



## Distributors Find Benefit to Selling Green

---

[ISSA](#) reports that distributors feel positive about the “green” directions their companies are taking by selling environmentally preferable cleaning products, according to a new online survey sponsored by Enviro-Solutions, Peterborough, ON, Canada, and responded to by 200 jan/san sales reps, distributors, and distributorship managers from throughout the United States, Canada, and other countries.

Among the survey’s findings:

- 93 percent of the respondents believe their company’s “vision and direction” in terms of selling green products is “very good” or “excellent”
- Nearly two-thirds or 66 percent dubbed their company’s focus on green cleaning products as being “very good”
- More than 50 percent believe their company’s effectiveness in selling green cleaning products is “excellent.”

“One of the strongest indicators of the emphasis distributors are now placing on Green cleaning was revealed when the distributors were asked if they believe selling Green cleaning products strengthens their company’s competitive position,” says Mike Sawchuk, vice president and general manager of Enviro-Solutions. “Fully 100 percent believe this to be true.”

### Green Manufacturers

The survey also asked distributors their thoughts on their green cleaning product and equipment suppliers. Some of these findings include:

- More than 54 percent believe their manufacturers have effective green marketing plans
- Over 90 percent believe their manufacturers’ investment in green is effective
- Approximately 60 percent find the green training and support manufacturers provide to be effective.

Of great interest is that 100 percent of the respondents indicated the green cleaning products they sell are certified by either Canada’s The Environmental Choice™ Program or it’s U.S. counterpart, Green Seal.

### Conventional Wisdom

According to Sawchuk, one of the major obstacles when selling green cleaning products has historically been the fact that many distributors—as well as facility service providers—simply do not believe these products to be as effective as conventional cleaning products.

“Although about 10 percent of the distributors surveyed still believe this to be the case, nearly 90 percent now believe green cleaning products are comparable to conventional cleaning products, which shows the advances that have been made in the past few years,” Sawchuk says.