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## **Survey: Cleaners Optimistic Of Green**

The prospect of a recession will not pose a serious blow to the “greening” of the cleaning industry, according to a survey sent to approximately 5,000 subscribers of DestinationGreen, the monthly newsletter of The Ashkin Group.

Although the majority of respondents reported a cooling economy will cause some facility service providers to be more concerned about the cost of products rather than whether they are green, the majority does not believe the sluggish economy will have an adverse impact.

If the economy does in fact make customers more hesitant to select green products, most of the manufacturers surveyed say they will take steps to push the sales of these products by promoting the message that they are healthier for both the environment and building occupants.

The survey also reported that the majority of the manufacturers said they will not stop having products green-certified by certification organizations attributable to costs incurred in the process.