a tick in the box. Then choose the type of wallchart: floorcare, carpetcare, washroom, and housekeeping individually or if the product range is small, all products can be output on a single wallchart. The brief detail is defaulted to **verbose** lists alternative products for the same task.

Click **Preview Chart** to proceed.

...and the chart will open up in a new window. This will not print particularly well from the window as it is displayed in a low resolution for speed reasons. To obtain a quality document, click on the top of this document **'Click here to receive PDF version via email'** This will open up in Adobe Acrobat and can be printed in any size up to A3 in colour (or black and white). The Chart here is 2mb in size.



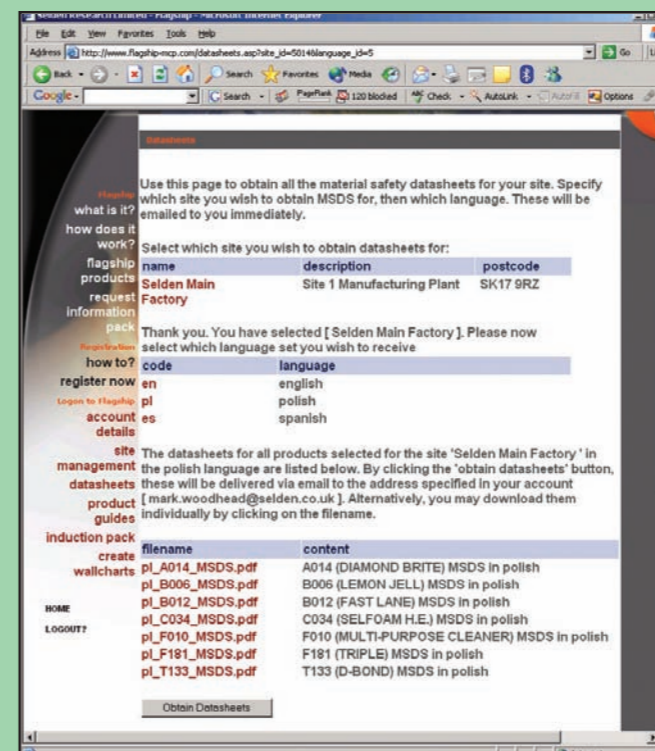
In the bottom right hand corner of the wallchart contact details will be printed. This detail comes from the original Registration Wizard, see page 18 step 1.



Step 12 - Product Guides

are obtained in a similar fashion to the above. Once again the documentation is grouped by language, click [Obtain Product Guides](#) for all the group to be emailed back, alternatively individual documents can be opened up in a new window by simply clicking on the document.

- 1) Choose site
- 2) Choose language
- 3) Download document(s)



Step 13 - Safety Data Sheets

are obtained in just the same way as product guides:

Click [Obtain Datasheets](#)

- 1) Choose site
- 2) Choose language
- 3) Download document(s)



A note about downloads.

For ease of administration and document distribution, downloads of groups eg 'obtain **datasheets**' above, the download will be by email and documents are grouped together by language and site.

It is not possible to take a single product and download all the different language versions in one action.

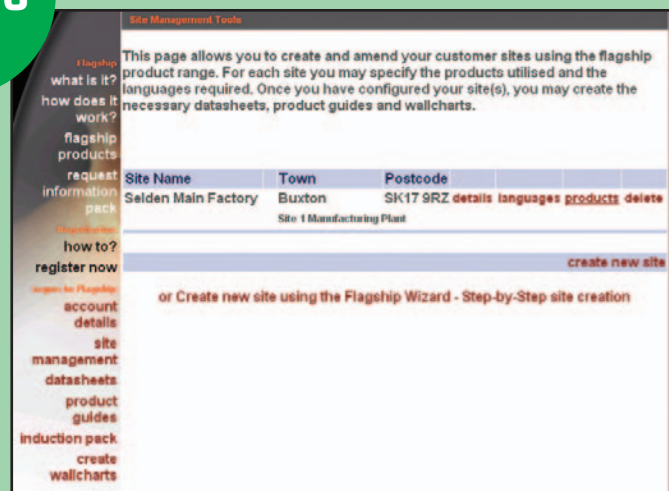
The largest documents are wallcharts at about 2Mb in size.

Normally the process will take about 2 minutes per language.



how to make changes

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Step 14 - Product Changes

The product range can vary, both additions and deletions are catered for. Product selection and management should be independent of language spoken. To change the product selection click on the 'site management' button and then on the products button associated with the site.

This will then open the product selection window, simply by clicking on or against a product changes the product mix.

To save changes click 'Click here to return to the site management console'



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Step 15 - Language Changes

From the site management window above select 'languages'. This will open the language selection list, once again the and buttons will modify the selection

To save changes click 'Click here to return to the site management console'

Any changes you wish to make for the site are controlled and actioned through this section of the website.

Step 16 - Downloads

At any time you can download either a new or modified document or wallchart. Likewise you can download a document more than once.

Return to page 20, Step 6 of this brochure for guidance on downloading.



enhance your image



Using Flagship as your multi-lingual product support system adds value to your business proposition. The attention to detail demonstrates effective management, promotes safer and better working practices, delivering a higher quality service synonymous with the most professional organisations.

www.flagship-mcp.com



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