

CASE STUDY

IMPROVING ENROLLMENT & FIGHTING GERMS ACROSS SIX CENTERS

How ZONO Technologies™, Kids ‘R’ Kids®, and BRIT Childcare Solutions are working together to support risk-free classrooms, stronger parent confidence, and continued growth.



ABOUT KIDS ‘R’ KIDS

Kevin Kilgore Jr. is the owner of six Kids ‘R’ Kids locations in Texas: **Legends Ranch, Woodson’s Reserve, Kings River, Eagle Springs, Cypress, and Katy.**

For Kevin, childcare is personal. His family has been involved with Kids ‘R’ Kids for decades, and his own children grew up attending and being his “little helpers” at his centers. That personal connection shaped the way Kevin approaches health and safety. When his first child was born prematurely and spent six months in the NICU, Kevin began looking at childcare through a different lens—as a father.

“You cannot educate a sick child.” That philosophy has remained at the heart of his approach to keeping children in the classroom, minimizing disruptions, and giving families confidence in the care their children receive.

“You cannot educate a sick child.”

THE CHALLENGE

Keeping Children in the Classroom While Growing a Childcare Franchise

Centers face two challenges every day: sickness and keeping classrooms operating at their best. Children touch, share, and frequently put classroom items in their mouths. Traditional health and safety practices remain important, but Kevin wanted an additional layer of protection for the items children interact with every day.



HARD-TO-SANITIZE ITEMS

Items such as crayons, stuffed animals, and electronics can be difficult to disinfect and sanitize using traditional liquid chemicals without potentially damaging them.



TIME & CONSISTENCY

Teachers and staff already spend significant time cleaning, disinfecting, and sanitizing throughout the day. Kevin wanted a process that could handle large quantities of classroom items consistently without adding more work.



OUTBREAK RESPONSE

When illnesses appear, speed matters. Rather than waiting until the end of the day to address the situation, Kids ‘R’ Kids can immediately begin treating classroom items through the ZONO™.

THE SOLUTION: ZONO™

A Multi-Layered Approach to Germ-Fighting

The ZONO™ Solution became an important part of Kids ‘R’ Kids’ overall disinfecting and sanitizing routine. The ZONO™ has been independently tested and verified killing 99.9% of viruses* and bacteria*, adding another layer of protection by treating classroom items after traditional cleaning, disinfecting, and sanitizing methods.

Kevin emphasizes the importance of using the ZONO™ Solution consistently—not only when an illness appears. *“You’re never going to stop washing your clothes. Ever. Don’t stop sanitizing your toys.”*



38-Minute Cycle

Disinfect* and sanitize* classroom items efficiently and return them to use.



No Liquid Chemicals

An alternative approach for items that may be difficult to treat with traditional methods.



Mass-Scale Treatment

Treat multiple classroom items together instead of handling every item individually.



Added Layer of Protection

The ZONO™ complements—not replaces—the center’s existing sanitizing practices.



A VISIBLE DIFFERENCE FOR FAMILIES

At Kids ‘R’ Kids, the ZONO™ isn’t hidden, *“it’s part of the tour.”* When parents see the ZONO™ Mobile Carts moving between classrooms and the ZONO™, staff explain how it provides an added layer of protection as part of the center’s infection control process.

For Kevin, that visibility is an important differentiator. *“Nobody else has that,”* he says, and the ZONO™ Cabinet gives his centers another way to demonstrate the care happening behind the scenes. Kevin says it *“absolutely helps families sign up at the end of the tour,”* particularly during cold and flu season, while also helping build parent confidence and support family retention when illness occurs.



BRIT CHILDCARE SOLUTIONS

STRATEGIC MARKETING & REAL RESULTS

BRIT Childcare Solutions is an all-inclusive marketing solution designed for childcare business owners.

The partnership with BRIT helped Kevin take a closer look at how he was communicating what makes his centers unique. By combining a stronger marketing strategy with the ability to showcase programs like the ZONO™, Kids ‘R’ Kids was able to reach more families and bring greater awareness to the value they provide.

After BRIT: 21 enrollments in one month, 95% tour conversion rate, & 350+ students at one location

Together, ZONO Technologies, Kids ‘R’ Kids, and BRIT Childcare Solutions are using marketing, parent education, tours, and video content to showcase what happens behind the scenes, and why those extra layers of care matters.

THE BRIT RESULTS

Enrollment Growth Through Strategy, Partnerships, & Differentiation

The impact of the BRIT Childcare Solutions’ marketing strategy was particularly visible at several Kids ‘R’ Kids locations.

148 → 210+ CYPRESS Enrollment grew from 148 to more than 210 children in approximately 6-7 months.	162 → 200+ EAGLE SPRINGS After declining to 162 children, the center increased its marketing efforts and enrollment is now approaching over 200 children.	350+ LEGENDS RANCH The center continued operating at 350+ children, with capacity reaching approximately 400 children during the summer months.	280+ WOODSON’S RESERVE Reaching 280+ children, the center benefited from cross-referrals and marketing between sister locations.
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THE FUTURE

Kevin plans to continue investing in ZONO™ and BRIT as he expands his franchise. For Kevin, germ-fighting and marketing aren’t separate strategies. *“You can’t have one without the other.”* A childcare center needs to attract families, but once those families enroll, it needs to deliver an environment that earns their trust.

That’s where Kevin sees the combination of ZONO Technologies™ and BRIT Childcare Solutions becoming particularly powerful.

BRIT helps centers communicate their value and reach more families. ZONO™ gives centers a tangible differentiator they can demonstrate during tours and rely on as part of their everyday disinfecting and sanitizing process.



WHY ZONO TECHNOLOGIES™

- Kills 99.9% of Viruses* & Bacteria*
- Saves Time for What Matters
- No Harmful Liquid Chemicals
- Outbreak Response
- Reduces Human Error
- Reassures Parents

ZONO TECHNOLOGIES™
ZONO Technologies™
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*Disinfecting level (kills 99.9%): Measles, Norovirus, Influenza-A, and Respiratory Syncytial Virus (RSV) on non-porous surfaces.
*Sanitizing level (kills 99.9%): Staphylococcus aureus (Staph), Methicillin-Resistant Staphylococcus aureus (MRSA), Escherichia Coli (E. Coli), Streptococcus Pyogenes (Strep), Shigella dysenteriae (Shigella), Salmonella Enteritidis (Salmonella), and Pseudomonas aeruginosa (Pseudomonas) on non-porous, semi-porous, and porous surfaces.

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