

FOR THE LOVE OF THE GRIME.

WHAT'S YOUR WORST
CLEANING JOB?
WE WANT TO KNOW.

Welcome to Mess Quest.
We're on a mission to find
the toughest cleaning jobs
out there. So we need your
help to answer a simple
question: *how bad can it get?*

Come help us put Alkota
pressure washers to the test.
Join us online, check out our
favorite messes, vote on the
filthiest, show us your worst.

You could win \$500.

messquest.net

alkota.com

800-255-6823





by Allison Hester

Alkota Wants to Know:

HOW BAD CAN IT GET?

(Your Answer Could be Worth \$500)

If you are one of the millions of fans who enjoyed the TV show “Dirty Jobs,” you’re going to love “Mess Quest,” a new YouTube show developed by Alkota Cleaning Systems in its search for the messiest cleaning jobs around. The videos are short, entertaining, and best of all, they’re all about power washing.

“Let’s be honest: some of the messes our customers have to deal with every day are more than just demanding, they’re interesting,” said Alkota President Gary Scott. “We’re in a great industry that doesn’t get the attention that we believe it deserves. But the job of cleaning up big messes is something that gets people’s attention.”

As Scott explained, most people never think about or let alone experience the extreme messes that are a normal part of manufacturing, livestock production, agriculture, natural resource extraction, food production, and so forth. But one thing we can all relate to, “When confronted with a frightful,

filthy mess, there’s something extremely satisfying about cleaning it up.” That’s what Mess Quest is about. “We wanted to celebrate the experiences our customers have every day on the job and show how much fun you can have obliterating the grime with a piece of Alkota equipment.”

How the “Mess” Began, and How You Could Win \$500

Alkota’s staff began putting together the idea for the Mess Quest challenge late last year, then launched the campaign with several high-quality episodes. “Everything we do or show is a reflection of what we represent as a company. We felt it was critical that the campaign be built to standards as high as we keep for our equipment,” Scott explained. “Even though Mess Quest is fun, we’re serious about our work and we hope everyone sees a little of both in these shows.”

Possibly the biggest reason for Mess Quest’s “fun” is because of its host, J.B., a “regular working guy” that Alkota recruited to find

Three Episodes of Mess Quest can be found online at www.Alkota.com/Mess-Quest



HOG HEAVEN



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Big Red

tough messes and put Alkota to the test. J.B. is quick-witted, smart, and definitely not afraid to get messy.

“The fun part is that J.B. had to learn about Alkota at the same time he was learning about the kinds of messes our customers deal with every day,” said Scott. “In that sense, he’s a true rookie, but he’s also a true soldier. He really threw himself into the job we gave him. But that’s exactly what we try to do for the people who trust us.”

Now Alkota is searching for the next big mess. “We hope to receive many photos and videos of a lot of tough messes,” Scott added. “What challenges do people face? How bad can it get? That’s the fundamental question we’re asking.”

The messes will be reviewed by three expert judges who will decide what they believe is the toughest mess. “But to be fair, we’re encouraging those that submit a mess to generate their own support through votes,” Scott explained. “We are using a 50/50 process in which our judges have half the vote and online users have the other half. Long story short, when people submit, they should get their friends, family and colleagues to vote. It could tip everything in their favor.”

Based off these submissions, there will be more Mess Quest shows, but the schedule is not set in stone. “Our commitment is that we will continue to make sure the videos are kept fresh.”

Over its 50 years in business, Alkota has always taken pride in being a pressure washer and cleaning equipment manufacturer that “designs and builds the perfect fit to handle any mess in any and every industry — inside, outside or underground,” Scott concluded. “We wanted a campaign that would offer a challenge to demonstrate our commitment. At the end of the day, we want our customers to know that we understand them, we’re interested in their world and we’re committed to putting them first.”

To learn more about Mess Quest, to view the current videos, or to enter your photos for a chance of winning \$500, visit their web site: www.Alkota.com/Mess-Quest/Introduction