

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

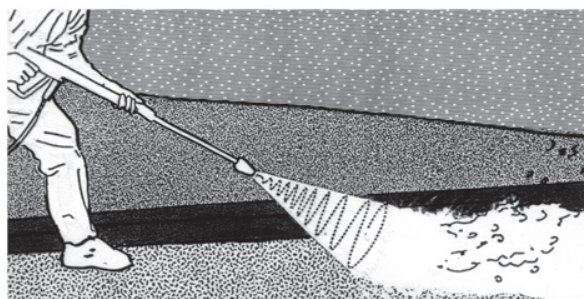


"dirty" tractor-trailer rig as it passed. It was a quiet, uneventful ride, and he began wondering how such trucks were cleaned. The more he considered

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

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