

EnvNVA Pricing table (price list) -2020115

Quick and dirty table (try and memorize)

Item	Price	Comments
SaniClean	\$7 / fixture weekly	All inclusive at \$20 fixture
SaniScrub	\$25 / fixture / monthly (\$175 minimum)	\$200/500sq ft + \$125 each additional 500 sq ft. Carpet cleaning same price Install pricing at 3x the above if dirty or 1x clean.
RPM (restore, protect maintain) windows	\$7 door sized window (both sides) / weekly	
Mopping	\$10 / 300 sq ft	
Drains	\$20+\$4/drain weekly	We can do 3 or less numbers at \$10 / drain. Grease trap \$125 /wk
Paper management, chemicals, facilities products	depends on paper, complicated	You can look this up
Refresh	\$75 trip charge and \$200/hr/worker. 2 workers. i.e. \$475 minimum	Alt 1: \$1500 small-medium kitchen. \$2500 large kitchen. \$2500 front of house. No trip charge Alt 2: \$.60 per sq foot inside; \$.40 per sq foot outside. \$75 trip charge

Rates in this sheet are the red rates. Please ask Jeff or Alex to go below for a job. You can price items under contract as included and just beef up other items to close. Always include the trip charge.

30% above these rates are the green rate and are commissioned at 3% above standard commission (i.e. up to 12%)

Conversions by time period

For weekly services, assume they are performed 50x per year or 4.2x per month. Biweekly are 25x / year. That is multiply by these numbers for billing cycles. This accounts for holidays. Note there are really 52.18 weeks in a year and 4.35 in a month. For monthly services, assume they are performed 12x per year. Monthly services are rescheduled around holidays. Bimonthly = 6, quarterly = 4.

Details by service

1. SaniClean —
 - a. Electostatic spray — free

- b. Bathroom air freshener — free but dispenser \$1 / wk warranty
- c. Bathroom soap — free dispenser \$1 / wk warranty
- d. For 4-5 or less fixtures \$50 minimum includes trip charge
- e. In general, priced per fixture. Want 2 pricings “all inclusive” and minimum
 - i. all inclusive includes: SaniClean, sanipod service, urinal mats paper dispenser (paper),,, mopping, no warranty and monthly SaniScrub = \$20
 fixture Example 11 fixtures: \$900 / mo
 - 1. We will waive trip charge
 - 2. Airfreshner, soap and dispensers included no warrenty fee. '
 - a. They can upgrade soap from standard to luxury at \$5 / dispenser / wk
 - b. all inclusive is one fill. If they use soap beyond a single weekly fill, they need to pay as below for soap. (\$13/gal or \$30 /gal luxury)
 - 3. Sani, drains and mopping, monthly scrub all included.
 - 4. Paper, dispensers and paper (reasonable usage) included
 - a. Note customer gets a \$5 credit per week / per fixture to buy paper. Beyond that they need to pay for paper. Include standard usage.
 - 5. Warranty free waived.
 - 6. No trip charge
 - 7. All other add ons included.
 - 8. Microfiber mopping — \$10 per bathroom (unless huge) if included with Sani.
 - a. Mop handles on install, microfiber mops left behind
 - ii. Per item charge. This is just the Sani-Clean though try and sell other items.
 - 1. Inside the Beltway: \$7 fixture (\$40 minimum) is our base rate. include a trip charge \$8. Note be careful about parking. Otherwise parking + \$7 as a trip charge.
 - 2. Outside the beltway: \$6 fixture, trip charge of \$8
 - 3. 4 sinks: 4 soap. 2 air freshener. (6 dispensers at \$70. \$8 mo for dispenser + supplies)
 - 4. 2 urinal: 2 urinal screen, 2 urinal mat — both are monthly (\$16/mo)
 - 5. 2 male toilets: 2 toilet clips. 2 toilet seat cover dispensers (\$4 / mo)
 - 6. 3 female toilets 3 Sanipods (\$12/mo).
 - iii. basic includes: air freshener, soap (charge \$1 / wk per dispenser warranty),
 - iv. **Value prop:**
 - 1. Enviro-Master's core service since with Swisher days. This is what built the company.
 - 2. Bathroom cleanliness is viewed by consumers as a major indicator of whether they are in a luxury establishment and should be less price conscious or a barebones one where they should be very value driven. Customers can raise prices / margins based on bathroom aesthetics.
 - 3. Along with SaniScrub, there is a massive reduction in bacteria, which for restaurants is going to make their way to the back of house and food.

4. Reduction in time and chemicals for existing staff providing daily (or more frequent) bathroom service. It saves the customer money while they get an improvement. Existing staff can use microfiber towels and mops with just water in between the weekly sanitization visits.

2. SaniScrub —

- a. same trip charge as above.
- b. Monthly: Generally \$25 fixture or \$175 minimum. Same trip charge (this is what you should aim for)
- c. 2xmonth. Combine with sani. -\$15 from what the monthly charge would be.
- d. Bimonthly: \$35 fixture. \$250 minimum. Same trip charge
- e. Quarterly: \$40 fixture. \$250 minimum. Same trip charge.
- f. Good rule of thumb for non bathroom is this price for up 500 sq ft is \$250 and 1/2 as much for each additional 500 sq ft. So every two months 3000 sq ft is 6 units $\$250 + 5 \times \$125 = \$875$.
 - i. Install is 3x this price if dirty or 1x job.
 - ii. Remember the trip charge at \$8 + parking as per SaniClean.
- g. try and sell an install at 3x normal cost. This can be waived as a concession but then no concession on price
- h. **Value prop:**
 - i. For bathrooms add on to Sani-Clean to get the full effect. Sani-clean drastically reduces the source of bacteria for grout and floor infection. Sani-scrub gets the remainder. They are designed to work together.
 - ii. Savings mopping costs and time.
 - iii. For front of house clients generally don't have anything remotely comparable nor do janitorial companies. It is this or bacteria just lives, feeds and breeds happily in their grout infecting their kitchen and eventually destroying their floor.

3. RPM Windows

- a. Pricing are both sides
- b. \$1.50 small window
- c. \$3.00 medium window
- d. \$7.00 large (example door)
- e. trip charge
- f. install at 3x (we lose money on the install but this is the most you can probably get)
- g. Note window cleaning solutions also work on mirrors so we can do mirror cleaning using the same chemicals
- h. Windows are a weekly service. Charge 125% for biweekly or monthly. 200% for quarterly after the first time (300% first time) and we'll have installers handle it.
- i. **Value prop:**
 - i. Glass gets damaged. Most janitorial cleaning companies end up sealing in grime creating a haze they can't get out. We acid wash, seal and then maintain the windows making the glass look new.

- ii. No more chemicals cost for cleanings during the week. Microfiber towels (which we can include) and water is all the existing staff needs to do.

4. Microfiber mopping.

- a. Included with Sani. See above. \$10 per bathroom unless the bathroom is huge then charge \$10 per 300 sq foot
 - i. If they want to add non bathroom areas For a single large area \$100 (or \$10 per 400 sq ft which ever is more)
- b. for stand alone \$10 per 200 sq foot. (\$40 minimum) + trip charges.
- c. If customer is doing their own mopping sell Daily at \$27.34 / gallon (diluted)
- d. Generally should be combined with Sani-scrub as the install and upkeep is needed otherwise we are spreading bacteria.
- e. **Value prop:**
 - i. Cheap add on to make sure your customer gets good mopping in-between scrubs
 - ii. Not using wet mopping massively reduces driving bacteria into grout.

5. Electostatic Spray —

- a. Generally with Sani-Clean post Covid. Only one remaining spray only client.
- b. For spray only jobs: generally \$20 / room (moderately sized). \$50 for 1000 /. sq ft
- c. Trip charge same as Sani-Clean
- d. no need for install
- e. **Value prop:** 99.4% reduction in bacteria in air and walls right after the spray. The bathroom goes from clean to almost surgically clean.

6. Paper management — see pricing table below

- a. We sell Enviromaster at the same cost as RighthChoice. We switch customers over when we switch dispensers. No distinct pricing
- b. If they need dispensers, those need to be installed and maintained, see below
- c. **Value prop:**
 - i. If they have a 3rd party provider we will almost always be cheaper and better. More for less money
 - ii. If their staff is doing it, at best they will tie us with soft costs (i.e. actually lost productivity) generally quite high. Talk to them about trips to stores or lost time on damaged dispensers vs. having a service provider.

7. Drain line Service.

- a. \$10 / drain normal
- b. Included with all inclusive
- c. For large numbers of drains (weekly service)
 - i. you can offer \$20 + \$4/drain (at 4 drains this \$36 vs. \$40 above).
 - ii. These can often involve plumbing ect.. We'll throw that in at \$10 / drain
 - iii. If they want install level service
 - 1. Every 2 mo then \$10 / drain (10 or more drains)
 - 2. Every week \$20 / drain (10 or more drains)

- d. for filthy drains try and charge 3x fee for install. Again can be waived with agreement. Alternative if \$10/wk/drain flies for large number of drains definitely waive the install fee.
 - e. Green drain \$100 install / \$5 wk. Shutter keeps anything from coming up, especially fruit flies.
 - f. Grease traps are not standard drains. We need to use / destroy suits and buckets. It is about an hour of work. Charge \$125 / wk and if possible \$300 minimum for install.
 - g. **Value prop:** Drains are a consistent source of smell, flies and high plumbing expenses. Our customers experience a better smelling restaurant, an end to fly problems if they have one and save money.
8. **Trip charges:** \$8 (beltway), \$6 standard, \$7+parking (if only paid parking available)
- a. If 2 people may be needed monthly (example windows) try for a \$10 trip charge
9. **Facilities**
- a. SaniPod: \$3/wk/ea. Install \$25. Includes one time per week refill.
 - i. If we need to sell extra bags because high use restroom (very active bar, public terminal...) \$2/bag sold in refill packs of X
 - ii. As a stand alone service (no saniclean) \$8 Sanipod / wk or \$3/wk/ea + \$40 whichever is cheaper. There is a trip charge
 - b. Soap outside restroom: \$1/wk for dispenser. Sell soap separately at \$16/gallon
 - c. Air Fresher — \$20 install. \$1 wk for warranty. Filling is free
 - d. Hand sanitizers — \$40 / gallon. \$20/fills. \$20/dispenser install. \$1/wk warranty for dispenser.
 - e. Urinal mats — \$20 / each (last a month)
 - f. Toilet clips — \$4 each. Note cases much cheaper
 - g. Toilet seat covers — \$5 pack of 250
 - h. Toilet seat dispensers — \$25. Warranty is free.
 - i. Toilet paper dispensers — \$25 / dispenser, \$1/wk warranty. Note this is below cost we are making it up on the paper contract.
 - j. Paper towel dispensers — \$25 / dispenser, \$1/wk warranty. Note this is below cost we are making it up on the paper contract.
 - k. Soap — \$16 / gallon
 - i. Note we do charge for dispensers during install at \$20 +1/wk
 - l. Dilution system = Dema. This is 4 gallon locked cages two controls (bucket and bottle), two dials \$25/wk. This includes full warranty. If they want a basic Dema single dial with no cages \$10/wk.
 - m. **Value prop:** Most of these are below or equal with their wholesale costs. These can be complex systems to maintain so they save money on soft costs. Plus have a more reliable experience for customers.
10. **Refresh** (High end powerwashing) — Aim is \$75 trip charge and \$200/hr/worker. 2 workers. i.e. \$475 minimum
- a. Dumpster — Except for very large number of dumpsters charge the \$475
 - b. back of house — \$1500 small-medium kitchen. \$2500 large kitchen.
 - c. front of house — \$2500 (not as dirty as back of house but bigger)

- i. patio — by itself generally 2×2hrs so \$875. As an upsale with front of house add \$500.
- d. If you can't determine sizing you can use square footage. \$200 fixed fee (\$475 minimum still applies) plus
 - i. \$.60 per sq foot inside
 - ii. \$.40 per sq foot outside
- e. **Value prop:**
 - i. We have a \$30k powerwasher the competition is generally using a few hundred dollar unit. Powerwashing is all about force and heat theirs do neither meaning we do a much better clean. There is a huge difference in how clean something gets between 8/gal/min at 180f and .25/gal/min at 70f.
 - ii. Assisting chemicals. Our guys are trained on assisting chemicals so we can get up stains even above what the unit can do.
 - iii. Experience: our powerwashing team does powerwashing 500-1000 hrs/yr for most of the competition it is a sideline business.
 - iv. Legality: Arlington and Fairfax..., and counties enforce rules against letting fresh water into the public sewer system. It is a large fine applied to restaurant, auto shop....
- 11. **Carpet cleaning** — same price as Sani Scrub: \$250 for first 500 sq ft (\$.50 sq ft), \$125 each additional 500 sq ft (\$.25 sq ft). \$125+\$.25/sq ft minimum \$250.
- 12. **Pure janitorial** addons are \$30 / hr, generally aim for 4 hr minimum (per day / trip)
 - a. Vacuuming. Generally an hr unless it is a huge job
 - b. Dusting generally assume we can do about 30 places (cabinet, surface...) in an hr i.e. \$1 each.
 - i. If the place is dirty it will take about triple time to do an initial clean so install at 3x. If they want it infrequently (like 4x / yr) charge 3x.
 - c. \$50 / hr for shorter note this price does not apply (you can use the \$30) if we can schedule like a normal route and include it with route services over \$30. Smooth breakdown (includes light chemicals) when we can schedule as we want:

hours of extra service (base services get subtracted from time)	What to charge
0-15 mins	\$10 (only as addon)
15 - 30 mins	\$20 (only as addon); \$35 as full stop
.5-1 hours	\$50
1-2	\$80
2-3	\$100
3-4	\$120
4+	\$30/hr

13. **Strip and wax floor**

- a. Normally \$.75 / sq foot. Floor can be terrible. Minimum \$550.
 - i. This includes stripping to the VCT all the way down. Scrub on the naked floor followed by 3 coats of wax and sealant. If the customer would prefer

no sealant we can throw in a 4th coat for free or discount to \$.70/sq/ft.

- b. For a very well maintained floor we can do \$.40/sq/ft. Minimum \$400
 - i. This is a partial strip, scrub and at most 2 coats of waxing.
- c. Value prop: Above is standard pricing for a one time job. For the same price of the competition, they are going to get a warranted product maintained by the crew that is there monthly.

14. Chemicals —

a. Value prop:

- i. Because we are certified in dilution, while most stores and other providers are not, customer hard costs are generally considerably cheaper than what they can buy on their own.
- ii. Our teams are experts in these chemicals and we can provide advanced support. Corporate has further expertise and the manufacturer relationship is very strong. In under a week we can get very advanced support and the most difficult questions answered.

Floor Products

Product	What is it?	Price per gallon
Daily	Water-based for daily floor cleaning	\$28
Primo	Water based multi purpose cleaner	\$24
Surefoot EZ	Foaming cleaner and degreaser designed for quarry tile floors.	\$32
B.A.D.	Super strength degreaser and floor finish remover. Toughest industrial soils as well as multiple layers of finish build-up. Alkaline and solvents	\$39
Hero	Concentrated degreaser. No harsh fumes or solvents so safe for food serving or processing areas.	\$29
Butyl Commercial Degreaser	Degreaser for detergent-resistant surfaces (porcelain, chrome, quarry tile, countertops, tables).	\$20
Turquoise 3	(Pro-Con) EPA certified hospital grade disinfectant for all hard surfaces. Bacteria, virus and fungi.	\$61

Sani Products

Product	What is it?	Price per gallon
H.A.B.C.	(High Acid Bowl Cleaner) Removes resistant stains from bathroom fixtures and porcelain.	\$40
Visclean	Hydrochloric acid toilet bowl and restroom cleaner that is highly effective for removing heavy stains, soil, rust, scale, soap scum and hard water encrustations in toilet bowls, urinals, shower stalls	\$23
Hiox Blue Planet (APC Peroxide)	Cleaner and degreaser for use on all types of hard surfaces. Peroxide, solvents, detergents, penetrating and soil lifting agents, agents to prevent oils from redepositing. Use on	\$30

	countertops, appliances, oven hoods, stainless steel, Formica®, plastic, fiberglass, rubber and glass.	
Sani Shield	Clean-X (not Intercon). Hydrogen peroxide based. Cleans and applies a protective barrier coating to help reduce the growth of odor-causing bacteria, mold, and mildew stains in between cleaning.	\$140

Three Sink Components

Product	What is it?	Price per gallon
Blue Diamond	Hand dish detergent for pots and pans. Multipurpose and labor saving. Good one	\$25
Dish Detergent (Pink)	Manual pot and pot. More cost effective than Blue Diamond but lesser quality.	\$11
Grade-A	Quick sanitizing cleaner for use on food processing equipment, food contact surfaces and utensils	\$41

Other chemicals

Product	What is it?	Price per gallon
Activate Plus	A concentrated blend of live liquid bacteria enzymes that activates drain lines and grease traps	\$25
Oven Cleaner	Cleaning ovens, grills, stainless steel surfaces, etc	\$29
Hand Sanitizer (Health Guard by Kutol)	62% aloe and Vitamin and E This is a foaming hand sanitizer which is rare. Non alcohol hand sanitizer meets CDC standards. However, avoid two risks of other hand sanitizers: 1. Risk of ingestion by children and pets (alcohol based can induce alcohol poisoning) 2. Alcohol sanitizers are flammable and can compromise fire safety standards of the building, depending on placement.	\$42
Berry Good	Deodorant (transforms the chemical structure of malodor molecules). For carpets, linens, in waste baskets, closets.	\$11 (32oz)
Blue Planet Hospital grade disinfectant	Replaces the red/blue/green table cleaners. Food safe, so can be used in kitchen. Can be used for daily cleaning in bathrooms Note, there is a Blue Planet degreaser / all-purpose cleaner, this is not the same product.	\$11 (32 oz)
Repel	Glass and surface cleaner	\$14/gal
Invisible Shield	Lime scale remover for glass	\$14/gal

See Dema under facilities, that's the dilution system that can be used with chemicals.

Soap

Product	What is it?	Price per gallon
		\$13

Orange Premium Foam Soap	"Luxury soap" that cleans and softens hands. Note this is sold ready to use not concentrated.	
Foaming Pear Hand Soap	Luxury soap popular with customers but expensive	\$30
White lotion soap	For use if the customer has their own dispensers only	\$25
Low quality lotion soap	IHOP, Church, existing cheapskate clients. We are migrating these clients to white lotion soap	ask Alex or Jeff

Paper

Product	Price per case	Effective per roll (per roll customer)
Multifold Tower	Case/16/250 \$50	\$3.125 (\$4.70)
Hard-wound Kraft (paper towels)	Case/6 \$55	\$9.17 (\$13.75)
Hard-wound White (paper towels)	Case/6 \$68	\$11.33 (\$17)
Household Toilet Tissue	Case/96 \$103	\$1.073 (\$1.60)
JRT (big rolls of toilet paper)	Case/12 \$60	\$5 (\$7.5)
Enviro-Master JRT (big rolls of toilet paper)	Case/12 \$56	\$4.67 (\$7.00)
Enviro-Master Hard-wound kraft (paper towels)	Case/6 \$43	\$7.17 (\$10.75)
Enviro-Master Hard-wound white paper towels	Case/6 \$54	\$9 (\$13.50)
Enviro-Master Center Pull (paper towel)	Case/6 \$57	\$9.50 (\$14.25)

Dispensers

generally free with paper and/or sani. This list only applies if they are not on paper service or soap service. Dispenser is free with warranty (weekly charge)

Product	Price (ea)	Warranty price (ea)	Detail
Enviro-Master manual soap	\$53	\$1 ea	
Enviro-Master hybrid (battery and manual)	\$100	\$2	
Enviro-Master mechanical towel	\$100	\$2	
Enviro-Master hybrid towel	\$160	\$3	
Enviro-Master air freshener (battery)	\$53	\$1	
Enviro-Master JRT (jumbo rolls of toilet paper)	\$60	\$1	
Enviro-Master legacy toilet paper	\$40	\$1	This does not aesthetically match. Only fits Enviro-Master paper. Use for clients that aren't buying air fresher and paper towels
Enviro-Master legacy paper towels	\$100	\$2	This does not aesthetically match. This fits non-Enviro-Master paper. Use for clients that aren't buying air

			fresher and toilet paper
Enviro-Master legacy legacy air fresher	\$65	\$1	These are cheaper to maintain. Generally want to install while we still have them in inventory. Do not sell separately. (fair price is \$50)

Extras

Product	Quantity per case	Individual	Detail
Berry Good	Case/12	\$11 (32oz)	
Urinal Mats	Case/80	\$10	
Bowl Clip	Case/ 72	\$4	
Fragrance bars	Case/45	\$5	Bowl clips were \$4 Includes case and bar.
Urinal Screen	Case/ 60	\$4	New ones are color reactive to urine, to let customers know they are still providing sent. During 2025, we have a ton of the old inventory; getting the new is a special order.
Vertical Urinal Screen	Case/72	\$11	
Microfiber Mop	Case/12	\$5	
Green Drain	Case/6	\$59	
Toilet Seat Cover	Case/40	\$4	
Commercial cleaning graded (very high quality) microfiber	Case/6	\$20	16×24. 33% more microfiber than standard. Designed 300 washes. 10% enhanced speed in cleaning tests.
Disposable microfiber	Case/50	\$40	Allows us to provide microfiber solution without laundry

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