

# Profile: Computacare



**John Pool,  
Computacare, Dartford**

**Computacare Services** was founded in 1989. As offices around the country became increasingly reliant on computers, IT technology accelerated but people remained unaware of the maintenance needed to keep computers clean and fully functioning—which is why Computacare saw the need for a service that could offer specialist cleaning and advice about keeping computers clean and free from the risk of data loss and hardware damage.

John Pool, owner of Computacare took over the company in 2004 and has seen huge growth in his industry over the past decade but believes people still need more information about why it is so important for office computers to be cleaned regularly: "Many people do not realise that failure to maintain the cleanliness of PCs is one of the primary causes of malfunction."

Computacare has worked to overcome the lack of information available about computer cleanliness and has expanded rapidly since its inception. The company continues to grow and now has the infrastructure in place to serve the needs of any site nationwide. Furthermore, they are constantly upgrading their services and facilities to develop a position as leaders in the industry while offering extremely competitive prices.

Based in Dartford, John expects to see business continue to flourish in his home county, as well as in the rest of the UK, because of the mass of new developments springing up around Kent that will create thousands of square feet of new office space. And Computacare will benefit from the biggest regeneration project in Europe, the Thames Gateway, as more businesses relocate to the area. Having relocated from London themselves, John feels that Dartford is the ideal location from which to operate a business that works throughout the UK. It is well-connected by road and rail, but still close enough to access the capital.

As part of their mission to spread the word about computer maintenance, Computacare has been developing their website, which provides a wealth of information about the company and its services. John emphasises that keeping computers clean is no longer an option, but a necessity to sustain a healthy workforce. The website answers any questions people have on the subject, with downloadable PDFs and information about free services offered by Computacare, including free demonstrations and Environmental Contamination and Static Analysis Reports. [www.computacare.co.uk](http://www.computacare.co.uk).

A handwritten signature in white ink that reads "John Pool". The signature is stylized and written in a cursive-like font.