

→ WHEN IT  
POSITIVELY  
MUST BE  
REMOVED

**WORLD'S  
BEST**

**GRAFFITI  
Removal System**



**WORLD'S BEST GRAFFITI  
REMOVAL PRODUCTS &  
STRATEGIES**

[www.graffitiremovalinc.com](http://www.graffitiremovalinc.com)



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# WORLD'S BEST GRAFFITI REMOVERS

- For the uninitiated, graffiti removal can be amongst the hardest jobs in specialized cleaning due to the variety of markers used on virtually every substrate imaginable (natural and man made).
- There are a plethora of products and possible solutions brought out by many companies. All of them work – at least some of the time. However, many contractors have had short lived careers in graffiti removal due to repeated failures over the years - leaving stains / shadows or causing unnecessary damage to buildings.
- If you don't know whether a job is going to take you 10 minutes or 10 hours to complete then it makes it very hard to know what to charge...So what is the answer?

**World's Best Graffiti Removal System is essentially three simple products designed to remove graffiti quickly, perfectly and safely from all building surfaces without shadows or damage to the substrate, environment or end user.**





# THE EASY PEASY CRASH COURSE IN GRAFFITI REMOVAL

## REMOVING GRAFFITI IS AS EASY AS 1, 2, 3...

**STEP 1** If it's larger graffiti on painted surfaces like walls and fences, although it may be possible to remove the graffiti using our products, it is usually far quicker and easier to match the color and paint it over.

**STEP 2** If it's smaller graffiti (perhaps on a painted surface) or if it's on things that you can't paint out, like 'For Sale' signs, road signs, glass, playground equipment, cars, caravans, equipment, powder coat etc., then use these two products; Sensitive Surface Graffiti Remover (or Graffiti Safewipes) and Feltpen Fadeout.

**STEP 3** Most of the remaining graffiti is on concrete, bricks, block walls and stone. This is just as easily removed. Simply flood coat three times (at roughly 3 minute intervals) with 'Bare Brick', Stone and Masonry Graffiti Remover, wait another few minutes then rinse with a small pressure washer.



Using Bare Brick, Stone & Masonry Graffiti Remover



Brush, broom or spray on; 3 coats at 3 minute intervals



Rinse off product with a small pressure washer or a stiff-bristled brush



Easy-peasy!

# THE 3 GOLDEN RULES OF GRAFFITI REMOVAL

## 1. IF GRAFFITI IS NOT COMING OFF EASILY, YOU'RE DOING IT WRONG.

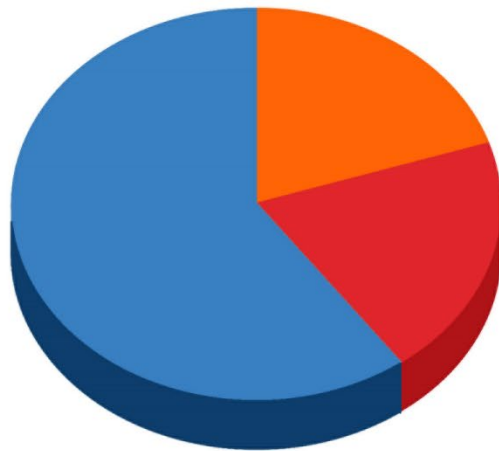
You may require a change of tact or use of another product. We recommend that you call for technical advice and/or see the World's Best Graffiti Removal catalog and product data sheets for more information.

## 2. IF YOU CAN'T REMOVE A LITTLE BIT OF GRAFFITI, THEN YOU'RE NOT GOING TO REMOVE A LOT.

So this basically means you have to TEST TEST TEST before applying product to an entire job. This way you can determine if you're on the right track first.

## 3. IF YOU'RE WORKING HARD, YOU'RE DOING IT WRONG.

Forget the scrubbing, blasting and any other abrasive measures. Put simply, either your products are working or they're not. Any problems can be taken care of with the right technique. Consult the 'Tips and Tricks for the Pro's' in this manual, or contact us for more detailed advice.



- Paint Overs
- Bare Brick Stone & Masonry Graffiti Remover
- Sensitive Surface Graffiti Remover & Feltpen Fadeout

# PROFESSIONAL GRAFFITI REMOVAL; WHO ARE MY CUSTOMERS?

- Know who your Customers are, and those that will be future customers.
- Just because we see graffiti everywhere, doesn't mean any one is willing to pay you to remove it.
- Likely Customers are:
  - commercial letting and management companies
  - real estate companies with rent rolls
  - shopping center management
  - Railway authorities
  - Cities and Municipal agencies
  - (Surprisingly) other cleaning companies.
- No one will have your expertise, we can assure you.
- While building up your graffiti removal business you will be asked to perform many jobs outside the trade such as smoke damage, crime scenes, paint removal, overspray, greasy floors, grime on buildings, paving cleaning, gum and grunge.



# HOW DO I CHARGE FOR GRAFFITI REMOVAL?

- Professional Graffiti Removal is a skill learned over time, and requires specialized products and equipment. Don't be afraid to charge accordingly. However, be mindful not to charge every client like it is your first and last job as graffiti will often reoccur.
- Good work that is reasonably charged will often result in a referral.
- Become a friend in the trade to everyone. Cost of products when using our system will not be more than 10% of the total, the balance being your time and labor.
- Although it may appear simpler to break jobs down into time and material, having a ball park rate in square footage is advantageous. Approx. \$3.00 per sq foot keep product costs in check. Double this for filled-in, bubble writing. Extra product can be added to total if needed.
- If you intend to charge per square foot you will need to incorporate a standard call out fee which may include the first several square feet (say 5-10sq ft or 1 sq yard). This fee will vary with distance. Suggest approx. \$90 within 5 miles of base.





# HOW DO I CHARGE FOR GRAFFITI REMOVAL? cont...



## CALCULATING SQUARE FOOTAGE

In order to calculate the total square feet, draw an imaginary box around each tag.

Multiply the height x width to calculate the square footage of each box.

Where there are multiple tags, add the sq. footage of each box together to estimate the total price for the job.

On larger removal jobs, such as the one pictured here, we always recommend establishing a modus operandi by removing a few square feet perfectly, before embarking on large scale removals.







# HOW DO I CHARGE FOR GRAFFITI REMOVAL? cont...

- Second square yard ( or 10 sq ft) can be say \$30 and subsequent sq. yards / feet \$25. This way clients will know exactly how much to expect before you arrive, and avoid any possible unwanted arguments
- Remember that filled in bubble writing, murals and /or multiple tags on top of each other or on previously sandblasted / soda blasted surfaces can require significantly more time and products. You may need to double your sq footage rate on these jobs.
- Reduce rates for color match and paint over may be needed
- Jobs on historic buildings with conservancy authorities involving water reclamation and varying techniques may require 5 x the time and billing accordingly.



# HOW DO I MARKET / ADVERTISE MY GRAFFITI REMOVAL BUSINESS

Marketing and advertising used to be a vertical thing. That is, you paid someone to design your logo, and an advertisement, and you placed it in a journal, local paper and you sat back and waited for the phone to ring. Now we're in the digital age and the opportunities are enormous. If you don't believe me then stop reading this because this is how we all met.

Nowadays advertising has turned 'horizontal' where a shoulder-to-shoulder experience via Facebook, YouTube, Linked-in and hundreds of other networking sites allow you to stay in contact hundreds; if not thousands of people daily with new offers or information. Your aim should be to become the most desired expert in graffiti removal in your area.

Here are a couple of must do's:

1. Get your name right from the beginning. Make sure, that whatever you call your business describes exactly what you do.

Hint: Names like 'PB Enterprises' or 'Jack's Cleaning' may mean very little to anybody looking for anything.

2. You need to call or message your local potential customers.

Useful Tip: Familiarize yourself with our **Proven Strategies for Graffiti Free City**.



# HOW DO I MARKET / ADVERTISE MY GRAFFITI REMOVAL BUSINESS

4. Write to potential customers. An introductory letter/flier to future clients. Here's an idea using the "CRINGE, CONFIDENCE and CALL OFFER".

\* First comes the cringe factor;

*"Are you paying too much for graffiti removals?" OR "Did your last graffiti remover leave a worse shadow than the original graffiti?"*

\* Then comes the confidence;

*"Our World's Best Graffiti Removal Service makes sure every job is perfect in half the time at half the cost without a ghastly shadow or risk of damage."*

\* Finally, the offer;

*"Use our services and if your wall gets hit within two weeks we will do it again for free. Or Every 3<sup>rd</sup> tag is free this month."*

# THE TRUTH ABOUT ANTI GRAFFITI COATINGS – VALUE ADD SUCCESSFULLY

- Permanent v/s Sacrificial Coatings.
- Over the past 30 years we have seen many products and companies offering so called permanent protective coatings that promise to make cleaning graffiti easy. They all work for 2-3 years but problems such as de-lamination, peeling, cloudiness, glossiness, yellowing, and just making it more difficult to clean graffiti from have lead us to the following rules;

1) The best coating for paint is paint. Although it's possible to remove larger graffiti from a painted surface, it is often far quicker and easier to simply color match and paint over.

2) Any coating you are thinking of specifying must be proven to work as intended, and have stood the test of time without behaving badly (which ultimately would disappoint your customer).

3) If for any reason in the future you need to remove this coating from a building, you must be able to do this quickly and inexpensively without the risk of damage to the building surface.

Youtube video link:

<https://www.youtube.com/watch?v=x53WB54TZ2c>



So-called 'permanent' coating turned cloudy



'Anti-graffiti' coating peeling/de-laminating



This 'anti-graffiti' coating actually made removal even more difficult in the long-term



# SPECIALIZE IN MURALS & PUBLIC ARTWORKS

- World's Best Graffiti Removers include specialty products such as Heritage, Transgel, and Vanish. On any given job, one of our products can be your best friend.
- Sometimes conservancy agencies will be overseeing jobs ensuring no damage to historic or important buildings or environmentally sensitive areas such as near lakes and rivers. We can help advise on the most suitable 'modus operandi' for every job.
- The Muralshield System is designed for conservation, restoration, and preservation of fine art acrylic murals. It reinforces paint layers (consolidates), and provides UV protection and weather proofing.
- By using Muralshield in conjunction with World's Best Graffiti Coating you have a highly maintainable, durable and vibrant mural.



## ALTERNATIVE USES

- SMOKE DAMAGE REMOVAL
- CHEWING GUM RESIDUAL REMOVAL
- SEVERE OIL STAINS/DRIPS ON PAVEMENTS/DRIVEWAYS
- ORGANIC STAIN REMOVAL FROM PATHWAYS

