

JANI-KING CASE STUDY

Unlock new revenue: Strategic partnerships for contract cleaners



NILFISK

Discover how Nilfisk and Jani-King's partnership helped boost revenue by 30%

For contract cleaners, growth isn't just about adding more clients—it's about finding new, profitable services to offer. The key to expanding into higher-margin opportunities lies in having the right equipment and partnering with suppliers who understand your market. Jani-King's partnership with Nilfisk is a prime example of how contract cleaners can leverage collaboration to unlock additional revenue streams and enhance service offerings.

Identifying profitable opportunities: The case for specialized services

In today's competitive market, contract cleaners are often limited by traditional cleaning services that generate thin margins and face increasing labor costs. For Jani-King, this realization sparked the desire to break into specialized services that could offer greater profitability, like high-dusting in industrial settings.

Jani-King saw immediate success, **increasing revenue by 30%** after introducing high dust cleaning as a specialty service. As Mark Regna, President & CEO of Jani-King St. Louis and Grand Rapids, explains, "We saw the need to go beyond cleaning office spaces. Industrial cleaning, especially high-level dusting, offered more margin and opportunities to differentiate our services."

Many contract cleaners struggle to move beyond basic cleaning contracts. However, by identifying niche services such as high-dusting, post-construction cleanup, or industrial cleaning, they can tap into lucrative markets with fewer competitors and higher demand.

Leveraging the right equipment for new services

The challenge for most contract cleaners isn't identifying potential opportunities—it's having the right tools to deliver these specialized services efficiently and safely. This is where the partnership between Jani-King and Nilfisk

became critical. With Nilfisk's high-performance cleaning equipment, Jani-King was able to take on complex, high-margin projects that were previously out of reach.

For example, Jani-King secured a contract to clean an 800,000-square-foot facility manufacturing transformers, where dust accumulation was causing product damage. This high-dusting job required precision and the ability to clean 35-40 feet in the air without disrupting daily operations. Nilfisk's industrial vacuums, paired with specialized carbon fiber kits for high-reach overhead cleaning, provided the solution.

"The Nilfisk equipment allowed us to deliver this service effectively, without the need for scaffolding or lifts, which saved time and money," Regna says. "This wasn't just about solving a client's problem—it was about offering a service that's not only in demand but also commands a higher price point."



Strategic partnerships fuel growth for contract cleaners

Contract cleaners can't go at it alone when looking to expand into new revenue streams. It's essential to work with industry partners who understand your needs and can provide tailored solutions. Jani-King's long-standing partnership with Nilfisk is a model of this type of collaboration.

Brad Kenny, National Account Manager at Nilfisk, highlights how these partnerships go beyond mere transactions.

“
We don't just sell equipment.
We work closely with companies
like Jani-King to understand the
challenges they face, and then
we provide solutions that allow
them to grow.”

Brad Kenny
National Account Manager at Nilfisk

For contract cleaners, this approach is invaluable. Instead of trial-and-error equipment purchases, you get expert recommendations and ongoing support to ensure you're using the right tools for the job. This not only enhances service delivery but also opens up new revenue opportunities, such as offering specialized services in industrial cleaning, construction cleanup, or high-dusting.

Expanding service offerings: A path to higher margins

With the right equipment and partnership in place, contract cleaners can move into high-margin areas that go beyond basic cleaning contracts. **For Jani-King, the decision to offer high-dusting as a specialized service resulted in a 30% increase in revenue**, demonstrating the immense potential for profit when expanding service offerings.

This is a lesson for all contract cleaners: there's a substantial opportunity to diversify services and increase profitability by leveraging advanced cleaning equipment. Whether it's

high-level dusting, floor care in industrial settings, or post-construction cleanup, these specialized services are in high demand and often carry higher price tags.

“It's about making sure you have the right tools to tackle more complex jobs,” says Regna. “If you're only equipped to clean small offices, you're going to miss out on much more profitable contracts.”

Collaborating to stay ahead of market trends

One of the most valuable aspects of a strong partnership is the ability to stay ahead of industry trends. Nilfisk, for instance, continuously collaborates with contract cleaners like Jani-King to develop innovative solutions tailored to the evolving demands of the market.

“We're working on the next generation of robotic cleaning solutions and advanced concrete polishing equipment,” Kenny shares. “For contract cleaners, staying ahead of these trends can mean being the first to offer cutting-edge services to clients, which is a huge competitive advantage.”

Contract cleaners should seek out partners who not only provide equipment but also collaborate on strategy, sharing insights about emerging trends like automation, robotics, and advanced cleaning technologies. This will allow them to stay relevant and competitive in an industry that's constantly evolving.





Key takeaways: How contract cleaners can unlock new revenue streams

- 1. Identify specialized services:** Look beyond basic office cleaning contracts and identify high-demand, high-margin services like industrial cleaning, high-dusting, and post-construction cleanup.
- 2. Invest in the right equipment:** Partner with equipment suppliers who can provide tailored solutions that fit the needs of your market, ensuring you have the tools to deliver these specialized services efficiently.
- 3. Build strong partnerships:** Collaboration with industry suppliers like Nilfisk can provide contract cleaners with expert guidance, support, and access to the latest innovations in cleaning technology.
- 4. Maximize your workforce:** Use advanced equipment to increase productivity. As labor costs rise, having equipment that does the heavy lifting—literally and figuratively—can make all the difference in achieving profitability.
- 5. Stay ahead of market trends:** Work closely with partners to anticipate trends like robotics, automation, and innovative cleaning methods. This keeps your business at the cutting edge and allows you to offer new, in-demand services before your competitors do.

In an industry where efficiency and profitability often go hand-in-hand, strategic partnerships and the right equipment can be the game-changer contract cleaners need. By expanding into high-margin areas and leveraging innovative solutions, they can unlock new revenue streams, boost their bottom line, and thrive in an increasingly competitive market.

For more information. Watch the full ISSA podcast episode [here](#).

Want to learn more?

[Watch the ISSA Podcast episode](#) featuring insights from Mark Regna of Jani-King and Brad Kenny of Nilfisk, as they discuss how contract cleaners can collaborate with suppliers for growth.

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