



John & Shelley Allison **EnviroSpec's** **Copassionate Owners**



RUFUS
?-2008
...a sweet boy.





The EnviroSpec story began with a contractor just like you.

Forty years ago, **John Allison** realized that the harsh and ineffective chemicals that he was buying were compounded by chemists who never actually had to clean anything for a living.



So John began to experiment

in his own small lab, testing his detergent formulas on the job, tweaking, and testing again. Eventually he developed a superior line of **environment-friendly** products for cleaning everything from vinyl siding to cement mixers. When he started selling his formulations, mobile wash pro's across the U.S. gladly became customers for life. Finally, John perfected the 'black magic' of super-concentrated **SuperFLo Polymer™**.



Some guys love a challenge.

Next, John Allison added mobile wash equipment and parts to the offerings. The catalog grew...and kept growing. As an ex-contractor, he knew that discerning professionals needed

Allison Iron Horse equipment, a popular addition to the product line. From its headquarters in Georgia, **EnviroSpec** has now brought more cleaning items to the industry than all other suppliers combined.



Sharing knowledge

Equipment and chemicals are only as good as the people who use them. So John Allison set out to help improve contractors' knowledge and skills as well. Today, EnviroSpec now sponsors **free monthly training symposiums**, as well as system **certification programs** to keep professionals current in the latest technology and techniques. Plus anyone can go to **EnviroSpec.com** for expert resources like the **Technical Library** and **How to Wash All Your Stuff**.

Success offers the chance to make a difference.

Today, all of EnviroSpec's profits from chemical sales go to their **Soap for Hope** charitable foundation. Children who need operations, veterans who need a career opportunity, and abused, abandoned pets who need a caring home are all helped by EnviroSpec—and by



That's our story. Come visit us at envirospec.com

If you're not already one of the 3000 mobile wash professionals who are part of the EnviroSpec community, we invite you to explore the informational resources and high-performance products on our website. Or you can call us at **1-800-346-4876**. We're here to help.

EnviroSpec Your Authority for High-Performance Cleaning

envirospec.com 1-800-346-4876



Do whatever it takes to get a job done right. That—in a nutshell—is the lesson that John Allison, the owner of EnviroSpec in Homerville, GA, learned very early from his father.

John's father was a rural mail carrier for 49 years. One fond memory takes John back to a day when he was about eight years old and riding along with his dad. As father and son made the trek down a five-mile stretch of water-covered and muddy, unpaved road to deliver a piece of advertising mail to the only family that lived there, John wondered why. He recalls telling his father, "It's only a piece of advertisement."

John's father set him straight, saying: "Yes, and that piece of advertisement may be the only mail the family will receive in some time."

Caring about people and animals is such a part of life for John and his wife, Shelley Allison, they point to their charitable interests as an essential driver of their business. "We are a philanthropy-driven business," says John. "The only thing that growth really means to us is that it generates more revenues that we can pass along to the charities that we serve."

Over the years, explains John, his company "has gathered an incredible group of customers" who share in the successes of what he and Shelley accomplish. "What we do is merely the smaller part of what our customers make possible," say both John and Shelley, when asked to talk about what pulls their enterprise forward.

Helping others begins with assistance to the contractor network that John and Shelley's company serves. "Contract cleaners are hard working people, who, more often than not, find themselves with their backs up against the wall and nowhere to turn," says John. "I have been there."

John started in the industry as a contract cleaner in 1972. Riding from Connecticut to Vermont one particularly snowy weekend, he noticed a



John & Shelley receive awards from Shriner Bill Vest on behalf of EnviroSpec's Chemical Customers!

"dirty" tractor-trailer rig as it passed. It was a quiet, uneventful ride, and he began wondering how such trucks were cleaned. The more he considered

the question, the more he realized he had an idea for a business.

By the Monday following the weekend trip, John was making cold calls

Win! Win! Win!

Kids WIN!
Orphaned and abused animals WIN!
...and you WIN
because through your purchases
you have touched many lives!



Our Favorite Charities



**Shriners
Hospitals
for
Children**
Tampa



Suzie's
friends



Allison IRON HORSE PRESSURE WASHERS

The Industry's Best Hose Reel with 150' of Non-marking Hose

4,000 PSI rated hose has quick connects for the gun and strain reliefs.

The industry's Best Reel Swivel

Allison 'Super Suds Sucker' Chemical Injector

The highest draw rate in the industry. Pulls chemical with as much as 500' of hose.

ALLISON 12-Volt Chem Induction System

John Allison says 'if you can't get enough chemical on the surface you may as well stay home.'

Even with the Suds Sucker occasionally you will need to really 'pour it on.' And when you do simply hit the turbo boost 'on' switch and stand back and watch the dirt roll off the surface.

It is an incredible sight to see!

AIRCRAFT ALUMINUM SKID FRAME

with vibration isolators for the smoothest running system in the industry. Included is a marine grade battery box that will hold a 'full-size' battery in the event you want to hook this 20 amp, 'hot water ready' pressure washer up to a 'hot-box'

ALLISON 'Quantum-Z' Unloader

This is the 'hottest' unloader in the mobile wash industry. The Quantum-Z produces an incredibly soft touch trigger that eliminates virtually all the pressure in the hose when the gun is released.

Everyone loves the new Quantum-Z for ALLISON!

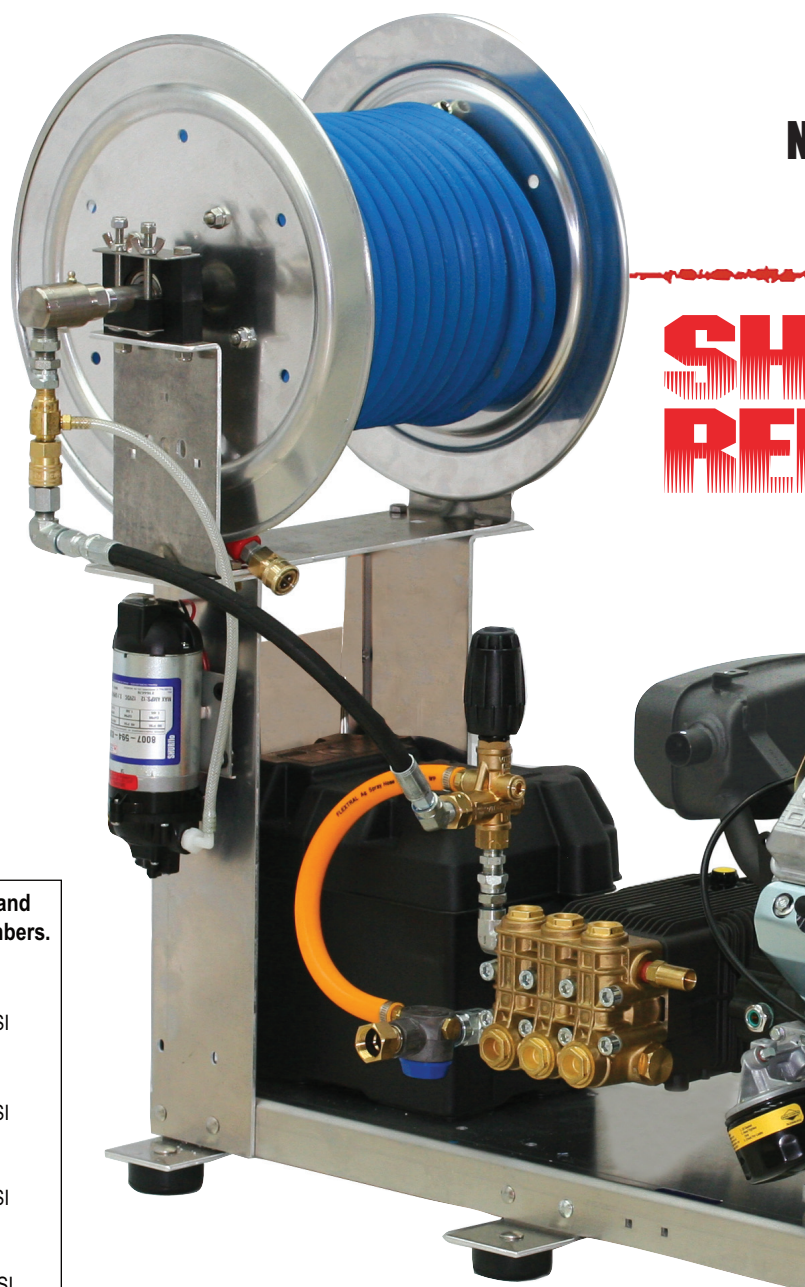
Visit our web site and enter these part numbers.

#SHO-5638V
Vanguard 18
5.6 GPM@3800 PSI

#SHO-5638K
Kohler 18
5.6 GPM@3800 PSI

#SHO-8636K
Kohler 30
8.6 GPM@3600 PSI

#SHO-1128K
Kohler 30
11.0 GPM@2800 PSI



**SH
REI**

PUMP SELECTION

Every pump company manufactures incredible pumps. They also manufacture *not* so incredible pumps. What makes our equipment so unique is the fact that over forty years of building equipment exclusively for the contractor - we know what pumps will last the longest in an industry that has to keep their equipment 'red lined' most of the time.

200° PUMPS KEVLAR™ SEALS

ENGINE SELECTION

We build with KOHLER industrial engines and Engines. Honda engines are available upon request each engine up with an electronic tachometer, hour meter and a quick drain oil valve. Each 'hot water' ready should you ever want to add a

EnviroSpec

YOUR AUTHORITY FOR HIGH-PERFORMANCE CLEANING

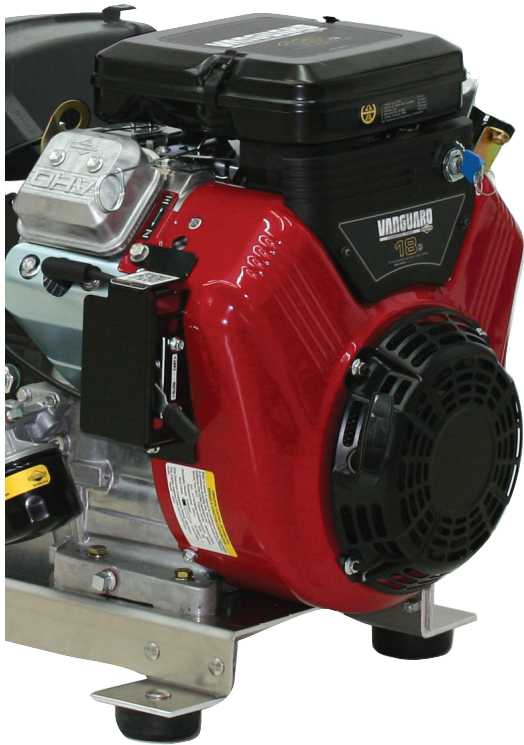
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PROFESSIONAL**



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Super High Output...

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EDLINERS**

Cleaning POWER



WHO IS ENVIROSPEC AND WHAT DO WE DO?

EnviroSpec and Allison Iron Horse are major suppliers and manufacturers for the Professional Mobile Wash Industry throughout the United States and Canada.

Although the business is located in Homerville, GA, EnviroSpec touches the lives and careers of over 3000 professional Mobile Wash/Cleaning Contractors each year.

We manufacture their cleaning chemicals and build their equipment. Through our technical web site provide them with free information that helps to keep them 'dialed in' to the latest in technology & techniques.

As ex-mobile washers ourselves - we have an advantage over other manufacturers when it comes to developing new & exciting products that make the contractor's jobs easier. Here is one of those items.

s and Vanguard
on request. We
achometer and
Each engine is
add a 'hot-box'

ADDITIONAL FEATURES:

- ALLISON Trigger Gun with hose whip & quick connects
- 48" insulated stainless steel lance that extends to 72"
- 4-each Ceramic High Pressure Nozzles
- 1-each Soap Nozzle

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**TRUSTED NAME IN THE
PROFESSIONAL MOBILE WASH INDUSTRY!**



to companies lining up jobs to clean trucks at the owners' sites. He soon was doing his first job, knee deep in snow, using his pickup to carry in 55-gallon drums of wash water. John perfected techniques. And he grew his business.

"I developed my own chemical line, just out of need," says John. The original environmental specialties component of the contracting business grew into EnviroSpec, which officially

tornado swarms that moved through the Midwest and South at the end of February and beginning of March. The goal was to get everyone the tools they needed to get their businesses back in operating form as fast as possible.

John and Shelley are also busy gearing up for a new, year-long venture slated to begin in June 2012. Through their Soap for Hope Charity, they will be starting their Washin' Warriors Project, which has the goal of putting 12

help them sidestep the pitfalls that, at one time, I was not fortunate enough to avoid," he says.

For many years, John's company has been offering a roster of System Certification Courses and Symposiums. The contractors enrolling not only learn how to repair equipment by hands-on immersion, but they also get the opportunity to talk with other contractors and to enjoy some great barbeque.

Knowing how to maintain a machine saves a contractor time and money. And those are precious commodities that the contractor can reinvest in his business.

Day-to-day, the objective of John and his employee team is to keep contractors "energized and profitable," he explains. "They are our partners—not our customers."

A member of the Power Washers of North America, John always has contractors in mind. Innovation is a big part of the equation and much of the innovative design begins with John's tinkering.

In 2012, several new products will become available from EnviroSpec, including a burner diagnostic system, a foam turbine, a new trigger gun, three new pumps, and a line of 40-hp, big block, high volume dual pumpers.

Working alongside employees is the best way to stay connected to them and to the industry, says John. "Get just as dirty as they get and work as hard as they work." A first time visitor to his company would not be able to pick him out as the boss.

Before John got into the industry, he worked for Chrysler Corp. in Lansing, MI. Prior to that, he served with the U.S. Navy in Vietnam for two years.

Shelley also served in Vietnam with the U.S. Army. But the couple did not meet during military service. They met in Connecticut some years later when he was building his contracting business and she was working as a head nurse at a Veterans Administration hospital. They moved to Georgia in 1992. "The winters finally won and drove us south," says John.



launched in 1986 when he sold the contractor component of his business.

In addition to its headquarters in Georgia, EnviroSpec has a facility in Minneapolis, MN. John began his company when there were no 800 numbers to call for advice and assistance. "Now, there are," he explains. In full circle, he stands as one of the experts that takes the calls of contractors, ready to provide the real-time help they often need.

"I speak their language and there is nothing that they can get themselves into that I haven't already done," says John. Indeed, on one of the days we had planned to talk, he had to reschedule; he was too busy helping contractors who had been hit hard by the

veterans into the professional contract cleaning business at no charge to them.

"Recommendations will come from EnviroSpec's customer base and will include veterans returning from all wars," explains John. Across one year, one veteran each month will receive a pressure washer, chemicals, spare parts package, and a training and advertising allotment. Mentoring—from John's company and the person who recommended the veteran—will also be a component of the start-up assistance.

Knowledge Is Power

What guides John through each day in business? "Knowing that we are fortunate enough to be able to share our knowledge and experience with a generation of contractors [and] may

Giving is a big part of life for John and Shelley. He reckons that his own start in life has made him particularly keen to help others. "I was orphaned in New York City at age two," he explains. "I lived in foster homes until I was four. I was adopted and brought back to Georgia by my real father's sister."

With the adoption and the move, John gained a family and an opportunity. "I could have spent the rest of my young life in an orphanage at a time when orphanages were not the best places to be, but instead I was given a chance to do something else," he explains. "Everyone needs a chance. I had mine. Shelley had hers and maybe we can give that chance to someone else."

Charity Begins Near Home

The generosity of their customers who buy their products makes charitable efforts possible, explains John. He and Shelley contribute to Shriners Hospital in Tampa, FL, and Paul

Newman's Hole in the Wall Gang Camp, as well as to animal shelters.

Just in the last 18 months, EnviroSpec has shipped 12,500 pounds of dog food to shelters throughout the nation. The food was "much-needed," says John, and he and Shelley were happy to be able to lend a helping hand.

Suzie's Friends Animal Sanctuary is named for the stray dog that showed up in 2002, a dog that a veterinarian determined had been dragging one of her front legs for two years. After the leg was amputated, Suzie stayed and the shelter began. "Shelley said, 'We have to build this animal shelter,'" explains John. She is the force behind it today.

"People will detour [from travel routes] to visit Suzie's Friends," says John. He and Shelley welcome the visitors. Over 99 percent of funding the sanctuary derives from profits from EnviroSpec. The sanctuary operates without volunteers. Employees of EnviroSpec begin their day early

by helping with cleaning and caring for animals.

John and Shelley start each day at five A.M. They get up that early every day to feed and care for five colonies of 75 cats living in their home's surrounding neighborhoods.

Strong advocates for spaying and neutering cats and dogs, John and Shelley want to see a world where every cat and dog can one day have a home. "We have spayed/neutered over 2000 animals in the last five years," says John.

By seven A.M., John and Shelley are replying to e-mail messages. At eight A.M., they both go to their offices. "Shelley handles the money end, and I handle the marketing, engineering, production, etc.," explains John. At five P.M., they go back to the woods and feed the cat colonies. Viewing "Wheel of Fortune" and "Jeopardy" constitutes the evening's entertainment for John and Shelley before Shelley heads off to

Left to right: John & Shelley Allison, Kay, Earnest, Cecil, Tina, Joseph



Missing: Belinda, Jackie, Rodger & Mary & 150 of our animals

bed and John takes a nap in his recliner—and then, later, takes the dogs for a last walk.

"Shelley and I live very simple lives and require very little to make us happy," says John. "We are together

99 percent of the time, and we are each other's best friend. Our last vacation was in 2004, except for two days we took off to visit the memorials in Washington, DC over the winter."

John has not taken a pay check in four years. "Shelley gets one, so I have to beg \$20 dollars off of her at least once a week," he says, joking.

"Wealth is defined in many ways," says John. "Our definition is to enjoy what you do and give back what you can as often as you can."

There is no single thing that John and Shelley enjoy most about their professional life. That's because they enjoy every facet of their business and charitable pursuits. It's everything, says John. "Everything from the moment I get up until I go to bed," he explains.

"Our work is our life and our goals and needs are quite simple," says John. "We love helping contractors. We love helping kids and animals. The only thing I really don't like is having to wake up at 11 P.M. and walk the dog." **CT**



EnviroSpec's 'black magic' behind...

SUPERFLO POLYMER™



We recently had a sales rep join our company who had been in the chemical and pump business since the late 1980's. One day he told us that after talking to our customers for over a 3 month span that he was shocked to hear just how much our customers liked our detergents. *"No-one - absolutely no-one - has ever had anything but great things to say about our detergents."*

***When EnviroSpec puts on a chemical customer
they are a chemical customer for life and it's all because of SuperFlo Polymer™!***

SO WHAT IS THIS MYSTERY PRODUCT CALLED SUPERFLO POLYMER™

...and why has it made EnviroSpec chemicals the most asked for detergents in the professional cleaning/mobile wash industry?

Years ago John Allison, the owner of EnviroSpec, was a contractor just like you. And - just like you - he tried everyone's 'claim to fame' detergents until he realized that everything that he purchased was thought up and compounded by someone who had never had to clean anything for profit. It was after many very expensive 55 gallon drums of watered down detergents when John finally realized that if he was ever going to make it in such a demanding industry he needed to learn how to make his own chemicals.

John set up a small lab at his business and over the next few years his '*chem lab for a dummy*' flourished. Almost every day John would head out to a job site with yet another 'concoction' that he had dreamed up the night before. He would take his new formula out and if it showed any signs of success he would keep 'tweaking' it until it was either a great success or a horrible failure. John says the failures ran about 99 to 1 over the successes.

Over the next few years John learned what to use and what not to use to clean the delicate surfaces of stone and brick, the greasy surfaces of commercial vehicles, the impossible to clean restaurant exhaust hoods, aluminum and vinyl sided houses, pools, patios, roofs, concrete, cement mixers, etc. and he learned all this without 'blowing himself up' in the process. Although there were several close calls along the way.

Now John Allison had developed an incredible arsenal of cleaners by 1984 and yet the SuperFlo Polymer™ product that is now known throughout the industry today was not even on the horizon at that time. Here is how the SuperFlo Polymer™ product came about and how it has dramatically changed the complexion of the professional mobile wash industry.

John had an account that had several terminals scattered throughout New England, New York and New Jersey. When one of his vehicles left to service these accounts it would be 2-3 weeks before it would return so it had to leave with enough chemical to complete the schedule. Oftentimes that meant carrying up to 15 drums of soap. Most of the time the vehicle also carried 500 gallons of water and that coupled with the weight of the soap resulted in some very expensive fines as the truck would pass through the weigh stations along the way from job site to job site.

There had to be a way to be able to put enough powder in solution where 1 drum of detergent (even if it were a 'sludge') would equal 3 drums of a super concentrate that could be further diluted through a down-stream injector. In detergent chemistry the 'rule of thumb' has always been that - at best - you can only mix one pound of powder to 1 gallon of water without 'fall-out' or separation occurring. And here John is trying to defy all the laws of chemical compounding by attempting to mix 3 pounds of powder into one gallon of water and having it hold in solution.

John contacted a chemist friend who had suggested that maybe he should look outside of the detergent chemistry industry and try to find something or a combination of '*somethings*' that could couple or '*tie-up*' the solids and keep them in a solution. His friend also told him that every once in a while all the '*stars will align*' and what is known in the chemical formulary industry as 'black magic' will occur. He did and it did! And one day - out of nowhere - the blends came together and when they did John had a product that could be added to detergents that would couple as much as - *not 3 pounds per gallon* - but up to 4 pounds per gallon.

...and there is even more MAGIC!

The longer you wash a surface with any of our products that contain SuperFlo Polymer™ *the shinier it gets*. Even the lustre on surfaces that have been 'burned' and 'dulled' by contractors who have used harsh, low cost caustic cleaners will be rejuvenated and brought back to life.

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