



# FISH WINDOW CLEANING® MEDIA KIT WWW.FISHWINDOWCLEANING.COM



**FOR MEDIA INQUIRIES,  
PLEASE CONTACT:**

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# OUR STORY

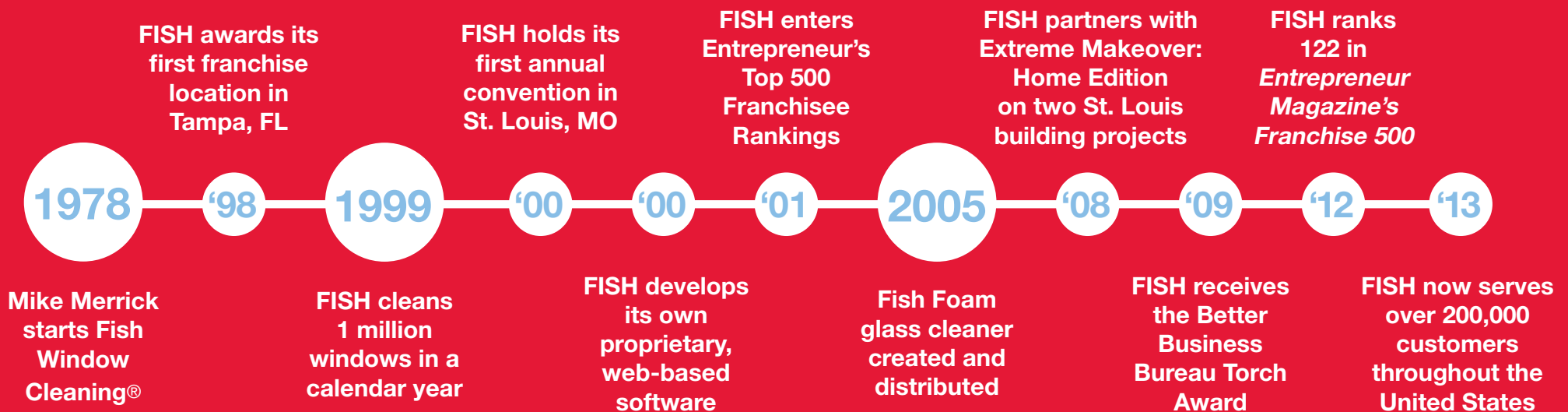
After seven years in banking, Mike Merrick walked through a brand new “window” of opportunity and founded Fish Window Cleaning® in January, 1978. Using his 20 years of experience, Mike created the Fish Window Cleaning® franchise system. He made each customer feel as though they were the only customer.

Based on growing demand and his success, he realized there was a need for this service in other markets. Mike used his 20 years of experience to create the Fish Window Cleaning® franchise system. In 1998, the first FISH franchise location opened in Tampa, FL. Since then, Fish Window Cleaning® has grown to more than 240 franchise territories in 45+ states. Thirty-five years later, the company still maintains its traditional values. We are now the world’s largest window cleaning company and we will always treat every customer as though they are our only one.



Linda and Mike Merrick

## FISH WINDOW CLEANING® TIMELINE



# ABOUT US

FISH provides service to more than 200,000 commercial and residential customers nationwide. We specialize in cleaning: ground level storefronts; one, two, and three story office buildings; restaurants; banks; churches; schools; and homes. FISH offers a variety of services such as: exterior windows of all types, storm windows, construction clean ups, screens, mirrors, chandeliers, ceiling fans, gutters, and skylights.

Fish Window Cleaning® is fully insured, has a strong reputation for outstanding service, and a solid business foundation. Free estimates and customized service plans tailored to each customer's needs and budget are just a few offered benefits. As the leader in the window cleaning industry, the entire FISH family is committed to brightening your world.

## OUR PEOPLE

Fish Window Cleaning® hires great people who have values and interests that align with our company. Founder and CEO Mike Merrick has set a high standard and been a wonderful example to those within FISH and outside of FISH as to how to achieve success while being family-friendly. FISH is...

- Professional: FISH window cleaners are uniformed, licensed, bonded, insured, and trained
- Reliable: Year-round cleaning schedules
- Flexible: Compliance with your corporate billing procedures
- Specialized: Serving buildings up to three stories
- Easy to work with: No written contract required
- Detail-oriented: Right down to the booties we wear to cross a threshold
- Locally Owned: And backed by a national company for over 35 years

FISH has a full support staff ready to assist franchisees nationwide. Support staff consists of over 25 people who handle franchise development, franchise support, human resources, technology, branding, communications, SEO, and national accounts.



# NATIONWIDE



**OVER 250  
LOCATIONS  
AND GROWING...**

## UNIQUE CLEANINGS

**THE CORE OF OUR BUSINESS INCLUDES STOREFRONTS, RESTAURANTS AND HOUSES. OVER THE YEARS, FISH HAS ALSO CLEANED SOME EXCLUSIVE PROPERTIES:**

- Comerica Park, home of Detroit Tigers (MLB)
- Dollywood Vacations
- EverBank Field, home of the Jacksonville Jaguars (NFL)
- Henry Ford Museum
- Home of one of the top comedians in the country
- Home of an Olympic gold medal figure skater
- Home of current NFL team owner
- Home of Cy Young Award winner
- Home of international pop culture icon
- Home of one of the richest families in the world
- Home of well-known American clothing designer
- Johnson Space Center (NASA) - Houston
- Muhammad Ali Center
- National Renewable Energy Labs (US Dept of Energy)
- New Jersey State Museum
- Nike Headquarters
- Palm Springs Aerial Tramway
- Ronald McDonald House in St. Louis, MO
- St. Jude's Dream Home in Charleston
- US Mint in Denver, CO
- Wold Performing Arts Center at Lynn University for final 2012 presidential debate

# FISH FOAM

Fish Foam's bold red cans contain an effective glass cleaner formula with noticeable results. Home and business owners use this professional grade cleaner to make their windows and surfaces sparkle. It's the best cleaner for:

- Windows, including stained glass & double hung windows
- Mirrors
- Windshields, windows & sunroofs on all types of cars
- Cubicle glass panels and partitions
- Exterior surfaces of appliances
- Countertops
- Fixtures
- And more!



Fish Foam eliminates drips and rundowns. Surfaces that haven't been cleaned in years will shine. Hard to remove fingerprints will disappear. You won't want to use any other glass cleaner once you've tried Fish Foam.

Fish Foam can be purchased online at [fishfoam.com](http://fishfoam.com) or on [amazon.com](http://amazon.com). Fish Foam is also sold at several local stores in St. Louis.



[WWW.FISHFOAM.COM](http://WWW.FISHFOAM.COM)

## BLOG SUPPORT

Both Fish Window Cleaning® services and Fish Foam are blogger-approved! Notable bloggers have tested our product and published raving reviews! Check out a few of our favorites: House of Smiths, Vintage Revivals, Southern Hospitality, Between Naps on the Porch.

WE'RE SOCIAL!     