

Breath of fresh air

Filter firm adds green cleaning products to its mix

BY DAN MONK
dmonk@bizjournals.com

If it's green, it's growing. That's the rule in nature. Marc Flick hopes it applies to the commercial cleaning trade as well.

Flick, owner and president of Cincinnati Air Filter Co. (Cafco) in Carthage, has formed a new subsidiary, Cafco Green, to sell environmentally friendly cleaning products under a distribution agreement with a Canadian supplier, Enviro Solutions Ltd. Flick is betting that 30 percent of his existing clients – and dozens of new ones – will help him boost revenue by 10 percent in 2008, more than double his projected growth from air filter sales. If that happens, Cafco

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Marc Flick thinks environmentally friendly cleaning products are a good fit for his air filter company.



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GOING GREEN

Carthage-based Cincinnati Air Filter Co. (Cafco) has long been a distributor of commercial and industrial air, gas, paint, carbon, process and hydraulic filtration products.

Now the company is branching out into an area it considers related, forming Cafco Green to sell environmentally friendly cleaning products to commercial and industrial clients.

Cafco Green has an exclusive distribution deal for the Dayton and



