



search...

Home ▶ News ▶ BSC Clients May Not Be Ready for Green Cleaning

- [Home](#)
- [This Month](#)
- [Articles](#)
- [Weblinks](#)
- [News](#)
- [Hot New Products](#)
- [Media Kit](#)
- [Mission](#)
- [Contact Us](#)
- [Subscribe](#)
- [Buyer's Guide](#)



In This Month's Issue

November



**BSC Clients May Not Be Ready for Green Cleaning**



CHICAGO -- As green cleaning's popularity continues to soar, a new poll appears to question if using environmentally preferable cleaning products is of greater interest to jan-san manufacturers and distributors than to the customers of building service contractors (BSCs).

The poll is the first Tornado e-Poll conducted by jan-san manufacturer Tornado Industries. According to Jolynn Kennedy, Tornado's marketing director, one of the goals of the e-Poll is to survey industry members regarding trends and developments in the industry. The e-Poll is included in the company's monthly newsletter, distributed to more than 3,000 people throughout the United States.

Participants were questioned as to how many of their customers have asked to switch from conventional to Green cleaning products. Sixty percent responded "very few;" twenty percent indicated more than half; and twenty percent reported that a "quarter to about half" of their customers request environmentally preferable cleaning products be used in their facilities.

The Tornado e-Poll also asked BSCs if their customers were aware of certifying organizations, such as EcoLogo and Green Seal or the Carpet and Rug Institute's Green Label and Seal of Approval Programs.

The results are as follows:

- Almost all: 20 percent
- Quiet a few: 20 percent
- Very few: 40 percent
- None: 20 percent

Similarly, when asked if their clients were seeking LEED (Leadership in Energy and Environmental Design) certification, the cleaning professionals answered:

- Yes: 20 percent
- No: 40 percent
- Do not know: 20 percent

"It almost makes you wonder if Green cleaning is of greater interest in the boardrooms of manufacturers and distributors than in the millions of facilities cleaned every day," says Jim Hlavin, head of Tornado's Business Development division. "However, we know the interest in Green cleaning, sustainability, LEED certification, and similar measures are growing considerably. It is just beginning to blossom."

The final question asked the BSCs about their sources of information about Green cleaning. According to the survey, 80 percent indicated they get most of their information from jan-san trade publications. The remaining 20 percent answered that their information source is primarily their local jan-san distributor.

For more information on the survey or the Tornado e-Poll, contact Robert Kravitz at [info@alturasolutions.com](mailto:info@alturasolutions.com).

[Next >](#)

[\[ Back \]](#)

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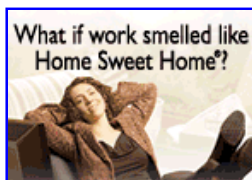
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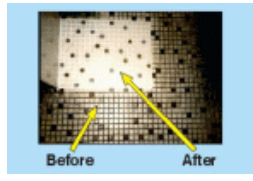
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