



PROFESSIONAL
FLEET CLEANING
Guide



NIELSEN
Professional

FLEET CLEANING CHEMICALS FOR *Contractors*

Reliable supply. Consistent results. Built for high-volume fleet cleaning.

If you're a fleet cleaning contractor, your reputation depends on delivering fast, consistent, high-quality results - every time.

We support contractors across the UK with professional-grade fleet cleaning chemicals and systems designed to reduce cost per wash, improve efficiency, and standardise results across every vehicle and every site.





POWER YOUR FLEET CLEANING *Operation*

Whether you operate a mobile valeting service, contract wash facility, or national fleet cleaning operation, we provide the chemistry and support you need to scale with confidence.

- ✓ Consistent cleaning performance across all vehicle types
- ✓ Reduced chemical usage through efficient formulations
- ✓ Faster wash cycles and improved turnaround times
- ✓ Support for multi-site and national contracts
- ✓ Expert advice on process optimisation and compliance

Our contractor-focused fleet cleaning system

We don't just supply products, we help you build a repeatable, profitable cleaning process.

A successful fleet cleaning routine is built on consistency, product selection, and process control. The following steps are designed for both high-throughput wash bays and mobile fleet operations.

1

PREPARATION & SAFETY CHECKS

Before any cleaning begins:

- Park vehicles in a safe, well-ventilated area
- Pre-rinse to remove loose dirt and heavy debris
- Check COSHH documentation for all chemicals used
- Wear appropriate PPE (gloves, eye protection, protective clothing)
- Avoid cleaning hot surfaces or vehicles in direct sunlight



Why this matters

Proper preparation prevents chemical drying, surface damage, and inconsistent results.



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WHEELS & LOWER BODY CONTAMINATION REMOVAL

Wheels and lower panels carry the heaviest contamination: brake dust, road salt, oil, and iron fallout.

Use specialist wheel and fallout cleaning solutions depending on severity:

- Non-acidic wheel cleaners for routine maintenance and safe alloy cleaning
- Acid-based cleaners for heavily soiled commercial applications
- Fallout removers for embedded iron particles

Application method:

- Apply product evenly to wheels and lower panels
- Allow short dwell time (2–5 minutes)
- Agitate with a brush where required
- Rinse thoroughly with high-pressure water

Key benefit

Removes the most damaging contaminants first, preventing them from being spread across the vehicle during washing.

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PRE-WASH: TRAFFIC FILM REMOVAL

Fleet vehicles accumulate a dense layer of traffic film that bonds to paintwork.

This stage uses high-performance pre-wash detergents or TFR (Traffic Film Remover) products.

Best practice:

- Apply from bottom to top to ensure full coverage
- Allow 3–5 minutes' dwell time (do not allow drying)
- Rinse thoroughly with a pressure washer

Why it matters

Pre-wash reduces the need for heavy manual contact, helping to minimise swirl marks and improve efficiency in high-volume environments.





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FOAM WASH & CONTACT CLEANING

A foam or shampoo stage ensures remaining dirt is safely lifted from the surface.

Typical options include:

- High-foam vehicle shampoos
- Brush wash systems for fleet wash bays
- Foam lance applications for mobile valeting

Application:

- Apply foam evenly across all exterior surfaces
- Wash top to bottom using soft mitts or brushes
- Rinse thoroughly to remove all residues

Benefit

Ensures consistent, scratch-free cleaning across multiple vehicles in a fleet.

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PROTECTIVE RINSE & DRYING STAGE

Once clean, protective coatings help reduce future cleaning effort.

Options include:

- Rinse waxes for fast water shedding and quicker drying
- Sealants for longer-term protection and gloss enhancement

Application:

- Apply via low-pressure sprayer or automated dosing system
- Allow water to bead and sheet off naturally
- Air dry or use microfibre drying methods

Key outcome

Faster turnaround times between vehicles and improved long-term cleanliness.





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EXTERIOR FINISHING: TYRES, TRIMS & DETAILING

Fleet presentation is often judged on finishing details.

Key areas include:

- Tyres
- Plastic trims
- Bumpers and mirrors

Best practice:

- Apply dressing sparingly to clean, dry surfaces
- Avoid over-saturation (especially on tyres)
- Buff where necessary for a natural or satin finish

Benefit

Enhances professional appearance and maintains consistent branding across fleets.

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GLASS, MIRRORS & VISIBILITY SAFETY

Clear visibility is essential for compliance and driver safety.

Process:

- Use fast-drying, streak-free glass cleaners
- Wipe with lint-free cloths
- Ensure full removal of residue and smears

Key benefit

Improves safety, especially for night driving and adverse weather conditions.





INTERIOR FLEET CLEANING & HYGIENE CONTROL

Fleet interiors experience high levels of wear due to shared use.

Focus areas:

- Dashboards and plastics
- Steering wheels and controls
- Seats, carpets, and mats
- High-touch contact points

Cleaning method:

- Use multi-surface cleaners for hard surfaces
- Fabric cleaners for upholstery and carpets
- Leather-safe products for premium interiors

Why it matters

Maintains hygiene standards and improves driver experience and retention.

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INTERIOR SANITISATION & ODOUR CONTROL

For shared or high-usage fleets, sanitisation is essential.

Typical treatments include:

- Biocidal interior cleaners for high-contact surfaces
- Air conditioning and odour-neutralising fogging systems

Process:

- Treat cabin surfaces after cleaning
- Allow correct dwell time
- Ventilate before vehicle return to service

Result

Improved hygiene compliance and long-lasting freshness.





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FINAL INSPECTION & QUALITY CONTROL

Before returning vehicles to service:

- Check for missed areas or streaking
- Ensure wheels, glass, and trims are complete
- Confirm interior cleanliness standards
- Validate drying and finish quality

Best practice

Use a consistent checklist across all fleet vehicles to ensure repeatable results.

FLEET CLEANING EFFICIENCY: REDUCING COST PER VEHICLE

For fleet operators and contractors, success is measured by efficiency:

1. Reduced chemical consumption through correct dilution
2. Faster wash cycles with pre-treatment systems
3. Less rework due to standardised processes
4. Lower labour time per vehicle
5. Consistent results across large fleets

The key principle is simple

The right process is more important than using more product.



WHY CONTRACTORS *Choose us*

We understand the pressures of contract fleet cleaning—tight margins, strict SLAs, and high vehicle volumes.

That's why we focus on what matters most:



Consistency across every job

Standardised chemical systems that deliver repeatable results across teams and locations.



Lower cost per vehicle

Highly concentrated formulations and controlled dilution reduce waste and maximise efficiency.



Scalable supply

From single-site operators to national contractors, we support your growth with reliable supply and technical guidance.



Expert support

We help you optimise your process, improve productivity, and win more contracts.

