

Sustainable Dashboard Tools Release

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BLOOMINGTON, IN — In anticipation of its official summer introduction, Sustainable Dashboard Tools, LLC — a new corporation started by Stephen Ashkin, president of [The Ashkin Group](#), executive director of the [Green Cleaning Network](#), and co-founder of [Green Cleaning University](#) — recently launched a new website.

The site is in its preliminary stages and is expected to grow considerably in the next few months.

"Our goal at this time is to introduce the concept of sustainability to the industry so it can better understand what [sustainability] is and how it can benefit them, their community, and the environment," says Ashkin. "And, we also want the industry to realize that this is the next stage of the Green evolution."

According to Ashkin, the web address www.green2sustainable.com was purposely selected to signify this transition and change in mindset.

The "Dashboard," which was on display at last year's [ISSA/INTERCLEAN](#) tradeshow in Chicago, is designed to help JanSan distributors and other cleaning professionals effectively track their use of resources, such as fuel, oil and electricity, as well as build awareness of potential impacts on the environment.

By measuring and tracking this information, "they can use these resources more efficiently and also set reduction goals and targets that will ultimately result in cost savings," adds Ashkin.

Along with Ashkin, who is the new companys chief executive officer (CEO), are the following principals:

Cynthia Schultz, chief operating officer (COO) and web engineer, was hired to begin conducting a needs assessment for the Dashboard, along with requirements and specifications for the project; Dr. Christopher Haynes, chief technology officer and also associate professor of computer science at the [Indiana University Science of Informatics](#); and Elizabeth Crosbie, support services manager, who will oversee all company and customer support needs for the Dashboard.

Ashkin says he first considered the development of a sustainable dashboard specifically for distributors and the professional cleaning industry about three or four years ago.

"It appears our timing could not have been better," he says. "With major corporations,

such as Wal-Mart, now insisting that their suppliers become more sustainable, companies, including JanSan companies, will need a system, such as this [Dashboard], to benchmark their current impact on the environment so they can take steps to reduce it."

About Sustainability Dashboard Tools LLC

Sustainability Dashboard Tools, LLC, has created new software technology designed specifically for cleaning professionals. The company's CEO is Stephen Ashkin, president of The Ashkin Group and executive director of the Green Cleaning Network; its COO is Cynthia Schultz.

Sustainability Dashboard Tools' software allows users to measure the natural resources their businesses use and the greenhouse gas emissions they generate. Armed with this information, businesses can make commonsense changes that reduce their impact on the environment. Such changes save businesses money and make them more efficient and competitive while also benefiting their facilities, employees and local community as well as the environment.