

# GREENMILL

## TRADE BULLETIN

### INSIDE ISSUE #3

- Rewards Boost  
We can all do with a bit of a Spring boost, so how about some extra reward points to put a smile on your face.
- Leak Detection  
Every AC engineer's must-have, ready-to-use leak detection sprays can locate even the tiniest leaks.
- Unit Cleaners  
Air quality is important. Keep indoor units clean and contaminant free with disinfectant cleaners.
- Universal Cleaners  
Environmentally friendly formulations that deliver fast and effective cleaning of indoor and outdoor coils.

## Spring Clean Edition



**We all know how important it is to service and maintain AC systems on a regular basis. And March is the perfect time for a proper AC Spring clean.**

Greenmill has always been there for your install jobs. However, did you know that we are also one of the UK's largest suppliers of AC servicing and maintenance materials.

From leak detection sprays and disinfectant cleaners to odour eliminators, we stock a huge range of servicing and maintenance materials, all available with next-day delivery throughout the UK.

With Spring in the air, we're also putting a spring in your step this month with our big rewards bonus. Get extra reward points when you include any cleaning product in a £500 order throughout March. See page 02 for details.

Greenmill has everything you need for AC servicing and maintenance. And when we say everything, we really do mean everything, including our FREE GreenmillDesign "Think Now" marketing materials, designed to help you remind your customers that their AC needs some regular TLC. See page 07 for details.

Contact our team to discuss your AC servicing and maintenance requirements, or order from our range online:  
[www.greenmillac.com](http://www.greenmillac.com)

## Earn an extra 1000 Greenmill Reward Points

when you add any cleaning products to your order\* this month.



\*On orders over £500. See page 02 for details



## Order up to 5pm for next day delivery.

Our service and maintenance range is in-stock and available for next-day delivery. Whether you're ordering over the phone, by email or through our website, if you do it by 5pm we'll get your order to you next-day.

So don't waste your time standing in the queue at a trade counter, waiting to pick up some CondensCide and a pack of Smelly Jelly. Jump on our website and get your order delivered to site the next day.

And if you need it really early you can choose to pick up your order from 6.30 am the next morning at our centralised GMCollect hub in Kempston, just off the A1.

# Boost your rewards!



**PROMO 500**  
Receive 1000 Points with every £500 spent!

**Earn an extra 1000 Greenmill Reward Points when you add any cleaning products to your order this month!**

After a long winter, we can all do with a bit of a Spring boost, so how about some extra reward points to put a smile on your face. It's pretty simple, just add any cleaning products to your order, and when you spend £500 you'll earn an additional 1000 Points, (on top of your normal 1000 Points) to spend in our new rewards catalogue. What will you choose?

## Greenmill Tool Voucher Rewards Scheme

Since Tool Vouchers were launched at the end of last year, they've been incredibly popular. And it's clear our customers love treating themselves to some high-quality toolage, that maybe they wouldn't normally buy.

The reward scheme is simple. All you need to do is spend £500 with Greenmill to earn a 1000 points Tool Voucher. Plus, this month, as a bonus boost you'll also earn an additional 1000 Points Voucher if you include any product in your order from our servicing and maintenance range.

Just one single cleaning product is all it takes and the bonus points are yours, to spend on whatever toolage you want from our fantastic new Rewards Catalogue.

Inside the Edition 2 Rewards Catalogue you'll find lots of your favourites, from the OX Pro Handsaw to the smart little Wera Kraftform Driver Kit. Plus, we've also introduced loads of fantastic NEW tools for you to spend your vouchers on, including a handy Optimaxx Screw Case, Smart Multi-Tool Kit, the tough Armorgard Oxbox and even a jam-packed Wera 2GO Tool Kit, overflowing with almost every tool you'll ever need.

As soon as you've got 2000 Points you can start spending. Or you can choose to save your Vouchers for some really serious free kit. What will you choose? Find out more, and download the latest Edition 2 Rewards Catalogue at: [www.greenmillac.com/toolvouchers](http://www.greenmillac.com/toolvouchers)

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It's just one of the ways that we like to give back to customers!  
Tristan Miller  
General Manager

**NEW additions to the rewards range**



# Our Customer Experience culture

Established in 2001, Greenmill has achieved 20 years of continuous growth by building a Customer Experience Culture that puts you at the heart of everything we do.

From your very first touchpoint with Greenmill, through to delivery, after-sales support, product training and ongoing account management, it's our desire to innovate, exceed expectations and deliver excellence, that keeps our customers coming back for more - plus the free sweets we put in your orders (unless it's Turkish Delight obviously).

Our Customer Experience Culture is built around 3 pillars, mainly for internal use. However, we think they are so strong that they're worth sharing with you.



Watch the video: [www.greenmillac.com/blog/building-a-customer-experience-culture](http://www.greenmillac.com/blog/building-a-customer-experience-culture)

## 1. FOCUSTOMER

- ✓ Internal or external customers are at the heart of everything we do.
- ✓ Empathy – seeking to understand the feelings of others.
- ✓ Exceptional customer experience through flexibility and detailed care.
- ✓ We build trust through honesty, reliability and consistency.
- ✓ Continuously explore ways to add value.

## 2. PASSIONATE

- ✓ Positive, innovative and creative thinking.
- ✓ Challenging ourselves and our systems because there's always further to go.
- ✓ Owning the challenges, fixing them and learning from them.
- ✓ Commitment to training, upskilling and accuracy.

## 3. RESPONSIBLE

- ✓ Empowered to be self-accountable, to the company and each other.
- ✓ Always learning and seeking honest feedback, with the courage and humility to change.
- ✓ Broader minds to work as a team.
- ✓ Treating each other fairly and with trust and respect.



## Gotec Leak Detection Spray

If you're looking for a leak in an AC unit, this Gotec Leak Detection Spray should be one of the first things you grab. The ready-to-use spray can locate even the tiniest leaks. And the 360° valve lets you spray at any angle, so it's great in those tricky tight spots.

## Pro-Bubble Leak Detection Spray



Another option for leak detection, this Pro-Bubble Spray has an improved high-bubbling and extra-clingy viscoelastic formula. So if you want bubbly and clingy this is your spray.

## Disinfectant Cleaners

Now, more than ever, indoor air quality is vitally important to any building. From restaurants and retail, to offices and gyms, whatever the environment, your customers will insist on a clean and effective AC system.

Our range of disinfectant cleaners are designed to keep indoor units clean and contaminant free; removing common dirt, organic growth, bacteria and the SARS-CoV-2 virus, which leads to Covid-19.

See the range online at: [www.greenmillac.com/cleaners-servicing-materials](http://www.greenmillac.com/cleaners-servicing-materials)



### RTU ECD

- Ready to Use
- Condensate Pump Safe
- Indoor Units

- Verified to kill the SARS-CoV-2 virus (which leads to Covid-19)
- Kills 99.9% of bacteria in 60 seconds or less
- Convenient ready-to-use format



### CondenCide

- Nonfood Compounds Program Listed
- Concentrate
- Condensate Pump Safe
- Indoor Units

- Verified to kill SARS-CoV-2 virus (which leads to Covid-19)
- Kills 99.9% of bacteria in 60 seconds or less
- Improves energy efficiency and indoor air quality



### Frionett

- Concentrate
- Condensate Pump Safe
- Indoor Units

- Superb product for disinfecting, degreasing and deodorising products for refrigeration and air conditioning systems
- Formulated to effectively combat bacteria including legionella, salmonella and listeria
- Contains an effective fungicide and virucide and is backed by full EU approval



### EasyCare

- Aerosol
- Condensate Pump Safe
- Indoor Units

- Verified to kill the SARS-CoV-2 virus (which leads to Covid-19)
- Kills 99.9% of bacteria in 60 seconds or less
- Improves indoor air quality
- Removes grease, nicotine and grime



### StayClean - Mini Tablets

- Condensate Pump Safe
- Indoor Units

- For drain maintenance
- Controls odours
- Reduces sludge build-up
- Minimises risk of blockages
- One tablet offers up to 8 weeks protection



### StayClean - Strips

- Condensate Pump Safe
- Indoor Units

- An effective antibacterial treatment, providing up to six months protection from bacteria, fungi, algae and other micro-organisms that can cause smells and blockages in air conditioning condensate trays
- The strips have a unique built-in inhibitor to protect equipment from rust and corrosion





**If you could see it,  
you would clean it.**

**Advanced** 



*World class cleaning chemicals for the sustained protection of people, buildings and equipment.*

## Regular AC maintenance helps improve indoor air quality.

Bacteria, viruses, skin, hair, mites, dust, mould, fungi: just a few of the nasties that build up and can be distributed by a dirty AC unit. Not a pleasant thought that this could be in the indoor air we breathe. Often an honest oversight as your trusty equipment keeps on working, however with a regular cleaning programme in place, your system will last longer and the air it circulates is purer.

Let's clean the air.  
Discover more at [aspenpumps.com](http://aspenpumps.com)

an ASPEN PUMPS GROUP brand

# Universal Coil Cleaners



Indoor Units



Outdoor Units

**The Greenmill range of universal cleaners are ideal for all your routine servicing and maintenance jobs.**

The environmentally friendly formulations deliver fast and effective cleaning of indoor evaporator coils and outdoor condenser coils.

Contact our team for help choosing the right coil cleaners for your commercial, industrial or residential job.



## Condenser Cleaners

To keep your customers' AC systems in tip-top condition; check out our range of powerful condenser cleaners.



## Smell & Other Cleaners

There's nothing worse than a big smelly unit. So keep your customers' systems fresh and fragrant with our range of smell busters and de-odourisers.



# OdourGuard

## HVAC Odour Eliminator

A general-purpose, 360° protection against odour and unpleasant smells from HVAC equipment. This odour absorbing formula eliminates odours and noxious smells created by smoke, mildew, pets and organic acids.

- Fast, effective, and long-lasting protection.
- Non-toxic and biodegradable – ideal for household and industrial applications.
- Compatible with all system materials including steel, copper, aluminium, alloys, plastic, ceramics, fabric, rubber, etc.



**Advanced A:**

*World class cleaning chemicals for the sustained protection of people, buildings and equipment.*

an ASPEN PUMPS GROUP brand

[aspenspumps.com](http://aspenspumps.com)

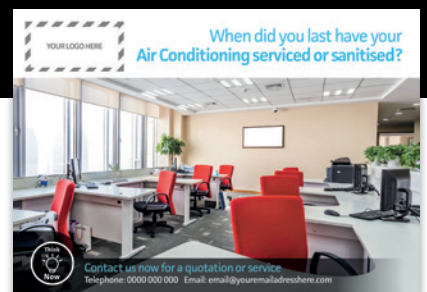
# GREENMILLDesign

## FREE Marketing resources designed to support your sales



Our free “Think Now” marketing campaign resources are designed to help you target new and existing service and maintenance customers. The materials ask a simple question: “When did you last have your air conditioning serviced or sanitised?” With print-ready, social media or electronic artwork, across a range of sectors, there’s a free resource for every AC situation.

[www.greenmilldesign.com/customer-resources](http://www.greenmilldesign.com/customer-resources)



# Nationwide Coverage

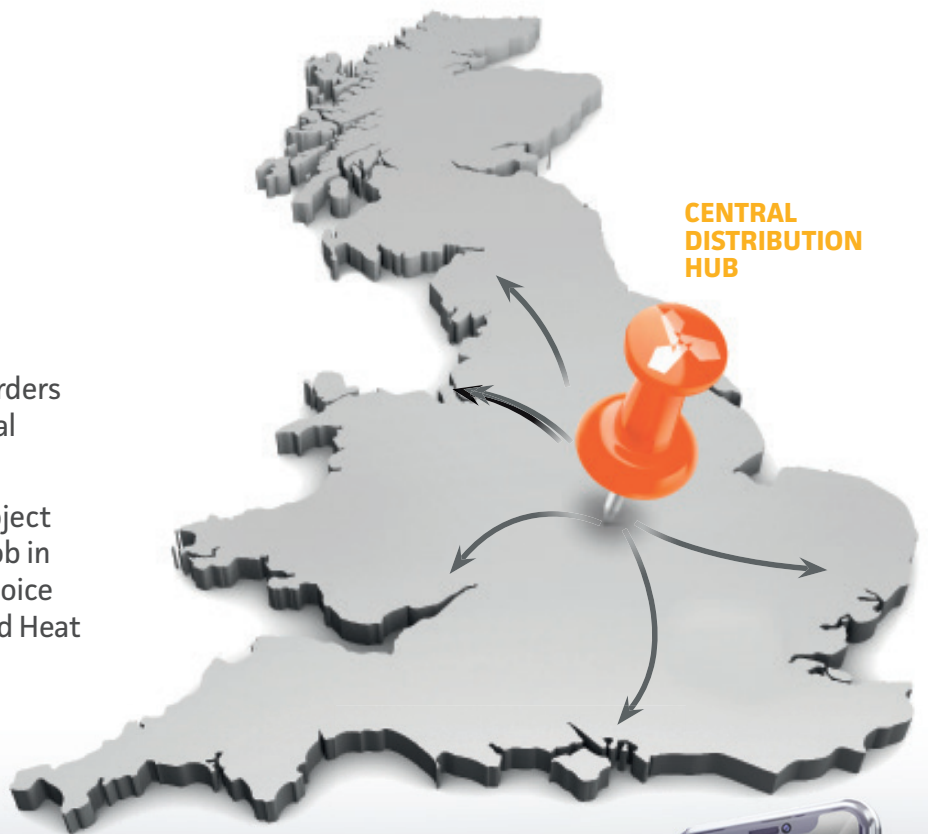
## NEXT-DAY DELIVERY

Did you know that Greenmill offers nationwide next-day delivery (on orders placed before 5pm) from our central distribution hub in the Midlands?

So whether you're quoting on a project in Portsmouth or you've landed a job in Leeds, make Greenmill your first choice for Air Conditioning, Ventilation and Heat Pump install materials.

Find out more at:

[www.greenmillac.com/delivery](http://www.greenmillac.com/delivery)



# Track & Trace

Our Track & Trace technology takes delivery updates to a whole new level. Simply click the link on your delivery text, enter your destination postcode and see where your delivery van is, on the UK map, in real-time.



# Stock & Delivery Performance

**IN-STOCK  
IN-FULL**

**ON-TIME  
DELIVERIES**

**98%**

**98%**

There's always room for improvement, but the great Greenmill team never stops striving to meet our promise of In-Stock, On-Site, On-Time.

