



# Subaru Culture of Clean

*2024.10 Edition*

---

Brand Compliant Program  
General Tile Cleaning Program

[AutoStoneUSA.com/Subaru](https://AutoStoneUSA.com/Subaru)



**SUBARU**®

## AutoStoneUSA Culture of Clean - Subaru

Welcome to the AutoStoneUSA “Culture of Clean” program which was developed to help your dealership with the best cleaning practices, methods and processes possible. You have just purchased AutoStoneUSA tile, and this manual is to help you achieve a lifetime of clean floor use. The Subaru Brand Compliant program includes AutoStoneUSA materials in your showroom, customer lounge, customer restrooms, back offices, service drive and possibly your workshop.



**CT-1  
Charcoal**

**Series:** CleanTech Premier



**CT-1  
Deep Grey**

**Series:** CleanTech Premier

Automotive retail and service facilities include two distinct operations under one roof. The nature of the automotive dealership includes spaces where vehicles are driven on floors which track onto the floor all type of elements such as oil, grease, asphalt and other contaminants. In the service drive and workshop, you have a greater exposure to the elements which requires a higher degree of cleaning vigilance. You also service ICE and EV vehicles which have chemicals and liquids which also can contaminate the floors in these areas. We are here to help you keep these areas looking clean, but also safer to walk on for both customers and employees.

## Clean Facilities Are An Essential Subaru Experience

Clean floors impact the customer perception of both the Subaru brand and perception of your dealership and the service experience. AutoStoneUSA tiles are designed to help you keep and maintain their original appearance with regularly scheduled cleaning practices. The “like-new” look of your dealership is an essential component in the retailing and service equation. Your dealership should be clean, well-kept and have a fresh (like-new) retail appearance.

## AutoStoneUSA Lifetime Ownership Technical Support

To help dealers meet the goal Subaru has for clean, professional and “like-new” presenting floors, AutoStoneUSA provides you life-time technical cleaning assistance, and support. We recommend that the dealer owner or operating manager save our information in your phone so if issues arise in years to come, help is already programmed in your phone to help get you back ontrack with clean, “like-new” appearing floors.

If a future problem arises, take a few pictures with your phone and send to AutoStoneUSA with your information. You will get a response within 24-hours and helpful suggestions and path forward on how to get your floors clean again.

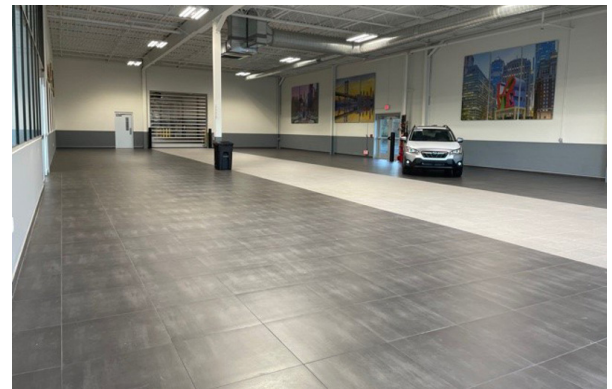
With AutoStoneUSA – you always have a flooring expert available to help you.

## Contact Information

Email ASUSA: @: [subaru@autostoneusa.com](mailto:subaru@autostoneusa.com)

Call us: @: 214-393-4875 (m)

Call/text @: 214-830-1206 - Barry Wells, President/Owner



## Clean Floors Impact STF (Slip, Trip, & Fall) Risk Management

Your ability to keep your dealership clean, including being mindful of spills, or liquids that may collect on floors impacts the safety of your employees and customers. Floors kept free of oil, grease, rubber transfer and other contaminants is important. Exposure to moisture can reactivate the oils and other contaminants remaining on the surface of your floor which make them more slippery which increases STF risk.



We recommend dealers have a plan on how to address spills that happen during daily business operations. We also recommend developing a “first responder” method which both establishes a process and person(s) to addresses spills when they happen and before they can be tracked throughout your dealership and further increase STF risk, and spread of contamination.

## Subaru Showroom General Maintenance & Cleaning Practices

Your floors should be properly cleaned on a regularly scheduled basis. The schedule you devise is dependent upon your environment, amount of use and ownership personal preference. However, at a minimum, your showroom should be properly cleaned no less than 2 times weekly with a proper chemical, floor scrubber-sweeper machine with a wet-vac with squeegee blades, which suck-up the dirty water generated from your cleaning process. Service drives and workshops should be cleaned nightly with a de-greasing chemical as part of a comprehensive process using a floor scrubber sweeper, wet-vac, and squeegee blades to remove daily grease, oil & daily debris.

In between this proper floor scrubber machine-driven cleaning process, your showroom, restrooms customer lounge areas, service drive and workshop can be spot-cleaned with a mopping process to clean-up daily debris, spills and such. Please note that mopping is not a substitute for proper cleaning using a floor scrubber machine. An effective intermittent mopping process is outlined on page 8. There are appropriate and not appropriate mopping practices. Please review and implement appropriate practices which won't leave floors dirtier and with soap chemical residue on tile surface, when correctly implemented.

## Proper Cleaning Practices Include Using A Floor Scrubber-Sweeper with Wet-Vacuum and Squeegee

Proper cleaning includes the use of an appropriate chemical and use of a floor scrubber sweeper with either cylindrical brushes or disc brushes which should aggressively scrub the floor surface. Further, your cleaning machine should include a wet-vacuum and squeegee blade which sucks-up the water, chemicals and debris that is generated from the cleaning process.



### Soap & Chemical Residue On Your Tile Surface

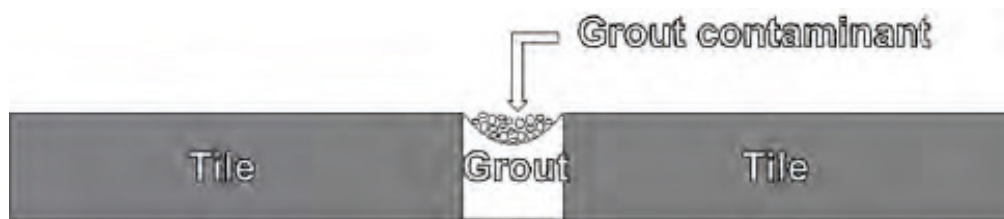
If your floor cleaning practice does not include the use of a floor scrubbing machine with a wet-vacuum to suck-up the water, you will be leaving dirt and soap residue behind on the tile surface. Once the water evaporates you are left with both the dirt-debris and soap residue. Both these degrade the look and appearance of your floor tile and grout joints.



## Grout Joints

Grout joints are the lowest part of your floor which collect dried soap residue and dirt debris. A tell-tale sign of poor cleaning practices is the presence of a “whitish” grout joint. This usually indicates the presence of dried soap residing in the grout joint. When this is present, it usually indicates that your tile surface has a soap chemical residue on the tile surface.

When soap residue is present, it is mostly invisible, but it shows excessive tracking and debris once the water has evaporated.



## The #1 Cause of Cleaning Issues

Chemical residue on your tile surface shows foot tracking, rubber/tire tracking and other such things which degrade the appearance of your floor. This is not due to the tile but is a result of the chemical residue left on your tile surface which is attracting these contaminants. AutoStone USA tile has < .4% water absorption which means the tile resists staining. Any darkening, tracking or debris are sitting on top of your tile – not in your tile surface. The good news is that with proper cleaning practices, your Subaru showroom can always be kept in a “like-new” condition and if your cleaning practices take a few wrong turns, we are here to help you get back on track and restore your floor to a “like-new” appearance.

## Less is More With Chemicals



One of the bigger misconceptions about cleaning is that if you have a dirty floor, you need more chemicals to clean the floor. That is almost never the case and usually makes matters worse. More chemicals leave a film on the floor and increases re-soiling. Your AutoStoneUSA tile has an impervious surface and resists absorption of stains. The use of chemicals is to help break down spills, salts, oil(s), and other contaminants that get on the floor and aid cleaning. Too much chemical, or chemicals applied and not removed with a clean water rinse create the opposite result of your cleaning practice.

A successful floor cleaning uses a small and/or appropriate amount of chemical distributed through your cleaning machine along with an aggressive nylon pad which engages with your floor and scrubs the surface clean. Cleaning your tile floor with a green nylon disc pad or similar cylindrical brush will not damage your tile surface. You want a strong physical scrubbing effort combined with a light chemical, with the final steps including the wet-vacuum to suck-up the dirty water, as the squeegee-blade goes over the surface to swipe the surface clean.

## Consumables, Disposables, and Equipment Maintenance

You must anticipate changing out the consumables on your floor scrubber sweeper, with wet-vacuum and squeegee blades on a regular basis. You should have fresh disc pads changed frequently and you should change your squeegee-blade at least 2-3 times a year. These are minimal costs, but the reward is huge!

Your machines should be serviced and maintained. Just like the quality cars Subaru sells, no matter how excellent they are (and they are), they still need service to keep them operating in top order. Your floor machines should be serviced to make sure the wet vac has strong suction power and other things like your chemical mixing departments operate correctly.



### (3) Sources of Chemical Residues

Chemical residues can be introduced to your floor several ways.

- Tile installation process.
- Final construction clean provided by your general contractor
- Dealership cleaning contractor or employee practices.

## Flooring Contractor (Removal of Grout Haze)



An acidic chemical, or acid wash is used by your flooring contractor to remove any grout haze on the tile surface which remains from the grouting process. Flooring contractors use some type of acidic chemical to breakdown the grout haze on the tile surface, so the tile is free of this haze material. When contractors do this, they usually follow-up with a clean water, damp sponge clean. However, the key word is “clean water” and sometimes those buckets of “clean water” don't get emptied enough and you might have a slight acidic chemical residue on the tile surface.

When this happens, we recommend several clean/freshwater rinses to remove the acidic residue from the surface of the tile and in most cases, this is easily remedied and resolved.



## General Contractor Final Clean

Like the flooring contractor process, the general contractor employees a cleaning crew to come into the dealership and clean all the remaining construction dust and debris from the facility just prior to turning over to the you the owner.

## Neutral Cleaners

In these situations, cleaning crews use an acidic cleaner to clean the floors to remove the built-up construction debris. When this happens, the acidic cleaner can be over-used and if not flood rinsed, it will leave an acidic residue for the dealership to inherit. This happens most often when the cleaning crew uses mops to clean the floors and not a floor scrubber-sweeper machine with a wet-vacuum and squeegee blade.

We recommend that you request your GC to be aware of this issue prior to their final clean. They can either use a floor scrubber machine, or employee mopping, if it is followed up with at least 2 clean water rinses with clean water and fresh mop heads for each clean water rinse (and cleaning out the mop buckets between rinses).

## Recommended Cleaners for Showroom Environments

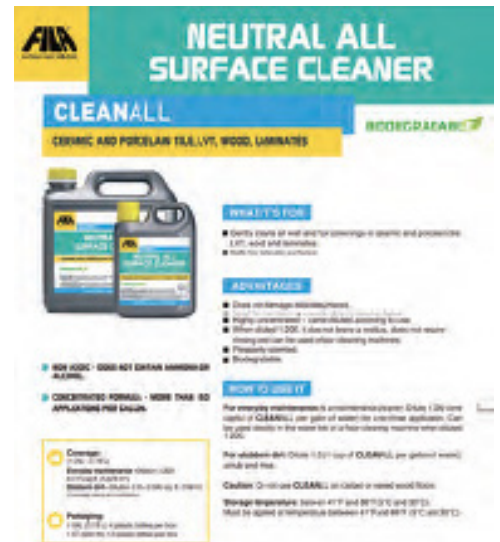
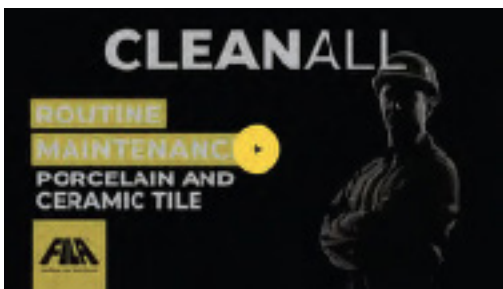
AutoStoneUSA recommends for Subaru showrooms to use a PH Neutral, or neutral-type chemical. Fila Products has a product you might use in your facility for optimal results.

## Fila Neutral All Surface Cleaner - CleanAll

For ceramic and porcelain tile, LVT, wood, and laminates.

<https://www.filasolutions.com/usa/products/full-range/cleaning-products/cleaners/cleanall?linea=professional>

Click image below for a short video introduction to CleanAll:



## How to Use It

For everyday maintenance: Dilute 1: 200 (one capful of CLEAN ALL per gallon of water) for a no-rinse application. Can be used directly in the water tank of a floor cleaning machine when diluted 1: 200. For stubborn dirt: Dilute 1:30 (1/2 cup of CLEAN ALL per gallon of water), scrub and rinse.

## Coverage

(1 GAL - 3.78 L)

Everyday maintenance ›Dilution 1: 200 61,115 sq.ft. (5,678 m2)

Stubborn dirt ›Dilution 1:30 2,023 sq. ft. (188 m2)

## Cleaning Recommendations - Hard to Reach Areas

In the process of cleaning your service facility, dealers may need to take additional cleaning steps to assure that floor surfaces are properly cleaned. Hard-to-get areas sometimes don't get cleaned with your floor scrubber-sweeper-wet-vac and squeegee blade machine.

When your cleaning machines don't get to all places, additional steps should be taken to assure that your dealership workshop and service drive floor always has that clean, fresh, bright and "like-new" look. Hard-to-get spots are places where your floor cleaning machine doesn't cover on a regular basis.

They can include areas such as:

- \* Against walls
- \* Around lift posts in tech bays
- \* Up against tech cabinets
- \* Up against equipment racks and machines
- \* Around drums, consumables, and storage areas.
- \* Around center floor drains
- \* Around floor drains and vents
- \* The interior space of tech stations



## Cleaning Hard-To-Get Places and Spot Spills

In these places, additional cleaning steps need to be established to make sure all these places are addressed. Depending on your dealership culture, attention to detail and your cleaning regimen these cleaning tips can help your dealership look "likeneew" for the life of your dealership.

For spot-spills and hard-to-get places, we recommend dealers invest in sponge mops (with lever activated wringers) and large mop buckets (with wheels) for both your cleaning staff, and your tech's (depending on your established practices) to help address these areas on a daily basis. Having sufficient sponge mops, replacement sponge mop heads and buckets of clean water will deliver better results. We also encourage dealers establish and publish a written protocol on who cleans what areas based on individual workspaces and shared workspaces to assure that all areas are cleaned on a daily and regular basis.

Addressing and assigning cleaning duties for hard-to-get areas and when spot spills occur will help to build a strong team environment, pride in their workspace and overall better results for your dealership. The following tips should be considered for best hard-to-get places and spot spill clean-up strategies:

- \* Buckets of dirty water should be emptied after use and not left behind for the next person
- \* When dirty water is left in buckets, it gets used again-and-again
- \* Do not re-use water, doing so contaminates your floor with oily, dirty, and greasy water
- \* Oily, dirty, and greasy water will elevate your STF (slip, trip, and fall) risk and degrade your dealership appearance.
- \* Establish post-cleaning protocols to address spot spills which occur throughout daily operations.
- \* Promote the benefit of a clean environment for customers and employees alike.

## Cleaning Equipment Examples for Hard-To-Get & Spot-Clean Efforts

We recommend the use of a sponge mop, as shown below:



We do not recommend the use of a string-type mop:



When selecting your mop buckets, we recommend that you select a singular bucket as shown below. If you are using a sponge mop with hand wringer, you will not require a dual tank mop bucket, which are designed for use with a string mop. You need to have the right equipment used in combination together.

Recommended mop bucket type:



We do not recommend the use of a string-type mop:



## Do's, Tips, And More

When implementing your cleaning strategy, make sure that your program includes the following:

- \* Mop equipment supplements your cleaning practices and does NOT replace recommended use of floor scrubber machine.
- \* Frequent replacement of consumables. Example: your sponge mop head should be replaced at least on a monthly basis, depending on the area of use.
- \* Your dealership should have multiple sponge mops and buckets for use.
- \* Distinguish the difference between daily cleaning practices and "spot-cleaning".
- \* Buckets of dirty water should be emptied after use and not left behind for the next person. When dirty water is left in buckets, it gets used again-and-again. When dirty water is re-used, it contaminates your floor with oily, dirty, and greasy water.
- \* Oily, dirty, and greasy water will elevate your STF (slip, trip, and fall) risk and degrade your dealership appearance.
- \* Establish a proper janitorial location of appropriate size where supplies are accessible to your staff for both spot-cleaning and your daily-cleaning regimen.
- \* Remember: gravity causes all things to fall to the ground and **stay there until properly removed!**

AutoStoneUSA tile is not exempt from Newton's Law of Gravity! Reduce risk events and create a better visual aesthetic with spot-cleaning and addressing daily spills of chemicals (oil, grease, gas, and all contaminants) that happen in the course of servicing vehicles. We recommend that there be an established practice on how such spills should be cleaned. Leaving spills on the floor increases your STF (slip, trip, and fall) risk. AutoStone recommends that spot-cleaning be addressed quickly with the same cleaning process as outlined above.



**AutoStoneUSA Support:**  
**Request For Quote:**  
**Subaru Brand Page:**

[subaru@autostoneusa.com](mailto:subaru@autostoneusa.com)  
[Subaru Brand RFQ - request for quote](#)  
[Subaru Brand Page](#)

## Contact Information:

**Tabitha Black, Subaru Program Manager**  
Mobile: 806-477-2410  
Direct: 214-387-1997

[tabitha@autostoneusa.com](mailto:tabitha@autostoneusa.com)

**Lezlie Ferrell, Director of Sales**  
Mobile: 214-717-8936  
Direct: 214-393-4861

[lezlie@autostoneusa.com](mailto:lezlie@autostoneusa.com)

**Barry Wells, Ownership | President**  
Mobile: 214-830-1206  
Direct: 214-393-4862

[barry@autostoneusa.com](mailto:barry@autostoneusa.com)



# autostone