



# ŠKODA MAINTENANCE GUIDEBOOK



ŠKODA



ŠKODA

# Introduction

## **Dear Business Partners,**

This brochure describes best practices for showroom maintenance. The visual style of the ŠKODA brand and showrooms is an extremely important factor in both branding and sales. The better our customers feel in a neat and clean environment, the more relaxed and accessible they are when it comes to purchasing. Therefore, the interior and exterior of your showroom require thoughtful care and cleaning.

In the following pages you'll find accurate guidelines clearly describing the cleaning and maintenance of the signage, furniture, carpets and tiles in the ŠKODA showroom.

This maintenance guidebook of individual CI/CD elements has been graphically compiled by ŠKODA AUTO a.s. based on information supplied by the creators of these CI/CD elements. ŠKODA AUTO a.s. does not guarantee how up-to-date the information specified in the maintenance guidebook is, nor can the company be held responsible for its accuracy or completeness. ŠKODA AUTO a.s. is not responsible for the consequences of relying upon this information or for any damages resulting from the use of this information.

# Contents

## ŠKODA Maintenance Guidebook

	<b>Introduction</b>	3
<b>01</b>	<b>Signage cleaning</b>	6
<b>02</b>	<b>Signage maintenance</b>	10
<b>03</b>	<b>Furniture cleaning</b>	14
<b>04</b>	<b>Tile cleaning</b>	18
<b>05</b>	<b>Carpet cleaning</b>	22
<b>06</b>	<b>Highlight Wall flooring cleaning</b>	26



# Signage cleaning

- // ŠKODA Signage elements are made of high quality materials and must be cleaned at regular intervals to continue fulfilling their purpose, design and functionality.
- // Under normal environmental conditions signage elements must be cleaned at six month intervals.
- // In industrial areas or near open salt water quarterly cleaning is necessary.
- // To retain rights to warranty claims, it is necessary to document all cleaning work.
- // All visible surfaces must be cleaned with care.
- // Cleaning work to be carried out by official signage supplier, cleaning company or dealer.
- // For detailed information contact signage suppliers.



# ŠKODA

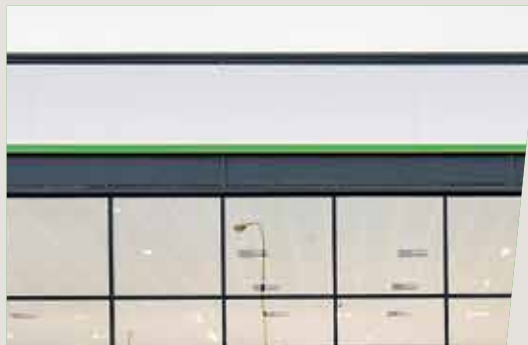


# How to clean

Communication Wall



Fascia



Entrance Portal



Lukewarm water



Detergent pH 5-8



Soft cloth or sponge

## Painted surfaces

- // Lukewarm water with mild proprietary household cleaning agents
- // Mild, pH-neutral, non-foaming cleaning emulsions with **pH 5-8** are best suited (comparable to cleaning solutions used to clean vehicles).

## Galvanized steel components

- // For slight to moderate soiling, lukewarm water with neutral proprietary household cleaning agents is sufficient. For heavier soiling, alkaline proprietary car cleaning agents are recommended. Flushing with clean water is necessary.

## ŠKODA logos

- // Clean lukewarm water, to which a proprietary degreasing household cleaning agent may be added, is sufficient to clean silver logos with vapour deposits. A soft cloth or sponge is recommended. Clean the surfaces with clean water to finish. Do not use pressure cleaners, etc.

## Acrylic glass

- // Clean lukewarm water, to which a proprietary degreasing household cleaning agent or ethanol spirit may be added, is sufficient. A soft cloth or sponge is recommended.

## Films

- // For slight to moderate soiling, lukewarm water with proprietary household cleaning agents is sufficient. The cleaning agent must not come into contact with painted surfaces.

## Polished stainless steel

- // Clean lukewarm water, to which a proprietary degreasing household cleaning agent or ethanol spirit may be added, is sufficient. A sponge is recommended. In all cases, it is necessary to apply uniformly in the direction of polishing and clean **in the same direction**.

Logo Wall



Pylon



Highlight Wall



### Anodized surfaces

- // For slight to moderate soiling, clean, lukewarm water containing a wetting agent and a sponge or suitable pad are sufficient. A proprietary household cleaning agent can be used as the wetting agent.
- // For heavier soiling, those proprietary cleaning agents can be used which are neutral (pH 5–8) and **do not contain abrasive agents**.



### TIPS

- // Please observe all Health and Safety rules
- // Do not lean ladders or scaffolds on signage elements
- // All illuminated signage must be disconnected from electricity supply
- // Manufacturers' instructions for use must be observed when working with cleaning agents
- // No alkaline liquids or products containing acid or solvents are to be used
- // Do not clean surfaces heated by the sun (>40°C)
- // Do not use abrasive agents or high pressure cleaners such as steam jet cleaners
- // After cleaning, give the cleaned surface a good rinse with clean water

# Signage maintenance

- // Maintenance work must be carried out every **half year +/- 4 weeks**.
- // Maintenance work must be carried out by the official supplier or an authorised service provider.
- // General inspection of ŠKODA CI/CD Signage with respect to visible damage and electrical defects.
- // Checking and, if necessary, retightening all mounting parts, e.g. bolts, anchor bolts, etc.
- // Disposal of damaged/replaced parts is the responsibility of the official supplier/service provider.
- // For detailed information contact signage suppliers.
- // Refer to official signage documentation.





SKODA



SKODA

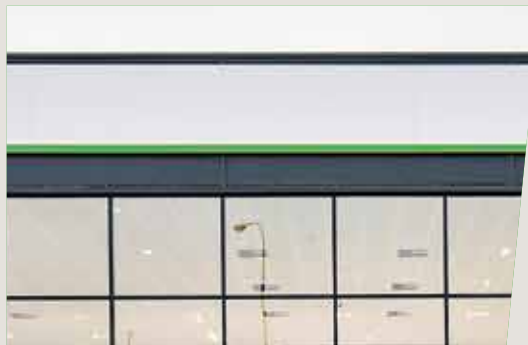


## Entrance Portal, Highlight Wall

Communication Wall



Fascia



Entrance Portal



## Directional Pylons, Projecting Signs, Brand Clip Panel

Small Directional Pylon



Large Directional Pylon



Parking Sign



Logo Wall



Check and, if necessary, retighten all mounting parts.

Pylon



Check and, if necessary, retighten bolts, anchor bolts, etc.

Highlight Wall



All illuminated objects must be disconnected from electricity supply.

Projecting Sign



Brand Clip Panel



Projecting Sign



# Furniture cleaning

- // ŠKODA Furniture elements are made of high quality materials and must be cleaned at regular intervals to continue fulfilling their purpose, design and functionality.
- // All visible surfaces must be cleaned with care.
- // For detailed information please refer to the dedicated furniture maintenance guides from our official suppliers: Ahrend/TECHO, Story Design and Senab.
- // Retail furniture must be cleaned at regular intervals, but at least once per half year with proper cleaning supplies.







## How to clean

### Wood furniture

- // Remove dust from the furniture with a soft, clean and dry cloth. For heavier soiling, use a cleaner designed to clean furniture with any possible type of lacquer.
- // Do not use abrasive/alcoholic or technical solvents for cleaning as they might damage some parts.

### Acrylic/plastic parts

- // Clean the furniture's plastic parts using water with detergent. Dry and polish them using a soft cloth immediately after cleaning. For heavier soiling, use a cleaner designed to clean plastic objects.
- // Do not use abrasive/alcoholic (toluene, acetone, etc.) or technical solvents for cleaning. They might damage and rapidly degrade acrylic parts.

### Chrome/metal parts

- // Clean the furniture's metal parts using water with detergent and glass parts using a standard cleaner. Dry and polish them using a soft cloth immediately after cleaning. For heavier soiling, use a cleaner designed to clean metal, plastic or glass objects, excluding abrasive/alcoholic and technical cleaning solvents.
- // For maintenance, do not use: acetone, synthetic or other solvents; cleaners with chlorine or other oxidation agents which could damage the surface of chrome products; or following floor maintenance cleaners or other agents without a protective coating.



### **Upholstery – furnishing fabrics**

- // Use a vacuum cleaner for upholstery maintenance. Do not shake out or use water or aggressive detergents. Clean non-oil stains using a wet cloth soaked in soapy water and then dry using a cotton swab. Do not launder or iron upholstery! Upholstery is sensitive to sharp tools and brushes.

### **Leather and synthetic leather**

- // Clean using a wet soapy cloth and then wash with clean lukewarm water. It is necessary to ensure the furniture's wood parts do not absorb water. Avoid heavy soiling (for heavy soiling, use a 25–40% ethyl alcohol solution). Occasionally disinfect using alcohol and 5% Lysol. Upholstery material folding and stretching in the seating area is natural and not incorrect.
- // For maintenance, do not use: pastes, wax, sprays, strong detergents, solvent solutions (these can damage the material's colour or cause cracking). Prevent contact with warm surfaces (radiators, heaters). Do not pierce the material with clips, drawing pins, etc. Do not use chemical cleaners or chlorine bleach.

### **Lights and other electrical components**

- // Electrical components (transformers and cables) must not come into direct contact with water. For safety reasons, they must not be merely placed on the floor.

# Tile cleaning

- // It is recommended to use cleaners and degreasers that can be diluted with hot water, always following the manufacturer's instructions.
- // It is recommended to use neutral and alkaline degreasers.
- // It is recommended to rinse and dry the surface with the utmost care to prevent limescale deposits which can occur if excess water is left on the tile.
- // Do not use wax, oil-based soaps, primers or other impregnating treatments (oil or water) on ŠKODA porcelain tiles.
- // All visible surfaces must be cleaned with care.





# How to clean

## Manual method



Remove solid dirt  
with a broom or  
vacuum cleaner

Clean with a mop,  
hot water and  
a neutral detergent

Dilute detergent  
in water (1:10)

Wash the floor  
with a rag soaked  
in the solution

When the floor is clean,  
rinse with hot water

## Using a cleaning machine



Remove solid dirt  
with a broom or  
vacuum cleaner

Clean with a cleaning  
machine

Fill the tank with water  
and detergent (1:10)

Wash the floor  
using soft discs  
(white or green)

Remove any residue  
with a wet vacuum  
cleaner

When the floor is clean,  
rinse with hot water



Deterdek 1:5 – 40 m<sup>2</sup>

### Final cleaning, cleaning after tile laying

- // Final cleaning is to be carried out immediately after completing tile laying. Improper or delayed removal of excess grouting material may lead to dirty edges that are difficult to remove later and can form cement residues on the surface which can absorb all types of dirt so that the material itself seems dirty. To remove cement residues, clean the surface with a solution of water and an acidic detergent (e.g. Detertek from Fila or Keranet from Mapei) using the amount recommended by the manufacturer.
- // The product should be applied to the surface and must not subsequently be left to dry out, but must be wiped with a colourless cloth and then rinsed with sufficient water to ensure that no residue of the cleaning agent itself has been left on the surface. Repeat this procedure if necessary. In order to remove plastic- or silicon-based grout residue, we recommend additional alkaline cleaning.



Fila cleaner

### Daily care

- // For daily care, it is recommended to use cleaners and degreasers that can be diluted with hot water, always following the manufacturer's instructions.
- // It is recommended that neutral and alkaline degreasers be used (e.g. Fila Cleaner from Fila)
- // It is recommended that the surface be rinsed with the utmost care to prevent limescale deposits which can occur if excess water is left on the tile.
- // Do not use wax, oil-based soaps, primers or other impregnating treatments (oil or water) on ŠKODA porcelain tiles.



Fila Ps 87

### Special maintenance of tiles

- // If the surface has lost its original beauty due to maintenance or improper use of protective wax, it is necessary to perform a special cleaning.
- // To clean these layers of dirt, we recommend using a solution of water and a detergent (e.g. Fila PS 87 from Fila) using the amount recommended by the manufacturer. The product should be applied to the surface and must not subsequently be left to dry out, but must be wiped with a colourless cloth and then rinsed with sufficient water to ensure that no residue of the cleaning agent itself has been left on the surface. Repeat this procedure if necessary. We generally recommend carrying out an initial cleaning test on a small area. If the result is positive, the entire surface may be cleaned.

# Carpet cleaning

There is no doubt that regular vacuum cleaning is the most important component of an effective carpet care program. For best results, use a brush vacuum cleaner with effective suction and brush action.

As a preventative measure, it is possible to minimize a significant proportion of all introduced dirt using cleaning mats outside the entrance and clean zones in the entrance areas. It is necessary for internal zones to be at least 2-3 steps long. These clean zones need to be regularly cleaned in order to fulfil their intended purpose over the long-term.





# How to clean

## Lotis Taupe 935 used in ŠKODA showrooms



Condition of carpets  
before cleaning

Condition of carpets  
before cleaning

Cleaning of carpets.  
Carpets must be  
vacuumed properly

Moistening the carpet  
with cleaning agent

Brushing of stains  
on the carpet

Final vacuum cleaning





Fresh Up (Dr. Schutz)



### Daily care

- // Standard daily cleaning is vital to ensure the cleanliness of the carpet.
- // In relation to the space's usage rate, it is necessary to thoroughly vacuum the carpet with a brush vacuum cleaner daily or several times per week.
- // In order to maintain the good appearance of the flooring, it is important to remove any stains when performing the daily cleaning.



ELATEX



Fleck & Weg

### Stain removal

- // If possible, stains should be removed **immediately** – **do not let them dry!**
- // Liquids should be soaked up with a sponge or paper towel by dabbing, **do not rub**.
- // Cleaning should always be carried out from the edge to the centre so as not to spread any stains.
- // It is recommended to use specific products for carpets (e.g. products from the Dr. Schutz range).
- // The recommended stain remover for this carpet is CC-Fleck & Weg, which removes water soluble and insoluble stains.
- // For particularly stubborn water insoluble stains (e.g. paint, glue), use CC-Fleckenspray.

# Highlight Wall flooring cleaning

The Highlight Wall is a key element in the dealership's interior design. It presents a powerful brand image highlighting the latest ŠKODA model and for this reason must always be kept clean and in perfect condition.

For regular cleaning, remove loose dust and dirt using a dry mop with a microfibre head (40–60 cm) or vacuum cleaner.

**Do not use direct water** as this can damage the laminate flooring.

If a car is placed on the flooring, it is important not to turn the steering wheel as this can damage the flooring.





