

## **Ashkin press release**

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### **The Ashkin Group introduces new website**

#### **More user-friendly site includes information on value of green cleaning**

BLOOMINGTON, IN – In its effort to illustrate how green cleaning can be beneficial to a wide variety of industries, The Ashkin Group LLC has unveiled a new website that more fully empowers visitors with its incorporation of quick and easy navigation buttons.

The site, launched in April, is a project spearheaded by Ashkin technology director Eric Hauck. It offers more information on how green cleaning is relevant to industries such as healthcare, cleaning and education.

“It has a lot more functionality for users,” explains Hauck. “We wanted to present green cleaning in a much more easy-to-understand format.”

President of The Ashkin Group Stephen Ashkin has been a leader in the effort to green the cleaning and maintenance industry for more than 15 years. He is a prolific writer, speaker, and advocate for safer and healthier cleaning methods.

The new site for The Ashkin Group also includes:

- Extended calendar listings of Stephen Ashkin’s events and speaking engagements in North America and overseas.
- Recently published articles by Ashkin and members of the Ashkin Group.
- Books written by members of the Ashkin Group.
- Recent e-alerts about green-related news items.
- Links to “Destination Green,” the organization’s monthly newsletter.

The site also includes a handy FAQ (frequently asked questions) about green cleaning.

“We included the FAQ section because we wanted the website to be designed

for those just now being introduced to green cleaning as well as those who are pros,” says Ashkin. “This is our second website and with each one we try to get more inclusive, more helpful, and more informative.”

The site is located at <http://www.ashkingroup.com/homenew.html>.