



*Which Mop  
is more  
Expensive?*

# Guess Again!

*If you think the looped-end mop is more expensive, you're wrong!*

Initially, a looped-end mop will cost a little more, however, it will outlast cut-end mops up to eight times, and outperform them as well. Even more significant is the savings in labor ~ after all, it accounts for over 90% of floor care costs. Looped-end mops can significantly cut those costs ~ how?

Looped-end mops have a **wider surface area**, are up to **five times more absorbent**, leave **no gaps** and are virtually **lint-free**, making them twice as efficient as conventional cut-end mops. So, compare the cost - eight cut-end mops to one looped-end mop, half the labor cost and a better looking floor to boot!

**Now**, which is more expensive?

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# *Let's Talk Value*

## *Selling the Right Mop for the Right Job*

As every successful distributor knows, providing your customers with high value results in customer satisfaction. And satisfied customers are **repeat** customers.

Although a mop represents an insignificant part of a job's total cost, it has a great impact on its results and the bottom line.

### ***Looped-End Mops:***

***Last longer***

***Save labor costs***

*(the biggest expense in floor care cleaning)*

***Leave less lint on the floor***

*(resulting in a better appearance  
& higher customer satisfaction)*



# What are the Facts?

## Looped-End Mops are More Economical

You wouldn't use a tissue to clean windows ~ the same could be said about mopping floors. Why use an inefficient, "disposable," cut-end mop, when you can get the job done twice as fast with better results, with a looped-end mop?

Since one looped-end mop will outlast eight cut-end mops, the looped-end mop is actually **less expensive** ~ by up to two and a half times! That's also less mops to order, stock, use, change, dispose of and most importantly, pay for.



### MOP COST SAVINGS

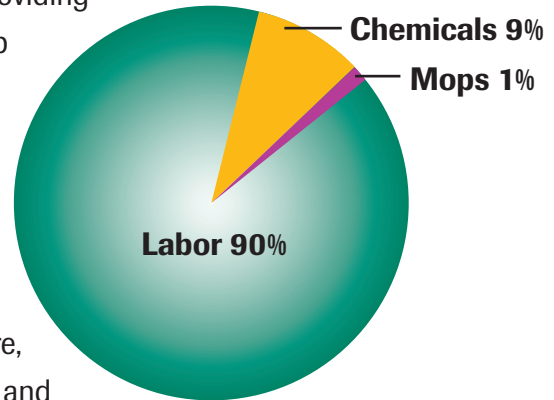
Figures based on using 8 cut-end mops per month.

	<b>Cut-End Mop</b> <i>(\$5.00 each)</i>	<b>Looped-End</b> <i>(\$9.00 each)</i>
<b>Monthly Cost</b>	<b>\$40.00</b>	<b>\$9.00</b>
<b>Savings</b>	<b>\$31.00</b>	
<b>Annual Total</b>	<b>\$480</b>	<b>\$108.00</b>
<b>Savings</b>	<b>\$372</b>	

# Do the Job Better & Faster!

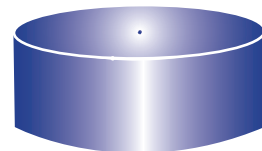
Looped-end mops provide better results, whether just damp mopping or finishing. That's because looped-end mops lint much less, providing a smoother application of chemical and have tailbands that help prevent tangles. You're cleaning and finishing floors better ~ for less cost, a fact that ***both accountants and users will appreciate.***

In addition, a looped-end mop covers a wider surface area (without gaps and loose strands that are common with cut-end mops) and absorbs about five times as much liquid. Therefore, you can mop twice as much floor with fewer trips to the bucket and wringer, in the same amount of time ~ cutting your labor costs in half!

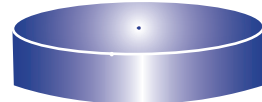


## ABSORBENCY

Per mop weight



**LOOPED-END BLEND MOP**



**CUT-END COTTON MOP**

## LABOR SAVINGS

Figures based on mopping 5,000 square feet.

	<b>Cut-End Mop</b>	<b>Looped-End</b>
<b>Labor (\$12/hr)</b>	\$24.00	\$12.00
<b>Daily Total</b>	\$24.00	\$12.00
<b>Savings</b>	<b>\$12.00</b>	
<b>Monthly Total</b>	\$720.00	\$360.00
<b>Savings</b>	<b>\$360.00</b>	
<b>Annual Total</b>	\$8,640.00	\$4,320.00
<b>Savings</b>	<b>\$4,320.00</b>	

# The Right Tool for the Right Job!

## LOOPED-END WET MOPS



Commercial



Healthcare



Food Service

## Sustainability

All Wilen® wet mops have green attributes that promote and enhance a comprehensive sustainability program. This is a clear differentiation. Many competitors feature only one family of mops with green attributes. You can be sure that Wilen wet mops are environmentally friendly and are constructed with a level of quality that ensures durability. For more information, see our Usage Guide at: [www.continentalcommercialproducts.com](http://www.continentalcommercialproducts.com)

**EARTHTONE™**



### FANTASTIC™

The Fantastic™ is constructed of a super absorbent, 4-ply conditioned rayon/synthetic yarn. Uniform twist and high-quality construction make it ideal for disinfecting and all purpose cleaning. Quick drying yarn resists the growth of mildew and bacteria. Available in both narrow and wide band designs. Pre-shrunk.



### HOSPITAL PRO M™ - ANTIMICROBIAL

Designed for the demanding needs of the healthcare industry, the Hospital Pro M™ stands up to tough use and heavy washing. Its high-quality, integrated blend of cotton/rayon/synthetic fibers ensures durability and absorbency. Also ideal for all-purpose cleaning. Available in both narrow and wide band designs. Pre-shrunk.



### SUPER CROWN™

High-grade, multi-layered, blended cotton/rayon/synthetic yarn provides good absorption and durability for this top-of-the-line general maintenance mop. Excellent for general cleaning. Available in both narrow and wide band designs. This mop is not pre-shrunk ~ launder with care.





**J.W. ATOMIC LOOP™**   

This economical cotton/rayon/synthetic blend mop cleans two to three times the area with up to six times the life of a conventional cut-end mop. Available in both narrow and wide band designs. This mop is not pre-shrunk ~ launder with care.



**J.W. ATOMIC RAYON LOOP™**   

This economical rayon/synthetic mop is for the application of chemicals and is perfect for floor finishing. Available in both narrow and wide band designs. This mop is not pre-shrunk ~ launder with care.



**JEAN CLEAN™**   

Constructed of reconditioned denim and other textile materials, Jean Clean™ is more durable and absorbent than traditional cotton blended yarn, with no break-in period required. Looped-end, cotton/polyester yarn resists fraying and linting. Available in both narrow and wide band designs. Pre-shrunk.



**BULLDOG MOP™**   

In looped-end mops, the Bulldog™ is the economical choice. This is the perfect mop to choose to upgrade from a cut-end mop to a looped-end mop, and is ideal for general purpose cleaning. Laundering not recommended.



**GENERAL PURPOSE LOOPED-END**   

This commercial cotton mop is perfect for general purpose cleaning. Sewn English/Spanish tailband.



## FLOOR FINISH WET MOPS



Resilient Floors

## Sustainability

All Wilen® wet mops have green attributes that promote and enhance a comprehensive sustainability program. This is a clear differentiation. Many competitors feature only one family of mops with green attributes. You can be sure that Wilen wet mops are environmentally friendly and are constructed with a level of quality that ensures durability. For more information, see our Usage Guide at: [www.continentalcommercialproducts.com](http://www.continentalcommercialproducts.com)

**EARTHONE™**

### SMOOTHIE™ FINISH



Worker fatigue can be reduced by 20 to 25% due to the incredibly smooth application of the Smoothie™. This 100% nylon 2-ply yarn holds finish with surface tension, not by absorption. As the mop is moved along the floor surface, finish is released more evenly and completely.



### FASTTRACK™ FINISH



Upgrade your finish with FastTrack™, the durable, looped-end wet mop especially designed for applying finish. Constructed of a 6-ply, high-modulus rayon blend that provides quick, controlled liquid release for finishing and disinfecting. Blue and white "candy cane" striped yarn keeps mop looking new.



### J.W. ATOMIC™ FINISH



100% synthetic yarn designed for applying finish. Blue and white "candy cane" striped yarn keeps mop looking new.



**eLINE**

### E-LINE FINISH



Our most economical looped-end finish mop is constructed of a durable, 4-ply rayon blend yarn that releases more liquid for a faster, smoother finish than possible with a conventional mop. Also ideal for applying sealers and disinfectants. Blue and white "candy cane" striped yarn keeps mop looking new.

