



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

**Media Contact: Robert Kravitz**

**Telephone: 773-525-3021**

**E-mail: [info@alturasolutions.com](mailto:info@alturasolutions.com)**

## **LARGE BSC PARTNERS WITH CANNON HYGIENE USA**

### ***BSC One of the Largest Woman-Owned Businesses in the U.S.***

Atlanta, GA—October 20, 2008—Bravo! Group Services Inc., one of the largest privately owned building service contractors in the United States, has become the most recent franchisee of Cannon Hygiene USA.

New Jersey-based Bravo! services well-known firms such as Verizon, AT&T, Prudential, Princeton University, Tyco, and others throughout the mid-Atlantic area.

The company, which was started by Karen J. Martinez in 1997, is also one of the largest woman-owned businesses in the country.

Cannon Hygiene invented the feminine hygiene disposal unit and exchange system over 50 years ago and provides restroom hygiene services and products throughout the United States. Recently, Cannon Hygiene was selected by famed vacuum manufacturer, Dyson to distribute the Dyson Airblade Hand Dryer that hygienically dry hands within 12 seconds or less.

As a franchisee, Bravo! will now be able to offer their customers the complete range of Cannon Hygiene services designed to improve and enhance restroom hygiene.

“Our clients are much more concerned and educated about hygiene issues than [they were] just a few years ago,” says Martinez. “Our partnership with Cannon Hygiene will help us address these concerns, protect the health of our customers’ employees, and stay one step ahead of the industry.”

Martinez adds that she believes the Cannon Hygiene products and services will also complement her company’s “Green Path” program. “For instance, they help reduce consumables, such as liners and paper products, used in a facility,” she says. “This helps promote sustainability and protect the environment and earn over 15 LEED credits.”

## **Work, Opportunity, and a Little Luck**

Martinez says that building a large contract cleaning company from the bottom was not easy. She initially found it was very challenging to enter certain key markets.

However, things turned around when she was asked to take over the maintenance responsibilities of a large facility in Philadelphia.

Martinez proved that her company was very service-focused and this led to new clients, serving as a stepping stone for future growth.

“We built our organization by recruiting and promoting the best management team in the industry with the sole focus of providing quality service and benefits for our clients and employees” That team now manages over 3000 employees servicing 35,000,000 square feet of commercial space throughout the Mid-Atlantic region each day.

Doug Calvert, president of Cannon Hygiene, adds that Bravo! “is a terrific fit for our company and brings a strong commitment to quality and service to customers in the North East. We are very pleased that they have joined the Cannon Hygiene family of franchise partners.”

Image: Attached

## **About Cannon Hygiene, Inc.**

Cannon Hygiene is one of the world’s top restroom hygiene service businesses. Based in Lancashire, England, it is responsible for maintaining health and hygiene standards for some of Britain’s royal households including Buckingham Palace.

Today the company's products are found in more than 30 countries around the world. It is now bringing its expertise to America's shores.

Cannon Hygiene's wide range of products and services is tailored to the needs of companies and organizations large and small. Its products and services ensure that restroom hygiene is maintained at a constant and controlled level, specific to the needs of each facility. The company is especially interested in serving the needs of women, including the disposal of feminine hygiene products.

Contact information:

Cannon Hygiene, Inc.

(U.S. Head Office)

2840 Simpson Circle, Suite A

Norcross, Georgia 30071

Telephone: 800-582-2157

Company Web Address: [www.cannonhygiene.us](http://www.cannonhygiene.us)

E-mail [info@cannonhygiene.us](mailto:info@cannonhygiene.us)